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Boysenberry Facts

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Boysenberry Plantation

Lapeer, Michigan

"We Sell the Nation America's Finest Genuine Northern-Grown Boysenberry Plants"

Spring Edition and Price List—1940

California Growers Advocate \$1600 Per Acre

No longer is the culture of the Boysenberry an exclusive trade of the West. It has been proven conclusively that the California Boysenberry will grow and thrive where any other berry will grow. Boysenberry culture is a now vocation, very remunerative—so much so that many growers in every section of the United States are choosing Boysenberries for their livelihood.

A demand has been created for canned Boysenberries and Boysenberry juice which cannot be supplied unless growers in the Middle West and the East cultivate it commercially. Canners and juice manufacturers are eagerly waiting for the development of fine plantations and soliciting growers for their crops. Why? Because the cost of shipping Boysenberry products from the Coast is too expensive.

A case of pure Boysenberry juice received from California last week cost \$6.50 wholesale for 24 pint bottles. Adding \$3.68 transportation charges, made the cost per pint bottle 42c "wholesale," and even at that figure there is a scarcity of pure Boysenberry juice to be had. About 8½ quarts of Boysenberries produce one gallon of pure Boysenberry juice.

Figuring 435 plants to an acre with an average yield of ten quarts to a plant at as low a figure as 20c per quart and you would have an income far surpassing that of any other variety.

IRRIGATION NOT ESSENTIAL FOR SUCCESSFUL CULTURE OF CALIFORNIA BOYSENBERRY

Growers everywhere are inquiring if it is necessary to irrigate the Boysenberry for the production of berries.

Irrigation is not necessary for the production of Boysenberries any more than it is necessary for the production of strawberries or red raspberries, although irrigation naturally prolongs the bearing season and has a tendency of producing more and larger berries especially if the season is inclined to be dry.

For those who do not have irrigation, an application of peat about the crown of the plant will help to conserve moisture although this practice is not necessary.

Under the same climatic conditions, the Boysenberry is more drought resistant than other berries.

THERE IS NO SUBSTITUTE FOR THORNY BOYSENBERRY

Growers Deceived By Thornless Variety

Commercial growers, in particular, are interested in the possibilities of the thornless variety of the Boysenberry. Ever since the introduction of the Thornless Boysenberry on the West Coast; Boysenberry Plantation, Lapeer, Michigan, has put forth every effort to ascertain true statements regarding it.

Only recently, one of the most prominent growers on the Pacific Coast wrote us: "We do not grow the Thornless Boysenberry nor the Nectarberry. We tried them but they have never been nearly as fruitful as the ordinary Boysenberry." He also stated that the

Nectarberry was so nearly like the Boysenberry that there was no advantage in introducing it.

An excerpt from the California Agricultural Extension Service says: "Thornless canes have been reported on the Boysenberry variety by Walter Knott, but most thornless mutations of such berries are less fruitful."

The thorny variety of the Boysenberry is not as bothersome as one is lead to believe. After the trellising is completed, the briars are of little trouble as the berries form in clusters and stand apart from the canes.

The chief concern of every grow-

er, whether commercial or domestic is quality and quantity. So far, there is no substitute for the thorny Boysenberry and the GENUINE stock of this variety even yet, is not too plentiful. So far as GENUINE Northern-Grown stock is concerned, there is a limited supply. Do not be misled by choosing the Thornless Boysenberry which has not been sufficiently tried out even on the Pacific Coast to warrant the exorbitant price of plants. If this variety had shown unusual merits, Boysenberry Plantation, Lapeer, Michigan would have been one of the first in the Middle West to introduce it.



The above photograph illustrates the enormous root growth of a PARENT Boysenberry plant. The wrapping of a PARENT plant is a very particular job requiring a most painstaking method. Root development is the first requirement in successful Boysenberry culture. Our methods produce results.

BOYSENBERRY GROWING MADE EASY

More economical operation in successful Boysenberry growing such as planting 10 x 10 permits checkerboard cultivation practically the entire season; thereby, eliminating all hand work. This spacing requires only 435 plants to an acre.

For the first season, at least, keep the cane growth cut back to about six inches above the crown. This practice facilitates cultivating both ways for a longer period of time and at the same time develops a strong root system necessary in the successful culture of the Boysenberry. In California, seasons are of longer duration; therefore, it is not necessary for growers to practice the method of cutting the canes back to the crown for root development. In Northern climates, growers will profit by this practice.

A Boysenberry plant will not yield a prolific crop of berries until it has reached maturity. This requires practically three years; therefore, the entire first year should be spent in root development.

To quite an extent, proper trellising determines the success of the crop. Even distribution of light with either a Southern or Eastern exposure is important in the development of the luscious Boysenberry. Trellis so that one cane does not touch another, leaving ample space between them.

Spray in the dormant stage with lime sulphur. It is one of the most important sprays of the season.

Under no circumstances trellis the Boysenberry in the Fall. Let the canes remain on the ground in a straight line until Spring. Do not handle any more than necessary. This practice is not only costly but injurious.

WHEN TO MAKE THE TRELLIS

Adopting the new practice of keeping the growth cut back during the first season, at least, it is not necessary to make and install a trellis until the Fall of the second year. Posts and stakes should be set at this time, although if one wished to defray the expense of wire until the following Spring, it would not be necessary to install the wire until that time. However, slots should be cut in the stakes in the Fall so there would be no delay when stretching up the wire in the Spring.

Choose Boysenberries Untouched By Competition

The Boysenberry market offers no competition. Think, if you can, of any other business, trade or profession which is not highly competitive.

A letter received recently from a leading California canner proves conclusively that even California canners cannot begin to supply the demand for canned Boysenberries that exists today. It is only January and this leading canning concern has less than fifty cases of canned Boysenberries on hand while their stock is entirely depleted of Boysenberry juice sold to soda fountains, hotels, etc. The demand for canned Boysenberries has even exceeded their expectations.

With the Boysenberry yielding more prolifically than any other berry and its price higher than any other commercial variety, the Boysenberry merits the highest consideration of every prospective grower.

Three acres of Boysenberries are easier and less expensive to grow than one acre of strawberries. In comparing the Boysenberry with other varieties, it has revolutionized the berry business.

New Avenue of Revenue with Boysenberry

The Boysenberry is just as fine a berry as it is represented.

For the commercial grower, there is a tremendous demand for canned Boysenberries and as for Boysenberry juice bottled in small bottles similar to those containing Welch grape juice, the market offers a real opportunity in the Middle West and the East for new industries.

In fact, there is such a wide field with the new Boysenberry and so many diversifications pertaining to it; that one does not know which one to choose. Sold "fresh" the berries are actually a sensation and sell readily from 25c to 30c a quart, depending upon the calibre of the market to which they are taken. Specialty shops, of course, pay more. For those who live within the proximity of cold storage plants, there is unusual revenue for merchandising the Boysenberry by the "Frozen-Pack."

COMMERCIAL PLANTINGS FULLY MATURED AT MINIMUM EXPENSE

How to develop a Boysenberry Plantation as quickly as possible at a minimum expense is the question asked by prospective growers everywhere.

First, consider the purpose for which the planting is to be made. Decide upon the amount of money to be invested and commence with as large a planting as one can afford. It should be remembered, however, that one acre of Boysenberries well taken care of is to be preferred over that of several acres handled in a haphazard manner.

The main object, of course, is to make the planting "full bearing" as soon as possible.

Figuring 435 plants to an acre, the ideal commercial planting would be to alternate with a full two-year old plant and a Strong No. 1 two-year transplant. In one year, half the Plantation would be full bearing while in two years the

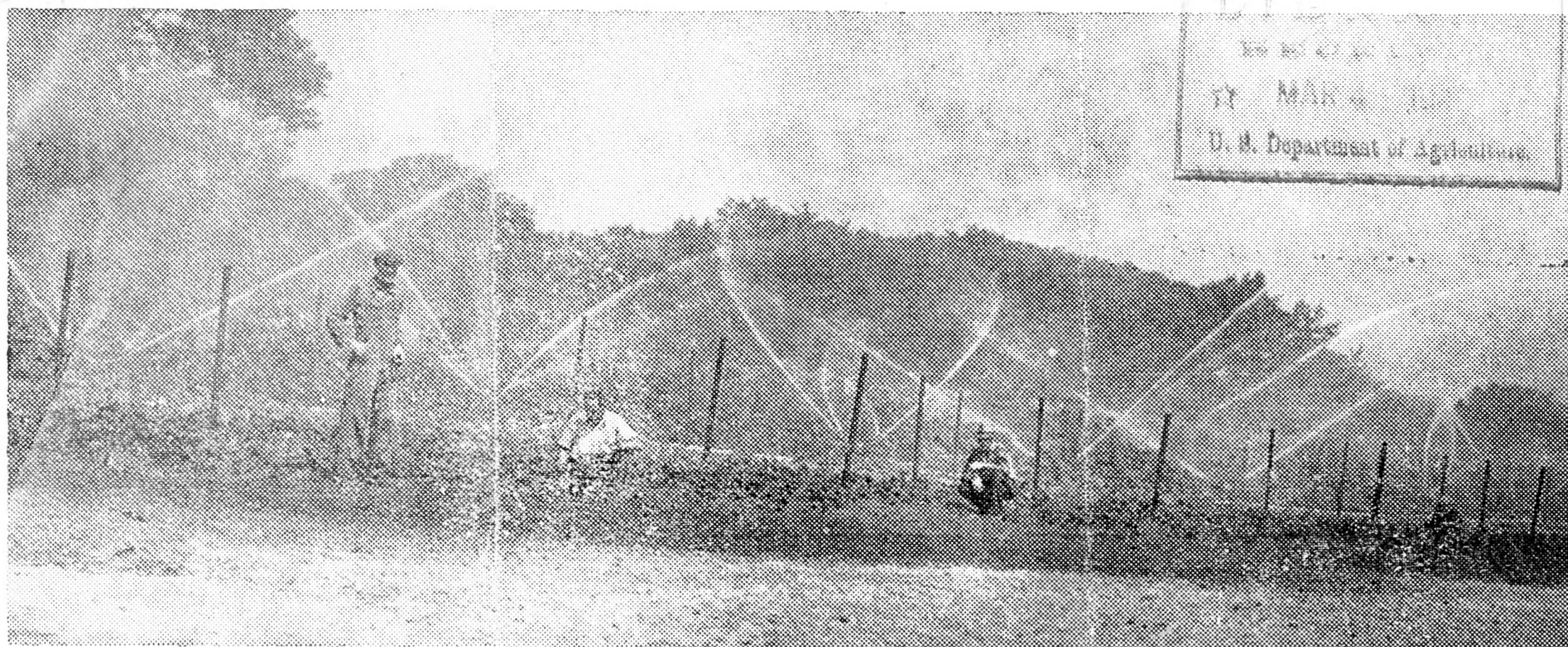
entire acreage would be on a profit basis.

Canning concerns and juice manufacturers are pushing "quick productivity" of Boysenberry plantings so the planting suggested above is quite ideal.

For others, who are just as enthusiastic in being one of the first in a great new enterprise, we suggest the alternating of a Strong two-year No. 1 transplant with a No. 1 tip. This type of planting also has considerable merit in that the two-year transplants would come into bearing one full year ahead of the tips. Of course, a planting made entirely of Strong No. 1 two-year transplants would be preferable but at the same time, if a larger acreage is desired at a minimum investment, the alternating plan can be adopted most satisfactorily. By this method, the additional money could be used to



Next to a Strong No. 1 Two-year transplant, a tip-rooted plant is the finest plant one can buy, especially if it is NORTHERN-GROWN. Following the propagation, the plants are irrigated so there is sufficient moisture for immediate root development.



An application of nitrate of soda has been applied to thousands of tip rooted plants. Immediately following the application, the irrigation system is put into operation so quick chemical action may take place at once. For the production of fine plants on a large scale, irrigation is essential.

purchase tips. Like small livestock of a registered herd of cattle, tip-rooted plants grow into money for their owner.

When taking into consideration its ultimate possibilities, an early planting of the California Boysenberry, even at today's rather high prices for mature plants is a very economical investment. The initial cost of a planting is very nominal considering the profits derived later on.

Accept no substitution for the GENUINE Boysenberry. The first year's operation is very economical so do not be "Penny Wise and Pound Foolish" in an investment as important as the purchase of GENUINE Northern-Grown Boysenberry plants.

We are a specialist with the California Boysenberry in a Northern climate and we have a source of information unequalled by any other grower East of Oklahoma. From this fine stock, domestic and commercial growers in forty-three States have found our stock strictly as represented.

In addition, we are continuing to experiment and work with the California Boysenberry in a Northern climate. Any new information resulting from our intensive work will be released "free of charge" to our customers. We are at your service always for Successful Boysenberry Growing.

VISITORS WELCOME

BOYSENBERRY PLANTATION, LAPEER, MICHIGAN, is located in the city limits of Lapeer, 3/4 mile south of Hotel Barrett and 1/3 mile east, on the south side of the road.

Plant the Boysenberry For Tourist Trade

The average tourist is an inquisitive person. Always looking for something new, willing to pay exorbitant prices to taste the unusual and anxiously seeking for "something or other" to take home, he lives the "Life of Riley" while it lasts.

Install a sign "Boysenberries Growing Here" or "Fresh Boysenberry Pie For Sale" and your roadside stand will be the most talked-about place on the highway and the best patronized.

If you own a farm and the neighbor next door has the neat little roadside stand or restaurant, here is a real opportunity. In California fresh Boysenberry pies sell at fifty cents each and they can't make them fast enough.

In the beginning, it was the popularity of the Boysenberry among the tourist trade on the Pacific Coast that made the Boysenberry the most profitable berry of all times for not only was the Boysenberry the most prolific yielder of any variety but the greatest in demand.

If you live on a well traversed highway, make your planting this season. Advertise early. Let your community know you have Boysenberries growing. Even install a sign, if you like "A Full-Bearing Plantation Next Year." Make highway passengers remember you are a grower of the California Boysenberry. You will have customers on your doorstep when the first berries ripen.

SUGGESTIONS FOR GARDEN GROWERS

If Possible, Select Mature Plants

Since the planting of the average garden grower requires only a few plants to occupy the space available, more mature plants are generally selected.

The finest among these, of course, are the PARENT Plants—GENUINE Boysenberry plants from the original Boysenberry Plantation in California, now acclimated and over three years old. Transplanted early, these plants should be full bearing although some set back may result from moving from one location to another in the spring.

Next in line are the full two year old plants which, in reality, are two and a half years of age. Last summer, thorough emphasis was put upon their root development. With cane growth cut back until about September 1st, the plants are vigorous—ready to commence unlimited growth for their new owner. While these plants will not yield many berries this season, they should be equal in size next Fall to our fine strong Parent plants and full bearing.

If one is willing to wait longer for development, Strong No. 1 two-year transplants or No. 1 tip-rooted plants may be used successfully. In the small garden plantings, the plants may be spaced as close together as six by six using the garden fence or the side of the garage for trellising. The Boysenberry may be used to hide the view of the alley as it is not only fruitful but has a very dense foliage as well.

COMMENCE WITH AS LARGE A PLANTING AS POSSIBLE THIS SPRING

If financial conditions improve in the Fall, follow up with even a larger planting at that time. Increase commercial Boysenberry plantings as speedily as possible. It takes time for plants to mature, so delays are expensive.

Hobby For Home Lovers

Everyone should have a hobby if you want to live to ripe old age and look youthful at ninety. If you are one who can roll up your sleeves and like digging around in the dirt, Boysenberry growing is just the thing after a hard day's routine at the office.

An ideal trellis can be made out of the garden fence. If this is occupied by shrubbery, the Boysenberry may be trellised on the garage. In California, Boysenberries grow on garden fences for they are ornamental and the foliage is so dense, it keeps the neighbors from "peeping through."

Privacy is a great thing in life and so is Boysenberry growing. It offers an outlet to the individual who would like to try his luck at "Growing Something." With a little practice, he can become adept in the trellising of the Boysenberry. If he is inclined toward artistic finishes, he can use some of his "stored-up energy" along this direction.

To make plants uniform throughout is the key to success in good Boysenberry growing. The layman can find pleasure and education in testing his own soil with one of the soil testing kits containing enough chemicals to make several analyses. This is fun in itself and you should try it some time. In fact, Boysenberry growing on a scientific scale is no "slouch of a job." Try perfecting a small planting for yourself. If you do the job well—you may become interested commercially.

Growers With Poor Soil Should Not Postpone Plantings

Get Plantings Under Way While Improving Soil Conditions

It is not necessary for a prospective grower with a poor soil to postpone a Boysenberry planting this season. If the soil is not ready this Spring, prepare it for a Fall planting. There is ample time to improve soil conditions, before a Boysenberry plant reaches maturity. Most soils, unless very poor, are good enough in which to commence the growth of the plant so with proper care, a planting can be developed as soil conditions are improved.

Natural manure provides humus in the soil and it is for this reason, in particular, that Boysenberry Plantation, Lapeer, Michigan keep a fine herd of Registered Hereford cattle. By applying a fertilizer with the proper analysis, practically any condition of soil deficiency can be remedied within a comparatively short time.

The Boysenberry requires no particular soil different from that of any other berry except that it is a heavier feeder of fertilizer. Sand, clay, a good loam or even muck, if properly drained, make ideal soils for its cultivation. As a Boysenberry planting grows into maturity, adopt the practice of improving soil conditions.

How A Specialist Develops the Transplants

Boysenberry growing is a specially business. Just as the products canned and juiced from the Boysenberry are specialties highly commercialized, so does the work of developing fine Northern-Grown plants require the services of a specialist.

The development of Strong No. 1 two-year transplants is an interesting example. Selecting Strong No. 1 tips, we transplant in a soil especially fitted for excellent root development. After the plants are well established, we practice a routine at regular and frequent intervals of fertilizing, irrigating, cultivating and cutting the canes back to six inches above the crown of the plant. By this method, strong root systems are developed in a minimum space of time.

The Strong No. 1 two-year transplants are highly recommended for commercial plantings.

Rotogravure Section of Detroit News May Encourage New Growers

In the December 3rd issue of The Detroit News, Rotogravure Section, is a pictorial article entitled "She Gave Up City Life to Farm."

For those who are inexperienced in the culture of the Boysenberry, this article may offer encouragement. Only four years ago, this specialist of the California Boysenberry in a Northern climate was a pioneer in this new vocation.

At that time, there was no information available on the growing of the Boysenberry in a Northern climate. All of my experiments had to be conducted at my own expense and in the beginning it was very questionable whether or not the Boysenberry would grow in Michigan.

Now, with a source of information unequalled by any other grower in the Eastern part of the United States, inexperienced growers today have only to follow instructions and proceed. It is now a proven fact that the California Boysenberry will grow in a Northern climate and produce prolifically.

Commercial Growers Should Plant Now

At the present time, commercial growers cannot plant too quickly nor too large an acreage for maximum returns on the California Boysenberry.

The demand for the Boysenberry is the Middle West and the East has established markets for its products which cannot be supplied for a long time to come. If every prospective grower this year doubled his acreage; the market, even then, would be scarcely touched by competition for as more people taste the Boysenberry so is the demand for its products automatically increased.

1940 Price List

10 No. 1 Tip Rooted Plants.....	\$ 1.50	10 Strong No. 1 Two-Year Transplants	\$ 2.50
50 No. 1 Tip Rooted Plants.....	4.00	50 Strong No. 1 Two-Year Transplants	8.75
100 No. 1 Tip Rooted Plants.....	8.00	100 Strong No. 1 Two-Year Transplants	17.50
200 No. 1 Tip Rooted Plants.....	15.00	Each Additional Hundred	17.50
500 No. 1 Tip Rooted Plants.....	27.50		
1000 No. 1 Tip Rooted Plants.....	50.00		

SPECIAL—435 Tip Rooted Plants (enough for 1 acre planting) \$25.00 Prepaid

Full Two-Year-Old Plants—75c, \$1.00, \$1.50 each

Full two-year-old plants, clipped, fertilized and irrigated—now thoroughly developed for strong cane growth and WITH PROPER CARE SHOULD BECOME FULL BEARING PLANTS FROM NEXT SEASON ON.

NOTE—For the small garden grower or those contemplating small commercial plantings, we consider these plants the best BUY on the Plantation. They are large enough to give growers actual experience with the Boysenberry.

Parent Plants—\$3.00 Each

One GENUINE Boysenberry plant from the original Boysenberry Plantation in California, now acclimated and over three years of age—A PARENT PLANT. (Only 5 sold to one individual).

NOTE—The prestige of Boysenberry Plantation, Lapeer, Michigan, has been built upon its very choice PARENT stock—the original stock from which all other propagations are made. 1000 of these lovely PARENT plants will be retained in inventory so there is less than 100 PARENT plants for sale this spring.

ORDER EARLY If interested in mature stock an order should be placed immediately with a small deposit down. Disappointments may come to those who wait. A 20% deposit will hold any order for Spring shipment.

With the exception of the "SPECIAL" order, all orders are F. O. B. Lapeer, Michigan

PRICES RELEASED BY

BOYSENBERRY PLANTATION LAPEER, MICHIGAN

"We Sell the Nation America's Finest Genuine Northern-Grown Boysenberry Plants"