Historic, archived document

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



193 137

WALLER BROTHERS

ANNUAL PRICE LIST

ON STRAWBERRY PLANTS

JUDSONIA, ARKANSAS

Sec. 562 P. L. & R.

UNITED STATES POSTAGE

PAID

JUDSONIA, ARK. PERMIT NO. 3

LIBRARY
RECEIVED

U. S. Department of Agriculture.

POSTMASTER: Please check reason for non-delivery
Unclaimed Unknown Deceased Refused
For better addressNo such P. O
Moved to
If not delivered please return. Return postage guaranteed.
See page 29 Official P. O. Guide. 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-fromthe-shoulder bulletin setting forth simply and

briefly the merits of the plants we had for sale?

Simple economy manded 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 success 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

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 everincreasing 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 hon-

estly 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 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:

LER 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

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.

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, fertilzer, 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

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 NEWGROUND PLANT

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

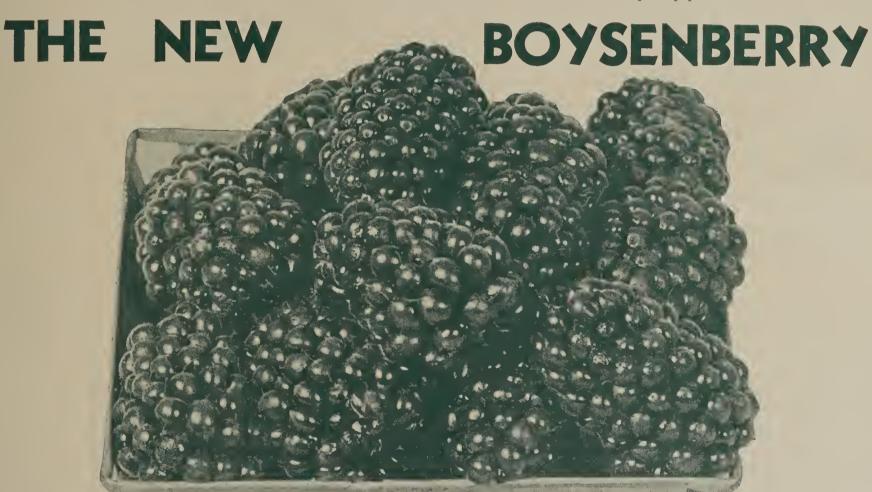
THE NEW BLAKEMORE, although introduced scarcely more than ten years ago, has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a 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 cul-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 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

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 uncessary 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 held that WALLED Co. be had than WALLER'S quality plants.



WHAT IS THIS BOYSENBERRY?

The Boysenberry is a cross betwen 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 game as the 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.



PREMIER

istics. We have never known it to be frost killed, and it stand the long, dry summors of the South without being adversely affected. Truly, it is the super-strawherry for Southern and mid-Southern berry growers!

We do not hesitate to say that, with the possible exception of the Blakemore, it is the best early strawberry that we have ever grown. The berries are long and pointed with fat shoulders and slim necks. The light green cap curls hack from the berry, giving it an attractive appearance. Although Premier is not quite as firm as the Blakemore, it has been shipped from this district to the Chicago market without damage.

The Premier was introduced by the U. S. Department of Agriculture in number of years ago. Our plants are strictly true-to-name and disease free. We can fill your Premier order, regardless of its size.

MASTODON--Everbearing

Ripe Strawberries in 90 Days With Waller's Quality Mastodon Plants

ST. LOUIS



STRAWBERRY COLLECTION NO. 2
With this collection you will have plenty of berries for the table and some for canning purposes.
100 Kellogg's Premier
STRAWBERRY COLLECTION NO. 3
And a mighty good list of varieties.
100 Senator Dunlap \$4.00

IMPROVED

100 Aroma... 100 Kellogg's Premier

KLONDIKE

HEAVY YIELD OF FANCY BERRIES Hardy Plants and a Sure Cropper The Best Berry for the

MID-SOUTH

SEVERAL other varieties of strawberries may excel the time-proved Improved Klondike in one particular feature, but for a good, all-around strawberry which combines a multitude of admirable features, this variety knows no superiors. It is by long odds the most extensively planted strawberry in the nid South and, after thirty years of testing, there must be good reasons why berry growers stick to this old favorite.

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions, and seldom is it ever winter injured by late freezing.

surpasses the Improved Klondike.

If you want virogous, true to-name Improved Klondike plants—let WALLER BROS, be your head-quarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.

EXCELSIOR

The Earliest Strawberry

strawberly that we have a sure up to the many respects it will not measure up to the Champion K.

The Excelsior fruit is large and juicy, dark red in color, and of bigh dessert quality. The plants are vigorous with ample foliage to shade them throughout the growing and fruiting season.

This variety has stood the test of twenty years steady setting by market gardeners. On short hands it reaches the market in tip-top shape, however, it is not firm enough to make a good shipping berry.

Special Notice

During the year we have many inquiries in regards our price on Mixed, Surplus, or Second Grade ock. We are not able to quote a price on merchan-so of thes kind, because we do not handle it. As soon as our plants are deg they are brought to packing shed where they are immediately counted, letted and packed. This assures you that thore will letted and packed. This assures you that thore will out the property of the same of the property of the packed to your order when you favor WALLEE.

BELLMAR

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better shipping quality than either the Premier or the Missionary, and is of a better shipping quality than either the Premier.

The new Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre. Under government test the Bellmar yielded 112 twenty-four quart crates on an acre plot.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely, the blossoms are perfect, ripening almost a week carlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of herries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has eaused it to be selected as the hundsonest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

Plant Growth: Of all early varieties Bellmar Binkemore, and Premier have maintained the healthiest plant growth throughout the growing and fruiting season. The Bellmar plant growth, thus protecting the ripening berries from the sam.

Appearance: The berries are a glossy, luscious bright red. Their bright green cop, cupped up like the Premier, gives it a very effective appearance. However, like the Missionary

The YOUNGBERRY

During the few years we have grown and fruited the New Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. This year we are offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the Thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns—and that's an improvement.

The Youngberry is a glowing dark purple in color, very sweet, firm enough to ship, and of a high dessert quality. The large harries measure an inch in length and more than half au inch in dimmeter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the Thornless variety. Our plants of this type are bought direct from the propagator and sold under patent.

INSTRUCTIONS

April 15th will be at purchasers' risk.

CA5H in full must accampany yaur arder.
You may remit by Maney Order, bank draft,
ar cash in Registered Letter. Postage
stamps will be accepted an arders of \$2
or less. If you send check please add exchange fee. We prefer money order.

PRICES ON ALL PLANTS quoted in this bulletin are prepaid to any destination in the
United States unless marked "Not Prepaid."
These prices supercede all farmer quotations.

LARGE QUANTITIES. Where custamers wish

LARGE QUANTITIES. Where custamers wish to arder larger quantities than those quoted in this bulletin, write us your needs. PACKING. We pack all plants accarding to the most approved scientific methods, and we make no extra charge far this pocking. TRUE TO NAME. Read our Guarantee at the faot at this calumn.

REFERENCES. Express Agent, Judsanla, Farmers and Merchants Bank, Judsanla, or any Waller customer.

SEN. DUNLAP

The Best Berry for the Mid-North MID-SEASON

The Sen. Duulap is an old standard variety straw-berry which has been successfully grown for many cears. It is a free plant under, very hardy, and produces an enormous crop of excellent quality

WALLER'S PLANTS ARE KNOWN AROUND THE WORLD

Lietuva, Lithuania

GANDY

The Old Standby

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality, the Co.

EVENING STAR



Guarantee

You are fully protected when you buy WALLER BROS, quality berry plants. We place the following guarantee upon every plant we sell.

- We guarantee the vitality ond purity of our plants to the full amount of the purchase price.
- We guarantee our plants to poss inspection by any duly author-ized state or federal inspector.

However, as yield is controlled to some extent by soil, weather conditions, and method of entitivation, under no conditions shall WALLER BROS, he held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

4. We guorantee the safe delivery of our plants to any destination in the United States. We guarantee you full and com-plete satisfaction or your money refunded.

DORSETT AND

Dorsett

DORSETT strawberry, like its mate the Fairfax, has so many desirable characteristics to its credit that the two varieties together sot a new standard in quality strawberries. Vigorous plant growth, firm rich red herries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over as wide a range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many sections it promises to be a serious contender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent herry growers along the eastern coast are turning away from the favored Fremier to the nower Dorsett.

not had sufficient plants to allow them to fruit, we do not know how well the Dorsett will bear in this section. However, if vigorous plant growth, and ability of the plants to withstand our weather conditions during the summer months has anything to do with yield, then the prospects of a heavy yield off our plot next spring is very favorable.

In color and appearance the Dorsett is rather distinctive. This berry is very light red in color, of a brilliant hue, and it holds this color as well or better than the Blakemore. As wholesale market buyers are accustomed to considering dark color as a definite sign of over-ripeness, the light color of Dorsett will be a big advantage.

The clays of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.

The Dorsett plant is fully as vigorous as its cousin, the Fairfax, although the two varieties are slightly different in type of growth. The Dorsett foliage is somewhat darker in color, and perhaps a little more abundant than the Fairfax. In our plots both plants have maintained a healthy growth throughout the summer.

Better Plants Cannot Be Bought at Any Price

FAIRFAX, according to all reports, sets a new standard for a quality shipping strawberry. Combining all the admirable qualities of hoth the Royal Sovereign and the Premier, and omitting many objectionable features of these two varieties, it bids fair to become a popular commercial berry. Introduced only a few years ago, of uncertain parentage, it has been given trial in a number of widely sentered states. Reports from these tests praise this new herry "to the high heavens."

On our trial plot this berry is most promising. The plants are healthy and vigorous, freely shooting lateral runners early in the summer. It makes an abundance of plants and should be set two feet apart in the row for best results. Although the foliage of Fairfax is not as dense as that of Dorsett, it is ample to protect the ripening berry.

The appearance of the Fairfax is one of its chief

assets. Bright red in color, comeni shaped with a light green cap and prominent yellow seed, it unfailingly attracts the eye. Its skin wears a high gloss which does not become dull after it has been pulled from the vine.

The Fairfax is very firm. Many growers say that it surpasses the Blakemore, the Klondike, or the Aroma in this respect. We will not say that it is better than those old favorites as a shipping berry, however, we do know that after seventy-two hours on the road it reached the wholesale market in New York in perfect condition.

We recommend that our customers give both the Dorsett and Fairfax a trial, however, we do not argo you to plant more than a few hundred of these plants until it is definitely established whether these new varieties are adapted to local conditions or not.

LUCRETIA DEWBERRY



MISSIONARY

For Florida, Texas, and the Gulf Coast— An Unbeatable Shipping Berry

An Unbeatable Shipping Berry

THE MISHOWARY, even after a quarter century of extensive plauting, is still by far the most popular strawberry in Florida and Texas, and so outstanding is its yield and plant vigor that the newer introductions of the U.S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida and Texas annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. We bave never known the Missionary to winter kill. However, we do not recommend its being planted north of Missouri as there are now several other varieties more nearly adapted to the colder climate.

The Missionary is mid-season in ripening. Its fruit is medium size, colored and shaped something like the Aroma. It is one of the firmest berries grown and will ship to distant markets without in jury.

Our plants are from the original stock of Mis-

AROMA

Late-Safe from Frost

GARDEN SPECIAL Na. 225
50 5t. Louis 50 Klandike 50 Premier
50 Aramo 25 Mastadan
Price \$1.75, Pastpaid

Waller's New Price List

EARLY PREMIER BLAKEMORE BELLMAR **MIDSEASON** KLONDIKE MISSIONARY DUNLAP

LATE AROMA **EVERBEARING** MASTODON

We Are Also Offering For Your Approval—

FAIRFAX

These Are the Winners!

STRAWBERRY

(Postpaid) (-Everbearing

YOUNGBERRY

DEWBERRY

Lucretia\$.50 \$1.00 \$1.75 \$1.00 \$1.50 \$10.00

BOYSENBERRY

(——Postpaid——) (——Not Prepaid— 6 12 25 50 100 1,000 \$1.00 \$1.75 \$3.50 \$5.00 \$8.50 \$65.00



One day mail order shipment of strawberry plants