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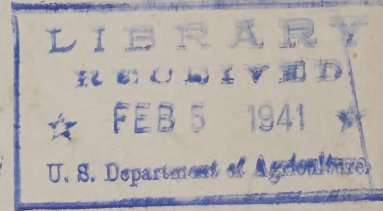


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**ALLEN'S**

**BOOK OF  
BERRIES**

*for*

**1941**



**FAIRFAX**

*Early, large,  
firm, beautiful,  
and the finest  
flavor of all.*



**W. F. ALLEN CO., Salisbury, Maryland**



## GOLDEN WEDDING

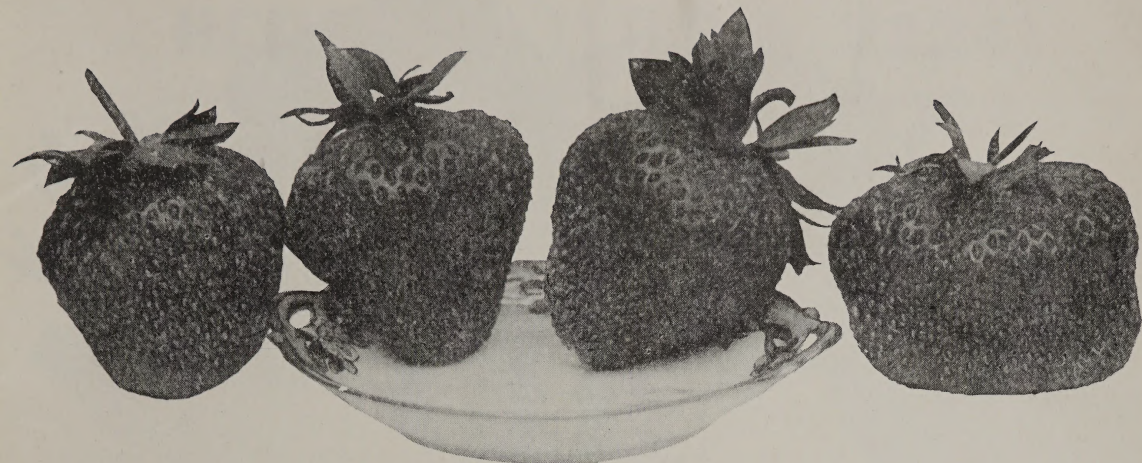
WE, THE sons of Mr. and Mrs. W. F. Allen, are proud to dedicate this Book of Berries to our parents. We are glad to tell you that they have had Fifty Happy Years together. So that all of their many friends could be able to share, to some extent, our joy in this occasion, we have begun this Book with the above picture. It was taken on November 12, 1940, the day of their Golden Wedding Anniversary.

"Pop" and "Mom" (as they have always been to us) were married near Mardela, Maryland. From the very beginning they worked shoulder to shoulder, not only at the job of marriage, but at the task of building up a business of their own. Four sons were born and reared. The oldest, Walter K. Allen, lost his life in India where he had gone in his chosen work as a Missionary. The rest of us, Fulton, Lee and Albert have worked in this business from our childhood, and with our parents are the sole owners and operators of W. F. Allen Company. We have

all married and there are now five granddaughters and three grandsons.

Hard work, good products and fair dealing form the foundation upon which their business was built. We can say with complete honesty that we are all trying and believe we are succeeding in keeping the same high standards that were set by "Pop" and "Mom" so many years ago. We know you join with us in wishing them many more useful happy years.

Fulton W. Allen.  
W. Lee Allen  
Albert S. Allen



**REDSTAR.** The Best very late and the latest very good berry

## OLD FRIENDS AND NEW

### For 50 Years a Friend and Customer

Berkshire Co., Mass., Nov. 12, 1940. I have been buying plants from you for over fifty years and expect to come to you again next spring for my supply of strawberry plants.—Mr. George G. Walker.

### With Us for 45 Years

Rappahannock Co., Va., Feb. 6, 1940. I have been your customer for 45 years. Now I am too old to set them out so I am giving you some names. I can recommend your berries, the finest we have ever grown.—Mrs. J. J. Silvey.

### Booster After 45 Years

Baltimore Co., Md., March 16, 1940. I have helped to plant and planted for myself plants from your firm for over 45 years and to this day I am a booster of your stock and treatment. I wish you continued success.—Capt. Albert Pfeiffer.

### Allen's Plants Used for 3 Generations

Windham Co., Vt., Jan. 20, 1940. Your catalog just at hand and I hasten to enter my order for this year. For nearly 12 years I have had plants from you. Two or three times I tried raising my own plants but never had the success that I do when putting in your plants each year. Your plants have always been a "sure crop" for me and your concern has been a by-word in my family for years. My grandfather was one of your first customers from this vicinity and I know others here have ordered from you because of his success and good-looking strawberry bed.—Mr. Robert G. Pratt.

### Allen's Plants Are Still Good!

Cabarrus Co., N. C., Nov. 6, 1939. Inclosed is a check for strawberry plants. Wish to say my mother, Mrs. J. L. Sifferd, ordered her plants from you some 20 or 30 years ago and always found them good.—Mrs. Fred Shepherd.

### Made a Profit in First Try

Lycoming Co., Pa., March 18, 1940. Three years ago I sent you an order containing among others 300 Catskill. I was 17 years old and had never grown anything before in my life. I followed the instructions in your book and they grew fine and healthy. I was more than pleased with the results of Catskill. They were so large that we were selling them at 25¢ a quart while alongside of us others were selling at 10¢ and 15¢ per quart. We had no trouble to sell all of them at that premium price. That spring I made \$56.00 and they only cost me (counting everything) about \$13.00. I was well pleased with those plants and I inclose another larger order, confident that I will receive the same high quality.—Mr. Robert J. Baier.

### A Rank Amateur Succeeds

Providence Co., R. I., Aug. 20, 1940. This spring I purchased 250 strawberry plants from you and they surely have been very satisfactory, especially as I am a rank amateur at raising strawberries. Among the assortment that I purchased were 50 of the Everbearing Gem and I am enjoying strawberries right along and from the set it looks as if I would enjoy them for some time to come.—Mr. Fred G. Clemenci.

### A Beginner Is Successful

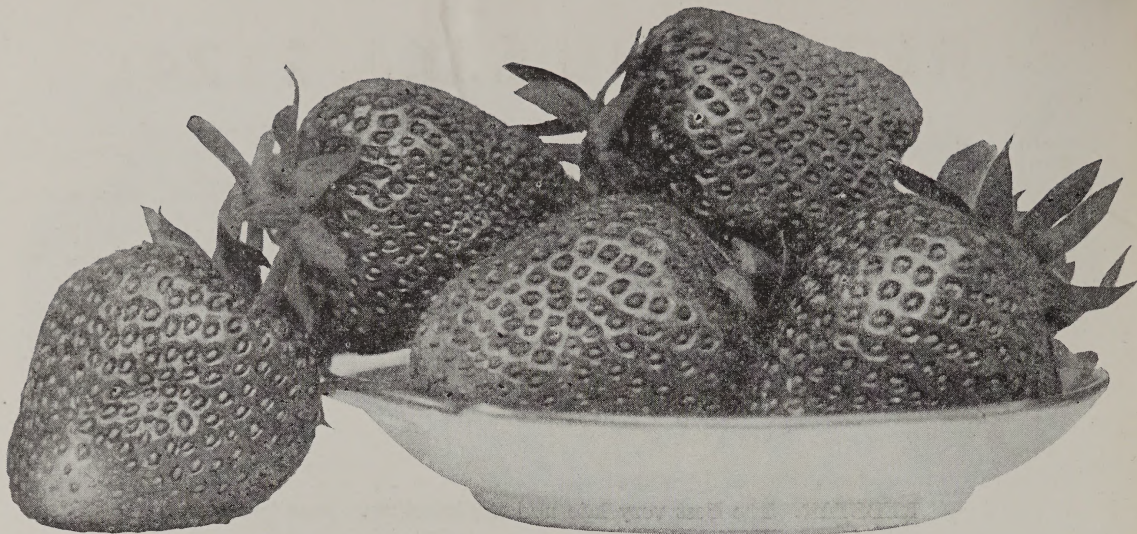
Tucker Co., W. Va., April 20, 1940. I received my 400 plants O. K. Didn't get to set them for three days as we were having a rainy spell, but was looking at them today. They are starting fine. I am very proud of them. Last year was my first experience in strawberries. I had a fine crop from your Premier. They are looking fine this spring.

### First Try—Finest Prospect

Greene Co., Tenn., Feb. 1, 1940. Last year I ordered some 1200 plants from you and want to say they were everything you advertised. My plants lived well and while this is my first try at raising strawberries, I have the finest prospect anyone could wish. I am ordering more.—Mr. Jay I. Brooks.

## Real Strawberry Specialists

**YOU** expect more skillful service in any line from those who specialize. Please note that W. F. Allen Company is the **only one** of the dozen largest plant firms in the whole country that offers strawberry plants only in its catalog. We ought to and we do handle this one product a little better than those who handle so many different things. Send us your order for plants. You will receive the goods and service of specialists—at no extra cost.



Typical berries of Starbright, the handsomest of all

## STARBRIGHT (U.S.D.A. 2120)

"That's the prettiest quart of strawberries I ever saw." Albert Allen made this remark three years ago when a box of Starbright was brought in from our trial plot.

Beauty is one of the outstanding characteristics of Starbright, but it has many others. Size, firmness, and high quality, as well as beauty, made Starbright the highest selling berry we had in 1940. There was enough for a good test as we had several thousand quarts.

Starbright on several pickings returned more than twice as much per crate as many standard varieties after the cost of picking, crates and transportation was deducted. The yield was good, too.

Starbright is a cross of Fairfax and Chesapeake, made in 1931, selected in 1933 and tested ever since. It combines many of the best qualities of these two fine varieties.

The department circular states: "The Starbright is being introduced as a commercial and home garden variety of the highest beauty and is one of the best for shipping. It is recommended for trial for general markets from Virginia to Southern New England and west to Kansas and Iowa.

"It produces plants more freely than Chesapeake, is slightly earlier, sweeter, firmer, with a tougher more glossy skin. It grows vigorously on many soils where Chesapeake grows poorly. Compared with Fairfax, it is later, glossier, lighter in color, does not turn so dark. Its primary berries are not as large as Fairfax, but it holds up its size somewhat better.

"Its limitations are that it is only fairly productive and the plants though vigorous do not stand hot weather as well as some."

With us Starbright ripens only slightly earlier than Chesapeake and is later than Catskill, so we have listed it as a late variety.

It is distinctly a berry for those who want a fancy berry of great beauty and excellent quality. We have some fine plants and the price is not high. Try Starbright. Price list, page 35.

## MAYTIME (U.S.D.A. 2267)

**IT'S IMPORTANT** for every strawberry grower to try out this new variety. For over seven years Maytime has been watched and tested. It has proved to be a vigorous grower, making plenty of strong, healthy plants. It is quite productive. The berries are very early, medium to large in size, of fine quality and handsome appearance.

The Department circular says: "Maytime is a cross of Missionary x Fairfax. It is being introduced as the earliest commercial variety of high quality in Maryland. It is recommended for trial from Virginia to Southern New England and West to Oklahoma and Kansas.

"Compared with Blakemore, Maytime is four days earlier, sweeter, deeper red and probably as firm. It is earlier, firmer and higher flavored than Premier in Maryland."

The weakness of Maytime is that it is so early that its first flowers may be frozen, hence it may not always be four days earlier than the principal early sorts and the yield thereby reduced.

The beautiful red color of the berries, darker than Blakemore and lighter than Premier, does not turn dark on holding. The beauty, earliness, firmness and quality of Maytime make it look like a winner. The picture on page 5 shows the size, shape and fine appearance of the berries. There are many good reasons to try Maytime, but probably extreme earliness is its outstanding point of value. Price list, page 35.

# REDSTAR (U.S.D.A. 2124)

"It has been notable as the latest productive, firm variety of exceptional beauty and high quality," states the Department Circular. "It is recommended for trial in all the Northern States and as far south as Virginia and Missouri."

Redstar is a cross of Chesapeake and Fairfax made in 1931 and selected in 1933. It has been tested by the Department of Agriculture and others continuously since then.

"It produces runners and plants freely. The plants and leaves are very large. The flower clusters are large, the stalks strong, holding the flowers and fruit up. The flower stems are relatively short so that the leaves protect the flowers well against frosts.

"The berries average large, the primary berries being very large. They are sometimes ridged or furrowed (see color picture on back cover). The seeds are raised and yellow in color. The skin is tough, very glossy and with average moisture conditions the berry is almost as attractive as Starbright. It is a bright red and does not turn dark. Its flesh is juicy but firm. Its dessert quality is very good to excellent. It has shown no limitations so far unless its very large leaves that transpire water freely may be a weakness in dry seasons."

Here is something we have read or heard many times in the last few years. "When you get a real good very late variety, let me know. My best prices come after Southern berries are cleaned up and with such a berry to extend my season I could make some real money." Well, we believe we have such a berry in Redstar. The three leading very late berries up to now, especially for the middle and northern states are Gandy, Green Mountain and Orem. As compared with them REDSTAR is more productive and far better quality than Gandy. Redstar is larger and far better quality than Green Mountain and just as firm as either Gandy or Green Mountain. Redstar is far better than Orem in every way.

For home garden or commercial planting, Redstar is the berry to try. For the home garden it means high quality berries for a longer season. For the commercial grower it means more highpriced berries and a greater volume possible with a limited number of pickers. Price list, page 35.

**Dr. George M. Darrow, the originator of these three new varieties, says of them: "MAYTIME in Maryland has been *Earlier*, STARBRIGHT *Handsome*, and REDSTAR *Later* than any standard variety now in the trade."**



Maytime—Fine berries, and the earliest of all

# PREMIER

*Still the SAFEST strawberry in the world!!*

**A champion for 24 years in succession!!!**

EVERY YEAR SINCE 1916, when it was introduced, Premier has beat down the efforts of Jack Frost to kill or injure its crop of berries. Not once has it failed. Through all those years Premier has been noted for heavy yields and large profits. Crops of 10,000 quarts and profits of \$500 to \$1000 per acre have not been uncommon.

Popular approval of Premier swept almost like wildfire through all the middle and northern states in a very few seasons after its introduction. It is still the leading berry, even after the coming of such really fine varieties as Fairfax, Catskill and others. Our sales of Premier are still more than 2 to 1 ahead of its nearest competitor.

In higher altitudes as far south as Tennessee and North Carolina, Premier is fine. In Canada, New England and all our Northern border states east of the Rocky Mountains, Premier is the mainstay of all early varieties.

Premier berries are of good quality and are very attractive. Both the quality and the appearance of Northern grown Premier are somewhat better than those grown in states farther South than Pennsylvania, if soil and moisture conditions have been about equal.

The plants make a vigorous growth and no variety has healthier foliage. There is little difficulty in getting a good fruiting bed from our stock of Premier if plants are set early before they have made too much growth and while the soil is still cool and moist.

Some commercial growers, mostly in the north, who set fairly large quantities of Premier, have had really amazing results with our Premier plants shipped in March. Plants were held in cold storage at 32 degrees Fahrenheit until local soil and moisture conditions were at their best. The results have been uniformly good and we recommend the practice where cold storage facilities are available.

Our strain of Premier plants is so very fine that we do not have any trouble getting a nice plant bed. With over twenty-five acres to choose from we have for years selected plants from our strongest, most vigorous growing rows for our own setting. If you have been having any trouble getting an adequate bed of Premier, why not try our strain of **SELECTED PREMIER PLANTS**.

If Premier has a weakness it arises from the fact that it sets so many berries. Normally they are medium to large in size, but in very dry years, especially in places where beds are densely set, the plants cannot size up all of the tremendous crop which it produces. This same factor of great productiveness may be a big asset in sections where weevil or other insects claim a part of the crop.

Furthermore, it is when this tremendous productiveness of Premier finds conditions of soil fertility and moisture favorable, that **Records are made** for yields and profits.

The ability of Premier to come through with a crop in spite of cold and frost is no doubt what Mr. Orie Lowry of Jay Co., Indiana had in mind when he wrote us on March 15th, 1940. "I don't believe your Premier can be beat for any kind of weather".

In spite of the fact that Premier is not as good in quality as Fairfax or Dorsett, Mr. George B. Welch also of Indiana (Fayette Co.), rates Premier 100% as a **moneymaker**. Here's what he wrote: "We grow small patches of good berries and get as many berries from 2,500 plants as most people get from



5,000. They bring extra money and satisfy. What we think is this. Premier 100%; flavor common, but sell well in any market. Dorsett 75%; flavor fine. Fairfax 65%; flavor great."

Mr. E. R. Sigmon, of Illinois (whose letter is printed more fully on page 28), picked 1,536 quarts of Premier from 1,000 plants set. That rate is at least 10,000 quarts per acre. Two Pennsylvania growers report other fine yields. Mr. Howard Henry of Northampton County says, "I had 1,000 Premier and they surely have done wonderfully. We picked 38 crates not counting the berries for home use and I am still picking (July 8, 1940). I'll get two crates of nice berries today." Mr. John E. Hunter of Cambria County reported, "On a measured plot 40 x 160 feet, Allen's Premier and Fairfax produced 1,000 quarts for me."

All over the North berry growers have found Premier their most dependable berry. From Cumberland County, Maine, Mr. Sydney B. Thomas writes of a wonderful crop of Premier which he says "has already proved itself." And from Ohio comes words of Mr. Earl Osman. "Have been setting out the Premier for six years and find none that can equal them".

For beginners as well as those who are "old hands at the business" Premier can be depended on to produce big crops of berries. As quoted from Maine in the preceding paragraph, "Premier has proved itself." Price list, page 35.

**Premier—For sure crops, big yields, large profits**





Fairfax plants for 1941. None better anywhere!

# FAIRFAX

*Supreme in Quality*

“My trade won’t take other varieties after they try Fairfax, so I had to order all Fairfax this year”. So writes Mr. S. W. Colton of Kane County, Illinois. And that is not unusual! Except for the problem of stretching out the season, many growers would go ALL FAIRFAX!!

Enthusiasm for Fairfax is greater than for any other variety we have ever known. It begins because the berries are so good—the best to eat of all strawberries. The enthusiasm continues and grows because the highest quality is backed by so many other fine things.

From the very beginning there has been no doubt that Fairfax would take first place as a home garden berry, for roadside markets or for local trade. In fact for any market where the consumer comes in direct contact with the grower. As Fairfax gets quite dark on holding for several days, it was thought that this might hurt Fairfax as a shipping berry. It did at first, but people are learning that these dark berries will hold up. That Fairfax has a delicious flavor that can be had in no other berries. Fairfax is gaining favor even as a shipping berry.

**The berries are beauties!** When first ready to pick, they have a rich, medium red color, resembling Chesapeake at their best. They have fairly prominent golden yellow seeds which help protect the berries and add to their showiness. After several days Fairfax berries turn quite dark, almost purple, which may become a sort of trademark. It is important at each picking to get all the berries that are ready to pick. A main disadvantage of the dark color is that berries missed at one picking will still be firm, but dark, at the next. These berries when mixed with the lighter berries which are just ripe may give an uneven or mottled appearance.

In **firmness**, as well as quality, Fairfax stands at the top. If picked carefully when first ripe, we believe Fairfax will keep longer than any other leading variety; not even excepting Blake-more, the great Southern Shipping berry.

**Extra large size** of the first berries is another thing for which Fairfax is notable. The later berries on the clusters are not quite as large,

but it has been found that rich soil or heavy manuring is quite effective in sizing all of the Fairfax crop to a good marketable size.

**Plant growth of Fairfax is vigorous and healthy.** It is similar to Premier but the leaves are generally a little larger, more cupped, and a deeper green color. Plenty of plants are made for a good fruiting bed in most cases and on very rich land some restriction of runners may be helpful after a well spaced row has been formed.

**Fairfax is a heavy cropper.** It is not quite as heavy as Premier and Catskill as a rule, but crops of 5,000 to 8,000 quarts per acre are not unusual. We have obtained as many as 10,000 quarts per acre on a small plot.

As with Dorsett, Fairfax gets its wonderful quality from its Royal Sovereign parent. From Premier, the other parent, Fairfax gets health and vigor of plant growth, productiveness and a large amount of hardiness.

When grown in the Southern and Middle States, Fairfax is an early berry, being only a day or two later than Premier and Dorsett in this section. Farther North this difference is greater so that in New York and New England it becomes almost a midseason berry.

Fortunately Fairfax does well in all sections of the country, except far South. It is not quite as hardy as Premier, but many growers in Maine, Vermont and other Northern States rate Fairfax as the best ever, both for home use and for fancy markets. As far South as North Carolina and Tennessee, Fairfax is a winner. U. S. Market reports show that for several years Fairfax berries from the great North Carolina shipping sections have topped all others in price.

Listen to these brief comments from growers in widely scattered states:

**North Carolina**—"Fairfax is the finest of all for me." Mr. Harvey L. Smith, Columbus Co.

**Massachusetts**—"We are noted for our sweet berries and the Fairfax are splendid." Mrs. Dorothy Cota, Franklin Co.

**Kentucky**—"I have grown strawberries for 25 years. Never found anything to equal Fairfax." Mr. Louis Goble, Boyd Co.

**Vermont**—"Fairfax are the best berries I ever saw." Mr. F. C. Smead, Windham Co.

**There need be no hesitation about planting Fairfax for home gardens or for any market where quality is appreciated. Price list, page 35.**



**Fairfax. The berries are beauties!**



Dorsett. Berries like these will sell at a profit anytime

# DORSETT

*Dorsett Demands* • climate and conditions to its liking.

*Dorsett Delivers* • wonderful crops of berries!

As many as Premier! And such berries! They are larger, firmer and far better in quality than Premier. In fact, Dorsett is the most delicious of all berries except Fairfax and some think it even equals Fairfax. The berries are very beautiful, too—a bright rich red, which darkens very little on holding.

Our records show that Dorsett has been the most profitable early berry we have ever had, although Blakemore is grown more generally in this section. Where Dorsett is to be shipped some distance it should be kept picked fairly close and shipped direct to market. Dorsett is not a favorite with auction buyers at shipping point, but where it is well grown it sells with the best on either wholesale or retail markets.

What about Dorsett's demands? A climate not too severe. From the latitude of North Carolina and Tennessee to Southern New England, or slightly further North in protected locations, Dorsett is superb. Under severe conditions of frost and cold, Dorsett just can't "take it" like Premier, Fairfax and Catskill. However, Dorsett might justly be called the tip-top high quality early berry for the middle states.

Dorsett too vigorous? Individual

plants of Dorsett from a well set row are not always as robust as Fairfax and some others, but when set early under even fairly good conditions, Dorsett makes a truly remarkable growth. Too many plants are likely to be made. If they are limited to four to eight plants per square foot of fruiting row, it will be easier for Dorsett to set a crop and the berries will be larger, prettier, and better in quality.

"Last year I picked around 10,000 quarts of Dorsett to the acre" says Mr. W. G. Niven of Norfolk Co., Virginia, whose letter is printed in full on page 28. Growers who can make Dorsett do what it is capable of, really "have something." No commercial growers or home gardeners should pass Dorsett by without a trial. It may be the best berry for them. Our Dorsett plants this year are unusually strong and well rooted. Price list, page 35.

# BLAKEMORE



Blakemore. More acres grown than any other variety

**“It covers Dixie like the dew,”** says the Atlanta Journal, a famous Southern newspaper. The Blakemore strawberry does just that! Unknown a few years ago, Blakemore today covers more acres of land than any other strawberry in existence, most of it in Dixie. Blakemore is the best early shipping berry the Southern States have ever had. It does well as far north as Maryland, Southern New Jersey and the Ohio Valley. Even though it has been successful in a few places, it is not recommended for planting farther north.

It is the most robust grower and persistent plant maker ever known in the sections where vigorous growing varieties like Missionary and Klondyke have been supreme.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known, and still show a nice profit to the grower.

Buyers and shippers like Blakemore because it is the best of all varieties in avoiding “bad condition” reports from their commission men. The berries are really solid and retain their light, attractive color even after they get quite ripe, thus often getting credit for being in even better condition than they are.

“Cold pack” men who put up large quantities of berries in barrels for use in making commercial jams, jellies, preserves, etc. prefer Blakemore and in some places will not take any other variety. In fact, it was named for Marcus Blakemore, a former president of The American Preservers’ Association.

In quality the berries are quite tart, which is probably why they are so popular with the cold-pack men. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size where the plants have been kept thinned—but they make so many plants they must be held in check or the plants will be too thick and the berries smaller.

**Yellows resistant strains**—The tendency to sport to yellow strains which are barren or very low in productiveness, has been the chief criticism of Blakemore. Also the spotted appearance of the fields badly affected with yellows has been a source of annoyance to the better growers who take pride in their berry fields.

Strains of Blakemore found to be resistant to this trouble are now available at very low prices. We are offering only these new strains and we have very excellent stocks of them.

Previous to 1940 these new strains, recommended by the Dept. of Agriculture, had shown no yellows at all. During the growing season of 1940, however, traces of yellows appeared in these same stocks. Not enough to be a problem, but still not 100% free. Our plant inspectors tell us that all growers are finding traces of yellows in these so-called yellows-free strains. They should therefore be sold as yellows-resistant rather than entirely yellows-free.

With our disease resistant plants, yellows need no longer be a limiting factor in Blakemore production. The size, vigor and root and crown development of our Blakemore plants assure you a fine start in growing large crops of these beautiful, firm shipping berries. Price list of plants, page 35.



# NORTHSTAR

Northstar as a named variety is a little over two years old. Let's try to decide something about its real value by listing its good and bad points as revealed during those two years, as well as in the years when it was merely U. S. D. A. 1425.

## GOOD POINTS

Northstar makes the **largest, strongest, individual plants** of any variety we have.

It is a **sure cropper** because the blossoms are protected from frost by the leaves and they have plenty of pollen to insure a good set.

The **berries average larger** for the whole crop than any other variety grown under similar conditions.

In **beauty the berries rate high**. The bright red flesh color, prominent red to yellow seeds and fresh green caps make very showy berries.

A fairly **firm flesh** and tough skin make for berries that will hold up—for distant shipment or delayed picking.

The berries are **very high in quality** with a distinctive flavor that some think is as delicious as Fairfax, though not as sweet.

## LIMITATIONS

Northstar makes very few plants—not enough for a good fruiting bed unless soil and moisture conditions are favorable.

Northstar is not highly productive, although under conditions where plenty of plants are made crops are fairly liberal.

We must conclude that the good points are much greater than the bad ones and that Northstar is well worth trying wherever size, appearance, firmness and quality are more important than great productiveness. Dr. Darrow, the originator, suggests its trial in those sections where Dorsett may be frosted and where the soil is fertile and moist. The most likely territory is in all the Northern States and as far south as Virginia and Oklahoma. We have lots of plants and they are beauties. Price list, page 35.

## Missionary

Leading berry in Florida and popular in other Southern States. Missionary will do well on

almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men.

## Bellmar

A seedling of Premier and Missionary. Ripens with Premier, berries are about the same size but somewhat and of better quality than Premier berries. Attractive. Productive. Price list, page 35.

darker, firmer, Premier berries.

## Clermont

A New York Station seedling of Marshall and Premier. It has been highly praised in some sections of

the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong, vigorous fruiting bed but the foliage does not stand up, nor do the caps remain green. Well worth trying in the North.

## Howard 17

This variety is identical with Premier and the same description applies. Price list, page 35.

# ✓ FAIRMORE

*First high quality Southern Shipping Berry*

## Fairmore leads in four important ways

**First high quality shipping berry** the South has ever had.

**First in ability to stand shipment**—the firm flesh and tough skin of the berries making it even better than its parents—Fairfax and Blakemore—as a shipper.

Fairmore and Fairfax **sold for more money** in 1940 than any other berries shipped from North Carolina (the only place where Fairmore has been grown in quantity). U. S. Government market reports show these two topping the market throughout the season.

Fairmore has the **highest Vitamin C content** of seven leading varieties tested by the Department of Chemistry at Raleigh, N. C. in 1939. It is 79% higher than Missionary which was the lowest of the seven.

The plant growth of Fairmore (N. C. 669) is **very vigorous and healthy**, making fewer plants, but larger ones than either Blakemore or Missionary.

Total yields of berries have been equal to or greater than Blakemore, but tests have shown a **greater yield of Number One Berries** from Fairmore than from either Blakemore or Missionary. The berries ripen early, about with Blakemore.

Fairmore's best recommendation is that growers who know it best in North Carolina and other Southern states, are increasing their Fairmore planting. It has enough good qualities so that it should be tried in the middle states, though it may not be as productive there as it is from Virginia south. Blakemore, Missionary and Klondyke are not of high dessert quality but are still by long odds the "Big Three" of early Southern shipping berries. If Fairmore comes through in other Southern States as it has in North Carolina, the Big Three may have to move over and make it a "Big Four" with Fairmore at the top with them.

An early Southern berry of high quality! Won't Northern consumers relish that? Consumers in the South like really good berries too. Southern planters, set some Fairmore and help supply this demand! Price list of plants, page 35.

## ✓ Daybreak

What's in a name? Certainly Daybreak (N. C. 419) is well named because it is the first variety

to ripen in the Spring in eastern North Carolina where it has been grown mostly. There it starts several days ahead of Blakemore and a full week ahead of Missionary. In that section two spring crops are produced. In most years Daybreak makes a very heavy first crop (when prices are highest) and very little second crop. However, in 1937 when frost killed much of the first crop, a heavy second crop was produced.

Daybreak has been about as productive as Missionary and Blakemore in most years. Berries are larger than Blakemore but not as large as Fairmore. The color is a glossy crimson similar to Fairfax but not as dark. Flesh is bright red and of high quality, but not as solid as either of its parents, Missionary and Fairfax.

Daybreak is recommended chiefly as a high quality, home garden and local market berry for North Carolina and other parts of the South. It's just as easy to grow as Blakemore, Missionary or Klondyke and it is far easier to eat. Price list, page 35.

## Senator Dunlap

(DOCTOR BURRELL)

An old variety still widely grown in the North Central states. It makes vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. Price list, page 35.

## ✓ Southland

A high quality early berry especially adapted to the South. The plants make a vigorous, healthy growth,

which stands up under high temperatures. The berries are large and attractive. Southland originated in North Carolina where it is well liked as a home garden and local market berry, but growers in other Southern states appreciate Southland too. From Independence County, Arkansas, Mr. C. W. Martin writes, "Southland outyielded and outsold all other varieties". And from Texas (Harris Co.), comes this word. "Put Southland on your list of winners. It repeats everywhere sold and is an enormous fruiter. Got premium prices for them". Signed by E. H. Cabeen. We have a nice but rather short stock of Southland this year so order early. Price list, page 35.

## ✓ Shelton

A new variety from Connecticut and named for a town in that state. Originated and tested by Dr. D. F. Jones of

the New Haven Experiment Station. Shelton is a medium early berry which makes a vigorous, healthy plant growth. The plants are quite productive. The berries are medium to large, with an attractive light red color and a bright green cap. They look nice. As grown here in Maryland, the berries are not very firm and are only fair in quality. As with Premier, however, both quality and firmness are better when grown further North. Dr. Jones considers it well worthy of trial as a general market and shipping berry. Price list, page 35.



# CATSKILL

**THE CHAMPION OF ITS CLASS!**

*Best MIDSEASON berry in the world!!!*

Look at the record and you'll see why. For eight straight years Catskill has not failed to produce a bumper crop—big, beautiful berries and lots of them!!! Except for Blakemore in the South and Premier in the Northern and Middle states, no variety ever took hold so quickly and won public approval so fast as Catskill. From the frosty hillsides of Vermont and other states in the North to the fertile fields and gardens of Virginia, Tennessee and Missouri in the South, Catskill's title as the best Midseason berry is generally recognized. In higher altitudes even farther South, Catskill is fine for the home garden or local market.

Catskill rates at the top because it ranks high in so many different things which go to make up a really fine profitable variety.

**Plant growth** is vigorous and healthy. Enough strong plants are made for a good fruiting bed. On very rich soil they may have to be thinned a little. Like most of the New York varieties, Catskill shows a little leaf spot when grown this far south but never enough to affect the crop.

**Productiveness** is all that could be desired. Here in Maryland it is even more productive than Premier. We believe our record of 32,000 quarts of Catskill on three acres (selling for \$3500.00) is absolute tops for any field of its size in this section. In New England and New York state, yields up to 15,000 quarts per acre have been reported.

**A sure cropper.** Catskill has never missed a crop in the eight years since its introduction. Premier's frost-proof, sure-cropping record may be longer than that of Catskill, but it's no better. Premier and Catskill, early and late! What a pair to tie to for those who want safety in strawberry growing!

**Big berries!** Catskill will produce not only a greater total yield but a



larger quantity of big berries than any other leading variety. Of course there are some medium sized berries but they are "in addition to" not "in place of" a big yield of big berries.

**Pretty berries.** Catskill fruit has a fresh green cap and an attractive light red color which makes them very showy in the package. The very large primary berries are somewhat ridged but the late ones are smooth and uniform. On holding, Catskill berries turn somewhat darker but not enough to be objectionable.

**Firm berries.** More solid than Premier, just as firm as Dorsett but not as hard as Blakemore for long distance shipping. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets.

**Good berries.** Catskill is a cross of Premier and Marshall, which with Wm. Belt was the standard for high quality until Fairfax and Dorsett came along. Catskill berries have very good quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They're really good to eat.

**Profitable berries!!** Catskill has been a profit maker, and why not? Any sure cropper which produces such big crops of big, luscious berries as Catskill is bound to be a winner. You take much of the gamble out of strawberry growing when you order Catskill for midseason to late berries. Price list, page 35.

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## Catskill Comments

The ability of Catskill to stand punishment and still do well is illustrated by the experience of Mr. Adlow Zeiser of Luzerne Co., **Pennsylvania**. He writes, "I planted 125 of your Catskill in spring of 1938 but ran into a severe drought and lost 25 of them. Another drought in May of last year continued until September but I picked 101 quarts of fine berries, some larger than your pictures. I believe with favorable weather I would have had twice as many."

From Hillsboro Co., **New Hampshire**, Mr. S. D. McElroy tells of another successful experience with Catskill under unfavorable conditions. "In spite of the very dry season we had last year, my Catskill plants bore a wonderful crop of nice big berries. I had no trouble at all selling them at 25¢ a box when others were selling their berries at two for 25¢."

Mr. Art Worden of Decatur County, **Iowa**, likes Catskill so well that he expects to plant lots of them, according to his letter, part of which follows: "My leaders are Catskill and Green Mountain. The Catskill was the first to bear and the last one to quit bearing, and such fine berries they were. So now I aim to put out a bed of 20,000 of them in the Spring of 1941."

The home of Catskill is **New York State**. According to Mr. F. S. Wright of Otsego County, they are doing all right for themselves in their home State. Here's what he says: "I purchased 3,000 strawberry plants of you some four or five years ago. 1,000 each of Dorsett, Catskill and Chesapeake. I was so pleased with the Catskill that I now grow no other kind. If you should find a kind that surpasses them, let me know."



Allen's Catskill plants are sure to grow

# BIG JOE

Big Joe, Joe and Joe Johnson are all names that have been given to this fine old variety. Big Joe makes a strong, vigorous plant growth. The individual plants are quite large and usually do not need spacing. The plants are moderately productive and under favorable conditions may be very productive. The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry. Big Joe berries are fairly firm and in this shipping section of Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

Reports from growers on Big Joe are usually very good or very bad. Under conditions which suit it, Big Joe is a very fine midseason berry—next to Catskill in all around value. The weakness of Big Joe is that it isn't always a heavy producer. It is quite susceptible to frost injury. A heavy frost or light freeze may kill the crop. A medium or light frost may "nip" the blossoms just enough to make a lot of misshapen berries with hard, knotty green ends. But keep Big Joe away from frost and it will give really remarkable results.

If you are a Big Joe grower, be careful of mixed plants. We are positive that our stock is straight, but there are dozens of farmers in this section who have Big Joe thoroughly mixed with Lupton. As both are good varieties here and nearly the same season, they don't try very hard to get them straight. We have seen so much of this particular mixture that we have been extra careful on these varieties and can supply you from a stock that is straight. Price list, page 35.

## Culver

A New York State introduction. Does better here than any of the other New York State varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. The berries are fairly firm, considerably darker in color than the Clermont, and red to the center. Worth trying. Price list, page 35.

# PATHFINDER

In one of the early tests at the New Haven Connecticut Experiment Station, Dr. D. F. Jones reported yields at the rate of 15,000 quarts per acre from Pathfinder. "Pathfinder was the outstanding variety of the 1939 tests," he says, "and in three years in Connecticut, yields of Pathfinder have always been equal to or larger than Premier." And in 1940 Pathfinder even outyielded Catskill at the same station.

Pathfinder (N. J. 25) was originated by Prof. J. Harold Clark. It proved its value in New Jersey in extensive tests with commercial growers in that state before being named and released for general introduction.

The outstanding thing about Pathfinder is its tremendous productiveness. If we were asked to name the four most productive varieties of strawberries without regard to any other factors they would be Premier, Catskill, Dresden and Pathfinder, with no attempt to rank these four except to group them at the top.

The heavy yields of Pathfinder are made possible by an unusually healthy and vigorous plant growth—plenty of new plants are made—large strong ones.

The berries are uniform in shape, almost round as shown in the picture. The caps are small but attractive in the north, but become dry and brown in hot dry seasons further South.

In the North the berries are a very attractive light red and ripen evenly all over. In Maryland they do not ripen evenly, many berries exposed to the sun become quite dark on the exposed side before the ground side colors at all.

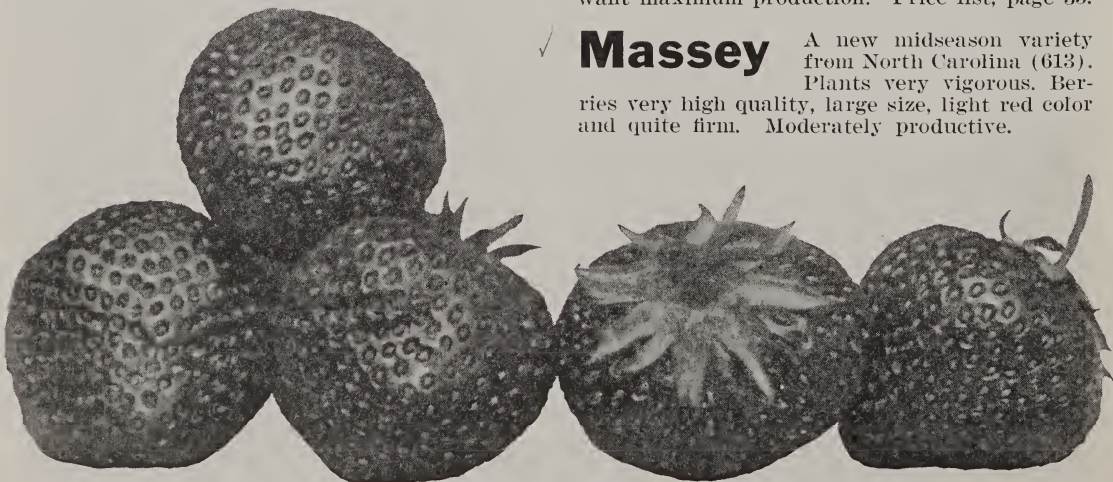
With us the berries are quite soft and rather poor in quality. As with Premier, however, when planted further North the berries improve both in quality and firmness.

In sections where the new red stele disease has become established growers may find another reason for setting Pathfinder. It is unusually resistant to red stele.

While it cannot be recommended for the Southern states, Pathfinder should certainly be tried out by Northern growers who have a fairly heavy fertile soil, a nearby market, and who want maximum production. Price list, page 35.

## Massey

A new midseason variety from North Carolina (613). Plants very vigorous. Berries very high quality, large size, light red color and quite firm. Moderately productive.



Pathfinder Berries



Dresden. 1940 crop 20 per cent higher than any other variety in Connecticut

## DRESDEN

New records are being made! Dresden is certainly a berry for the North and it is breaking all former records for productiveness. Mr. George L. Slate, the originator, gave us Catskill a few years ago, and now he comes up with Dresden. Premier is one of the parents of both varieties. Both seem to have taken the great producing ability of Premier and added to it.

At Mt. Carmel, Conn., in 1940, Dr. Jones records Dresden as producing 20% more than any other variety and his list included Premier, Catskill and Pathfinder.

At Warrens, Wis., in 1940, Mr. H. H. Harris' test plot of Dresden produced 12% more quarts than Premier, 30% more than Catskill.

We can't forget the sight we saw at Mr. George Lord's place at Oswego, New York, in 1939. No records were available but we saw a prospect of more strawberries on a whole field than we have ever seen before anywhere, anytime. The crops of Dresden in sight must have been 15,000 quarts or more per acre—with Catskill just about as good.

Dresden makes a very strong plant growth, with plenty of big robust plants to bear its tremendous crop. As with the other New York Station varieties, there is a little leaf spot and the vines do not hold up very well during the fruiting season as far south as Maryland. As we have seen it in Northern States, there is nothing wrong with the foliage of Dresden.

The berries are medium to large in size and somewhat irregular in shape as shown in the picture. They are light in color and quite attractive in the package. The quality is rather poor as grown in the South, but at Amherst, Mass., Oswego, New York, and in other Northern sections it was good, though not high. The berries are quite soft as grown here in Maryland but firm in Northern fields. We understand that the growers in Western New York had little difficulty in getting Dresden to New York City markets in good condition.

In all sections from Pennsylvania north where great volume of nice looking, medium sized berries is more important than high quality, Dresden is suggested for trial without hesitation. We have a large stock of fine Dresden plants. Price list, page 35.

## Eleanor Roosevelt

This variety (N. C. 337) was introduced two years ago by the North Carolina Experiment Station. In the Eastern part of

that state where it has been grown mostly, it is said to be only moderately productive. However, with us in 1940 it set a very heavy crop but could not mature it on account of the very dry season.

The plant growth is very vigorous and robust. Blossoms are large with plenty of pollen. Berries will run very large under favorable conditions. They are very long and pointed with a very large bright green cap. The berries are quite firm and of excellent quality. It should be grown on rich moist soil and tried in all the Southern states.

## Aberdeen

Aberdeen will justify a good sales talk provided its limitations are given.

When grown under proper conditions few varieties make a more vigorous plant growth. The berries are large, light colored and very attractive, but are quite soft and must be marketed promptly. It is good only in the North and must have a rather heavy fertile soil. At its best it is one of the most productive of all varieties.

Aberdeen has had much attention in the last year or two because of its resistance to the new red stele disease. On this account those interested in breeding disease-resistant varieties are using Aberdeen as one of the parents in nearly all their crosses. It may be that growers not too far South will find Aberdeen worth growing on their heavier soils wherever red stele has become a serious problem. Price list, page 35.

*The* ARISTOCRAT  
OF  
STRAWBERRIES

# CHESAPEAKE



What is an Aristocrat? Webster's Dictionary gives this as a popular meaning—"One regarded as superior to the rest." That's just it! Chesapeake is superior to the other late varieties of strawberries.

This superiority is found in the size, appearance, quality, firmness, and selling price of the berries. For years they have sold at a higher price than any other late berries because they are "better than the rest." Starbright, a seedling of Chesapeake and Fairfax, is the first late berry to challenge the place of Chesapeake at the top of the market.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps make Chesapeake one of the most attractive of all strawberries. The quality is very good, different from Fairfax but considered by some close to it in taste and flavor. As a shipping berry, Chesapeake stands out. At the Pittsville, Maryland auction block, buyers pay more for Chesapeake than for other varieties to be loaded in either refrigerator cars or trucks. Experience has proved they are hauled long distances and go into market in fine condition and bring top prices.

Chesapeake has been considered a shy plant maker and rather hard to grow. That just does not fit the strain of Chesapeake we have had for the last three years. Our plant beds have been very heavily set with plants. Look at the picture. This field is for Chesapeake orders this spring—and there is no prettier field of plants in the county, regardless of variety. We believe these Chesapeakes will grow for you on any good strawberry soil.

Chesapeake is nearly frost proof because it blooms so late in the season. However, it is susceptible to winter injury in very cold climates and should be well mulched some time before very hard freezing occurs.

Added to the fact that Chesapeake berries have so much size and beauty, the plants are quite productive—and a good crop can be expected if a good fruiting bed has been made. You can make it with these Chesapeake plants of ours. Price list, page 35.

**Lupton** "Beauty is only skin deep," but that doesn't seem to matter much. Lupton strawberries are beautiful, but under the skin is a flesh that is quite dry and poor in quality. In spite of this the beauty of Lupton berries, together with their large size and fine shipping quality, has made Lupton one of the most profitable late shipping berries. They are grown chiefly in Maryland, Delaware, Pennsylvania, New Jersey and New York, but to some extent in other states of similar latitude. Lupton is grown and sold as "Townking" but the varieties are identical. As stated in the Big Joe description much of the acreage of Lupton is mixed with Big Joe, but if you want them true to name we have them that way. Price list, page 35.

**Wm. Belt** A late variety of unusually high quality which is especially adapted to Northern states. When grown in the South the foliage is inclined to have leaf spot. This is not serious in the North where it produces heavy crops of large berries. They are bright red in color and although somewhat irregular in shape they make a nice appearance in the package. For the home garden or on local markets where quality is an important factor, Wm. Belt should be grown. We have some fine plants for our customers this year. Price list, page 35.



Our strain of Chesapeake will make plants. Try some of these.

## AROMA

For many years Aroma has been the leading late shipping berry in Arkansas, Missouri, Tennessee, Kentucky and other southern and central states. Here are some of the reasons it has been able to hold this leadership. The plants, though small, are very vigorous and healthy and make plenty of runners for a good fruiting row. They are very productive in regions adapted to Aroma. The berries are beauties. They have a shiny bright red color which darkens very little on holding or shipping. And they have the finest, greenest caps of any variety to enhance their natural beauty. On top of that, they are firm enough to ship long distances and go into market in almost perfect condition.

Aroma has never been a leader in the East, but in the states mentioned as well as Southern Ohio, Indiana and Illinois, it has been a money maker. Special attention to our stock of Aroma, as well as to other varieties which normally make very small plants, has enabled us to produce some plants of which we are proud. You will like them. Price list, page 35.

## Hebron

A new variety from Connecticut (111). Dr. D. F. Jones, the originator says, "Hebron is the latest variety coming into maximum productiveness at the time when all other varieties are nearly through". "The fruit is unusually light and bright in color in striking contrast to the dark green caps. Hebron has been called by many the prettiest strawberry they have grown". The flesh of the berries is soft and rather poor in quality. The plants are very productive. In tests at Mt. Carmel, Connecticut, Hebron yielded just as many quarts as either Premier or Catskill. Hebron is not suitable for long distance shipment, but its beauty, productiveness and late ripening make it seem worthy of trial in Connecticut and other Northern states for local or nearby markets. Price list, page 35.

## New York

This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. Price list, page 35.

## Very Late Varieties

### Gandy

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Growers who want to extend their season very late will find Gandy one of the best of all varieties for that purpose. We have a nice lot of plants. Price list, page 35.

### Orem

A fairly good berry, not outstanding in any respect. Grown chiefly because it is so very late. The new Redstar is just as late and superior in every other respect. Price list, page 35.

## Green Mountain

The news is spreading! Proof is piling up! Green Mountain is not only a fine everbearer, but is one of the most productive very late berries for the spring crop. Here's what growers are saying: "Last year our acre of Green Mountain plants gave us more berries than any bed of equal size we ever had".—Mr. C. L. Sargent, Orange Co., Vt. "I had a heavy crop on my Green Mountain vines in June and they are as full as they can be of berries this fall. They sure are fine big berries".—Art Worden, Decatur County, Iowa.

Green Mountain should be grown on fairly rich, moist soil. It takes plenty of support for Green Mountain plants to size up and mature the tremendous crop of spring berries which they set and are capable of producing.

The spring crop of Green Mountain comes in very late and usually brings good prices because most other good berries are gone. Berries are very firm and the quality is good.

An interesting thing is that spring berries of Green Mountain are conic in shape, having a fine appearance similar to Aroma or Chesapeake. The summer and fall berries are long and rather flat as shown in the picture (page 23). According to our arrangement with the patent holders, we may sell you Green Mountain plants to use and propagate for your own use but not for sale.

Try Green Mountain in the Middle and Northern States as a very late, solid, productive, spring variety. Price list, page 35.

# GEM

# Sparkling Beauties



## EVERBEARING STRAWBERRIES

### *Why?*

Everbearing berries are grown because they are so good! Because they come out of the regular season!! Because they come so quickly after planting. Because they are so easy to grow. Because they are proving to be a good cash crop in many places. Because there is a regular spring crop coming on after old man winter halts the fall picking.

The amazing increase in the popularity of Everbearers has been due to their appeal as a delightful and useful home garden crop and to their showing as a money crop.

**They are good!** Some of the varieties have a high dessert quality and are good to eat right off the vines. Others are just tart enough to need a little sugar to bring out their full flavor. But having them **out of season** is the big thing. Berries in September—October—November—Berries in the garden—fresh berries on the table—strawberry shortcake, berries to surprise your friends and share with them. These are the things which first get people interested in Everbearers.

**They come so quickly.** No other fruit crop can touch them for speedy action. Just imagine setting plants in March or April—and harvesting a crop from August to November of the same year. They start bearing only a few weeks after the plants are set.

**Everbearers are easy to grow.** See next page for details, but remember here that any good garden or farm soil that will grow spring berries or other garden crops successfully will produce Everbearing strawberries satisfactorily.

**A good cash crop!** Here's how it started. A few plants did well in a garden. More were set the following year. These yielded enough for a surplus. The berries were so easily sold at such good prices that larger plantings were made to grow berries for local market. Now many fall berries are shipped even to wholesale markets. Our own last shipment in the fall (1940) was in November. They were mostly Green Mountain, shipped to Baltimore and they sold for 20 cents per pint. (In marketing we have found pint baskets more suitable for Everbearers than quarts.) But we caution growers not to jump into Everbearers blindly as a business. Try a few hundred, or even a few dozen first. If these do well it should be logical to expand.

**The spring crop.** This gives the grower a second chance. If the expected summer and fall crop does not come up to expectations (and fall crops are not as sure as spring crops) it isn't as bad as it might be. There's a spring crop coming along just as if you had planted regular spring varieties in the first place. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

# How?

Everbearing berries are grown by exactly the same method as regular varieties. However, so much is expected of them in so short a time that special attention to the more important points may be helpful.

**Start with good strong plants.**

**Select good land and have it well prepared.**

**Set plants early while both soil and plants are in good condition;** the soil cool and moist, the plants not devitalized by a heavy growth of leaves and blossoms.

**Start hoeing and cultivating soon** after the plants start putting out new growth. Make sure to uncover any buds that may have been covered by too deep setting or by rains washing soil over them.

**Cut off the spring blossoms as soon as they appear.** As the summer blossoms start coming cut them off at least once a week until about the middle of July. This enables the plant to build up strength for berry production later on when berries are more saleable.

**The hill system is best.** Removal of runners not only builds up stronger individual plants, but increases blossom and fruit production. Cut off all runners or let each plant set only five or six runners and the summer and fall crop will be greater and the berries larger. Of course they can be allowed to form a wider spaced row with good results on favorable sites and with a better chance for the spring crop.

**Planting distances.** These may be varied to suit the convenience of the grower. In small gardens where all hand work is intended, they may be set as close as 15 inches apart each way. Rows 30 inches apart with 15 inches in the row will allow for some horse cultivation. The double hill row is being favored by many larger growers. In this the total distance from center to center is about 3½ feet with the plants in each double row about 15 inches apart each way.

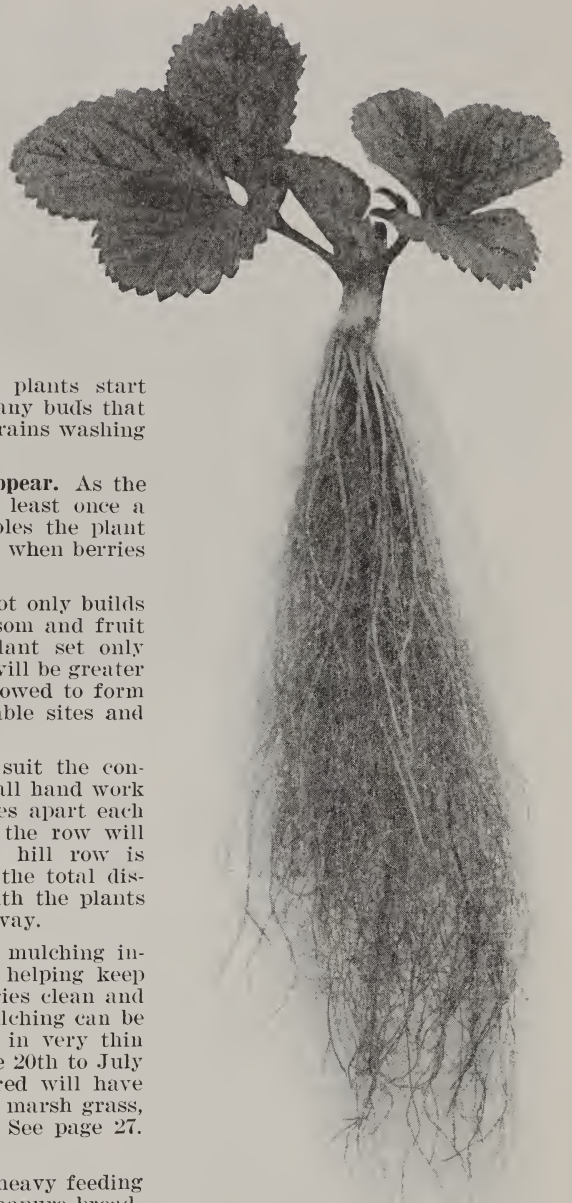
**Mulching.** Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th to July 1st, by which time any new runner plants desired will have started. From two to three tons of wheat straw, marsh grass, or other fine material should be used per acre. See page 27. Also photo, page 29.

**Manure and fertilizer.** We are convinced that heavy feeding is essential for big crops of everbearers. Stable manure broadcast heavily before plants are set and green crops plowed under is very helpful. Several applications of commercial fertilizers, mostly nitrogen and phosphorus (see page 26) applied during the summer may be used. Great care must be taken to see that fertilizer is applied when the foliage is thoroughly dry and that any which lodges on the leaves is brushed off at once.

**Ample moisture helps** the plant growth, fruit production and the efficiency of fertilizer applied. Therefore, select springy land full of organic matter, cultivate or mulch to conserve water and use irrigation if available.

**Cycles.** All the Everbearers have cycles of fruiting. None of them bear every day from mid-summer to freezing weather. In Maryland Gem stands the heat better and is far more productive in August and early September. Mastodon and Wayzata are at their best a little later. Green Mountain is latest of all to reach its best production. Commercial growers therefore may want several varieties to have continuous bearing during late summer and fall.

**Yields.** One pint per plant set is probably as good as the average. Much better yields are often obtained by careful growers under good conditions. Yields as high as two quarts per plant have been recorded.



**A rugged Mastodon plant**



# MASTODON

When all the votes are counted, Mastodon is found to be still the most popular of all the Everbearing varieties. It has stood the test of a great many years and **STILL LEADS**. Our own record of plant sales in 1940 showed Mastodon ahead of all others.

One of the reasons for Mastodon being so well liked is a vigorous plant growth, with strong, rugged, individual plants. These can survive and start and make a good growth under unfavorable conditions where other varieties less rugged, might fail. This fact alone helps make Mastodon almost a universal Everbearer, doing well in nearly all sections from Virginia north.

Normally Mastodon plants are very productive of large, well shaped, good quality berries. These are pleasing to the home gardener and profitable for the commercial grower.

The spring crop of Mastodon is a dandy. It is a good midseason spring cropper and quite likely to be profitable entirely apart from the summer and fall crop.

Take our advice and set some Mastodon plants for berries this summer and fall. Mr. T. A. Forseman of Mercer Co., N. J., did just that and here is his report. "I set out 50 plants of Mastodon and 50 plants of Gem. Last summer I had a bountiful supply of berries. The Mastodon produced better than the Gem, so I am ordering all Mastodon this year. It is a pleasure to grow such healthy plants." Another report, from a midwestern State, reads, "I want to tell you about my 25 plants of Mastodon. From the latter part of July on I would pick as high as a pint of berries every other day until frost. I never tasted as good a flavored berry in my life." —Mrs. Anna Saffell, Belmont Co., Ohio. Pennsylvania is a great state for nice strawberry gardens and this report from Mr. Charles H. George of Adams Co. shows that he has been enjoying his Mastodon. "The Mastodon plants we got from you several years ago have been quite a satisfaction for our own home use. We have been having berries in October and sometimes November as well as in spring and summer." Price list of plants, page 35.

## Champion

(Progressive)

rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. Sweetness and productiveness are the strong points of this variety. Price list, page 35.

This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are

## Gemzata

A new Everbearer, said to be a cross of Gem and Wayzata. It looks good. The berries with us this year

had the light attractive color and firmness of Gem, together with much of the high quality of Wayzata. Plant growth healthy. Fair plant maker. We have a small stock of plants which we will sell at \$1.00 per dozen as long as they last.



# GEM

Gem is our best bet of all the Everbearers, even though we sell more plants of Mastodon.

Here in Maryland it produces more large, bright, firm, very nice looking berries than any other. They sell for highest prices too. Quality good, slightly tart but with a fine flavor.

The plant growth of Gem is very vigorous if it gets a good start, but the plants are not quite as rugged as Mastodon. They need to be set early. They can thrive if cool and wet—but may falter if hot and dry.

Gem berries are beauties, being almost as light and just as attractive as Blakemore. This, of course, makes them easier to sell at good prices.

If it is set early and gets a good start, Gem will produce more nice berries in late summer and early fall than any other Everbearer. Many of our best yields and largest returns have come from Gem. Our reports indicate that it will succeed farther South than any other Everbearing variety except possibly Champion.

Read the letter from Mr. E. S. Harvey of Barbour Co., W. Va. "In spite of bad weather and delay in planting we never lost a single plant of the 1,000 Mastodon and 500 Gem. We used the double hill row system and cut off runners and blossoms. Now (July 21, 1940) we have splendid prospects for a nice crop of fine large berries. Gem is much heavier with bloom and berries than Mastodon."

A comment from DuPage Co., Ill.: "Gem is the best strawberry with me thus far."—Mr. N. Basil. Another from Lincoln County, Maine: "The 500 Gems I ordered of you last year were certainly 'Gems.' Everyone was standing around waiting for our berries."—Mr. Clyde W. Hilton.

We have some very nice plants of Gem this year but not a large stock. Hope you will order your plants early. Price list, page 35.

## WAYZATA

Best tasting of all the Everbearers, Wayzata is a good one for the home garden. It has been at its best in Minnesota, Wisconsin and other Northern States. Wayzata is a heavy feeder and must be heavily fertilized for best results. The plants make very few new runners so it is well adapted to growing by the hill system. Wayzata plants that fail to make any runners will often make a very strong growth with lots of leaf area and several good strong crowns in each plant. Some growers sell these as "Clump Plants." We have a limited supply of such plants that we can supply at 10¢ each.

When grown on good soil and well fertilized, Wayzata berries will run large in size and the plants will be quite productive. Wayzata is good enough in many places to justify the extra cost of the plants. Price list, page 35.

# GREEN MOUNTAIN

A FINE NEW EVERBEARER  
FOR COLD CLIMATES & HEAVY SOIL

"The 1500 Green Mountain Everbearing strawberries I ordered last March were really fine. The dry weather killed some but what plants I had left were the finest I ever saw and I grew the finest strawberries that have been grown in Haywood County, North Carolina. I had strawberries until Thanksgiving Day. I am well pleased and expect to continue growing your Everbearing plants."—Mr. Alsie Cordell.

"I would like to try out those Green Mountain berries as I hear so much about them."—Mr. O. J. Lovgren, Denver Co., Colo.

Green Mountain is usually recommended for cold climates and heavy soils, but from the first report above, it seems to be doing well at fairly high elevations as far south as North Carolina. The second letter, from Mr. Lovgren, points out the fact that in many localities people are talking about Green Mountain. It's making a name both as an everbearer and as a good, very late, spring variety. (See page 19).

Green Mountain makes a very strong, rugged plant growth. The berries are rather long and flat in shape. They have a very shiny skin and prominent yellow seeds, making them very showy and attractive in the package. The quality is good but not high. The flesh is rather dry and firm, making it one of the best shipping berries.

Gem and Mastodon both start bearing a little earlier in the summer than Green Mountain which usually bears its best crop in September and October.

As Green Mountain is a patented variety it is understood when you purchase plants you purchase with the right to the fruit crops produced and to propagate plants for your own use but not to sell or give away. Price list, page 35.



Green Mountain

# Common Sense Methods *for* Growing Good Strawberry Crops

**Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.**

## Climate

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer. The greater bulk of the crop comes in during April, May and June from the temperate regions. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

## Soil and Site

**Any good garden soil can be expected to produce satisfactory crops of strawberries.**

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation and high water table.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites. This is especially true of the Coastal Plains section where the soil is largely of the sandy loam type and by reason of the low elevation has a water table fairly close to the surface. In these areas open ditches properly managed usually give satisfactory drainage.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

Selection of a site on a North slope together with adequate mulching may delay ripening as much as a week or more. Berries coming on after the bulk of the crop has been harvested might bring much better prices.

## Preparing the Land

As with other crops, a loose friable soil in a good state of tilth is desirable for strawberries. In fact, on land that is moderately fertile a good mechanical condition of the soil may be just as important as an extra application of manure or fertilizer.

The roots of strawberry plants rarely penetrate further than one foot into the soil. It has been found that 90% were in the top six inches of soil with 73% of the roots in the top three

inches. This emphasizes the importance of having these few inches of top soil in as good condition as possible for best results.

The matter of drainage, moisture-holding capacity and fertility are the important factors to consider. If selected the previous year, a green manure crop can be plowed under in the summer and an early winter cover crop such as rye planted and plowed in early spring. Stable manure applied to the previous crop is still good for strawberries, although it can be applied to advantage in the winter or spring before planting. The land selected should be plowed in early spring. If stable manure is to be used it should be spread broadcast on the land just after it is plowed. If the land used is fairly heavy clay which would make it difficult to get the manure disced in thoroughly, it may be better to plow it under. Then the land, either with or without the manure, should be disced thoroughly and harrowed to level it so that a nice, soft, even planting bed is available.

## Green Manure Crops Help

"We have never found a way to secure high yields of strawberries unless the soil is well filled with organic matter." So says Mr. R. A. Van Meter of the Massachusetts Experiment Station. We agree with that. Many green manure crops are available to help build up the organic matter. For summer crops peas, beans, some clovers, lespedeza, sowed field corn, or a rank growth of weeds and grass may be used. For winter crops, rye, wheat, oats, etc., are good. The legumes are best if you can get a heavy crop. We like best for this latitude, cow peas for summer, rye for winter. We recommend for you the crop that will make the heaviest growth. All of them should be turned under when they have the greatest amount of green growth and before maturing seed. Green growth rots quickly and the absence of seed makes cultivation simpler for the crop following.

Soil preparation for strawberries should start so very early in the spring that a winter cover crop like rye should be selected. Rye makes lots of root and some top growth in fall and winter. It can be disced and plowed early to get the soil in fine condition for early setting.

## Set Plants in Spring —Early

Early spring is the logical, natural, and most successful time to set strawberry plants. Don't neglect setting some plants this spring, 1941, if you want a crop in spring or early summer, 1942. Fall planting (even if plants live) will mean little or no crop until the season of 1943.

Everbearing varieties, even more than others, should be set early in the spring because they bear their best crop in the summer and fall of the same year and need the best possible start.

## How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

**Why so Early?** Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared. Results of experimental studies on the growth and development of strawberry plants near Washington, D. C., published in 1930, showed high growth rates for plants during days where average daylight temperatures were from 68 to 75 degrees F., while lower or higher temperatures slowed up the rate of growth greatly. This checks with the experience of growers who know that strawberry plants often start out in spring and make a very rapid growth until the first hot days of midsummer. Then the growth is checked until the cooler days and nights of late summer and early fall. This indicates one more reason for early setting to give the plants full advantage of the favorable growing temperatures of late spring and early summer.



Too shallow      Just right      Too deep

## Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting. If plants have become quite dry and withered in transit it will help to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened and plump when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days on early shipments. When plants are received late and lots of growth has been made, or where longer delays in setting are unavoidable, plants should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when

heeling is done. A covering of straw or other mulching material will protect these plants in case it gets quite cold before setting can be done.

If cold storage facilities are available nearby, **plants received early** can be kept for several weeks in excellent condition in case weather conditions have prevented immediate setting. It may be better to keep them this way and set them when ground can be put in good condition than to set them at once in land that has not been properly prepared. A small lot of two or three hundred plants could be kept in fine condition for many days in the family refrigerator or ice box if there is room.

## Clipping the Roots

Some growers clip the roots of strawberry plants before setting. If not cut too short it does no harm. However, it is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used it is probably better to clip the roots anyway to expedite handling the plants unless they are very small.

## Distance to Plant

We recommend setting plants in rows  $3\frac{1}{2}$  to 4 feet apart, or even as much as  $4\frac{1}{2}$  feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, free growing varieties can be set safely at least two feet apart, but if set late in the season when the plants have become weakened with new growth and blossoms, or if the soil is not in good condition they should be set as close as 15 inches to 18 inches apart to insure a good stand.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

## Plants Required for Various Planting Distances

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
$3\frac{1}{2}$ ft. "	18 "	8,297 "
$3\frac{1}{2}$ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	20 "	7,128 "

## Methods of Setting Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

## Avoid Late Setting

Late in the season plants have produced a heavy foliage growth. This drains the vitality from the roots and in hot, dry seasons especially

will make them dry and withered by May 1st or soon after. In setting plants with a heavy top growth, when roots are set at the proper depth the long, large stems and leaves make the plants seem top-heavy and there is a tendency to set the plant too deep. If the plants are to live the buds must not be covered and the soil must be pressed firmly about the roots. When the weather is cool and soil conditions are good, such late-set plants generally prove satisfactory. If soil conditions are bad it is almost impossible to get a good stand and growth. We know of several experiments by the U. S. Department of Agriculture and State workers where plants have been dug in March while they were still dormant and put in cold storage. They were held at 32 degrees F. and taken out at intervals for planting. In every case such storage plants have proved better than freshly dug plants after April 15th and far better after May 1st. Where storage facilities are available we recommend this practice for those who cannot usually set plants by May 1st or earlier.

## Manure and Fertilizer

**Chemical fertilizers** are not always needed. Soils that are naturally fertile and have had frequent applications of stable manure may not need the addition of any chemical fertilizers. A rank healthy growth of plants with vigorous, dark green foliage is evidence that the fertilizer is not needed. **Barnyard manure supplying humus, nitrogen and some mineral elements is the best fertilizer for strawberries.** It should be applied broadcast and disced into the soil before plants are set. On very heavy soils it may be best to plow it under. Equally satisfactory results are usually had if a heavy application has been made to the previous crop.

**As a plant grower and starter** we use about 700 lbs. per acre of a mixture composed of 1500 lbs. dissolved (acidulated) bone and 500 lbs. Superphosphate. We have had very fine results from this mixture put in the drill and thoroughly mixed with the soil before plants were set. It can safely be applied broadcast but it is not as effective as putting it under the plants or using it as a side dressing soon after plants have started growth in the spring. Other organic forms of nitrogen like tankage or cottonseed meal, mixed with superphosphate, would be a satisfactory substitute for the dissolved bone and superphosphate. The formula should be fairly high in both nitrogen and phosphorus. **Salts of nitrogen and potash should never be put on where they come in contact with the roots of strawberry plants. These materials in complete fertilizers have killed many plants in the past, the dying out occurring throughout the summer as the plants become gradually weakened. Wet weather and thorough mixing with the soil tend to lessen the chances of injury.**

**Fertilizers for fruiting beds** are most effective when applied in late summer or early fall. During the last of August we use about 600 lbs. per acre of a mixture made up as follows: 200 lbs. nitrate of soda, 200 lbs. sulphate of ammonia, 200 lbs. tankage, 200 lbs. fish, 1100 lbs. dissolved bone, 100 lbs. muriate of potash. It is most important that foliage be thoroughly dry when applications are made and that any which lodges on the leaves be brushed off promptly. Applications in late summer tend to aid in the development of fruit buds, strong crowns and large leaf area per plant. Spring applications are not recommended except where land is very poor or where the plant growth has been weak the preceding fall. Where spring applications are made they should be put on before growth has started. It is sometimes best to make spring applications on two year old beds where the fruit buds formed may be plentiful but vigor not up to standard.

Any standard fertilizer mixture with 3 to 8% nitrogen, 5 to 10% of phosphorus and 1 to 3% of potash would be satisfactory for late summer, early fall or early spring application to fruiting beds. However, let us repeat that it must be put on when foliage is thoroughly dry and any loose material on the leaves brushed off at once by the most convenient method.

**Fertilizer elements.** We believe that most soils have sufficient potash for strawberries naturally present in them or left over from fertilizers applied to other crops. It is contended in some places that good results have been obtained by its use. We have included 2% of

potash in our summer application for insurance only. We have never seen any direct benefit from its use. A fairly high percentage of phosphorus should be included in any fertilizer application for strawberries. Tests generally have shown a good response to its use. Nitrogen is the most important fertilizer element for strawberries. Contrary to popular opinion, the **proper amount** of nitrogen does not make berries softer except as it makes them larger. An **excess** of nitrogen will make berries softer and more subject to rot. The main reason for recommending late summer applications to fruiting beds is that the nitrogen is used in stimulating fruit bud formation and strong crown development rather than a rank vegetative growth which is more likely from spring applications.

For Everbearing strawberries, fertilizers should be similar to those for standard varieties except that three or four applications can be made during the summer and fall to help increase size and quantity of berries ripening during that period.

## Soil Acidity and Lime

Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. Where strawberries have been planted on soils that are quite sweet Ammonium Sulphate should be substituted for Nitrate of Soda in fertilizer applications. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, very few soils need be avoided on account of their lime content.

## Cultivation

**Uncover the Buds** The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

**Cultivate** often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. It is important to remember also that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

**Frequent hoeing and cultivation** make larger, stronger fruiting beds and a better crop of berries. We have found this to be especially true in getting a good bed of Chesapeake and other varieties which normally do not make many plants.

## Cutting the Blossoms

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plants. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker. This has much added im-

portance when the extra fruitfulness of early formed runner plants is considered.

## Training

We believe the well spaced matted row is the best system for getting the largest crops of the best berries. From four to six plants per square foot are ample for fine results. If it can be done economically it will pay berry growers to use some method which will prevent thickly matted rows.

## Advantages of Spacing

Fields that have been restricted to a maximum of six to eight plants per square foot of row have the following advantages over fields where plants are very thickly set.

The total yield will be larger.

The berries will be much larger in average size.

They will stand wet weather with less rotting. Berries will not run down in size as fast, especially in dry seasons.

Mulching materials can be used more effectively.

Conditions for perfect pollination of the blossoms are more favorable.

Berries are better in quality.

Berries are easier to pick, resulting in less over-ripe berries.

Spacing will pay if the cost can be kept fairly low.

## Spacing Methods

Spacing, to be profitable must cost less than the increased returns. With this in mind we suggest that growers should not be too fussy about exact distances in spacing. However, some attempt should be made to restrict the number of plants when their number becomes excessive. The following simple practices have been found helpful.

Much spacing and thinning can be done when the plants are hoed without very much extra cost. A better job is done if those who do the hoeing can be made to realize that extra plants over four to six per square foot are nothing but weeds and are just as harmful.

Growers should avoid close horse cultivation after runners have formed to prevent crowding late set runners back into the row.

If plants are kept well spaced, wider rows will mean more good berries. Well-spaced fruiting rows three feet across are not too wide. After the early runners have formed a row of the desired width and the permanent plants have become established, a light rake or harrow may be dragged across the beds to pull late runners to the side of the row. They can then be cut off with the rolling cutter first on one side of the row and then the other. Some commercial growers are using this method with free growing varieties like Blakemore and Dorsett.

## Mulching

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

**Time of Application.** Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts' experiments in Wisconsin, reported in 1933, indicated that the common practice of applying the mulch after the ground is hard frozen makes the work easier but may be too late to be fully effective. He obtained complete protection from an application made **before** first freezing weather but much injury to both

crowns and roots from an equally heavy application **two weeks later** after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C. Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

**Materials.** Wheat straw and marsh grass are considered the best materials, but rye, pine needles, coarse strawy manure and various kinds of hay roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

## Irrigation

Various forms of irrigation are used by growers in different sections. **Any method which economically supplies needed water**, especially just before fruiting time, **will be helpful** and worth while for strawberries. However, it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or green manure crops.

## Perfect and Imperfect Varieties

All the varieties on our list except Sample have perfect flowers and will bear satisfactory crops when planted alone. Imperfect varieties like Sample should have some perfect variety of the same blooming season planted with them—at least one row in three or four.

## Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in buying healthy plants and in selecting varieties immune or resistant to diseases and insects is much more important. When disease and insect troubles do occur we will be glad to help if we can. A service folder describing symptoms and control measures for some of the more important troubles has been prepared. This will be mailed on request. We suggest, however, that growers who are having serious trouble with their berries should get in touch with their county agent who should be familiar with local problems. These could not be covered adequately for all sections in any general circular.

## For the Small Garden

600 lbs. of fertilizer per acre means about 1 lb. for each 20 feet of row.

Canvas irrigation hose adequate for small berry or vegetable gardens, can be attached to regular garden hose, using city or home water supply.

In setting, hold the plant against the straight side of opening made with spade or trowel. Fill in loose dirt on the other side and pack firmly against the plant with hand or foot.

No matter how long or how short leaf stems, fruit stems, and roots may be at time of setting—have the **bud** of the plant just at the surface.

If it is dry when you are ready to set plants turn on the sprinkler or hose and moisten the soil some before setting. This is safer than setting plants in dry soil and watering afterward.

# \$\$ STRAWBERRIES PAY \$\$

Here are the folks who collect the profits—sometimes large, sometimes small, but better on the average than any other crop we know.

1. **Commercial Growers** who produce strawberries year after year as a main money crop.
2. **Poultrymen, dairymen, vegetable growers and general farmers** who find strawberries ideal as a cash crop to work in with their main lines.
3. **Homeowners or small landholders**, who are not full time farmers, like strawberries as an extra money crop to make the best use of a small acreage or part time.
4. **Beginners**, whether “greenhorns” from the city or regular farm folks, can grow strawberries profitably. It’s being done right along—read some of the letters.
5. **Young people, boys or girls.** Some are growing berries as a part of vocational class projects—others because their parents have given them a chance to have a crop of their own and money of their own. It’s a fine starter for youngsters as strawberries do pay.

## Paying Crops

**Virginia** Norfolk Co., March 21, 1940. I have bought plants from your firm ever since 1898 and they always proved fine. My Fairfax beds this year will have very large crops on them. Last year I picked around 10,000 quarts of Dorsett to the acre.—Mr. W. G. Niven.

**Pennsylvania** Montgomery Co., Feb. 19, 1940. Last year for seven weeks we had practically no rain. In spite of this I picked something over 5500 quarts from an acre of Catskill, Dorsett, Fairfax and Big Joe. I wired you for a rush shipment and 40 hours from the time the order was sent I had the plants in the ground. Good work. This year I will set another acre.—Mr. H. W. Flagg.

**North Carolina** Duplin Co., April 12, 1940. The 3,000 Blakemore strawberry plants I ordered in 1938 did fine. I picked 80 24-qt. crates of them the year 1939. Well pleased with your plants. Finest I have ever grown.—Mr. E. L. Rivenbark.

**New York** Wyoming Co., April 4, 1940. I received your strawberry plants in the spring of 1938, very satisfactory. They grew well and last summer I picked over 2700 quarts from the 1000 plants which I think is very good. I am sending my order for the spring.—Mr. Lyle McConnell.

**Missouri** Jackson Co., April 7, 1940. I had a wonderful crop last year and this spring looks good with your plants of Fairfax, Dorsett and Big Joe.—Mr. M. M. Teter.

**Indiana** Hendricks Co., April 8, 1940. We were so pleased with the plants ordered in 1938. They bore the nicest berries in the country. We received twice as much for what we sold as anyone around us. Could have sold a lot more if we had had them. Everyone said they never saw such large fruit. We sure have boosted your plants and berries.—Mr. Herbert Goodman.

**Ohio** Marion Co., June 17, 1940. The berries I got from you a year ago are doing fine, bearing nice large fruit in abundance, and the berry plants I received this year are growing well.—Mr. Charles O. Weaver.

**Illinois** Macon Co., April 4, 1940. From 1000 of your Premier plants set in 1937 I picked 83 twenty-four quart crates in 1938. These all sold for \$3.50 per crate except the picking on Decoration Day which brought \$3.25.—Mr. E. R. Sigmon.

## Dollars and Sense

From our 56 years experience we offer the following suggestions to help make your strawberry profits sure, large and consistent.

1. **Follow good cultural practices** such as suggested under “Common Sense Methods” pages 22 to 25.
2. **Select some of your best land** for your strawberry patches. The best paying crop deserves—and needs—the best land.
3. **Have berries every year**—a year skipped is sure to be the high price year.
4. **Set a good sized plot**—1,000—5,000—10,000 plants that you can handle properly—but no more. Don’t “go crazy” and overload because of fine returns the previous year.
5. **Select the best varieties** for your soil, climate and market requirements. This berry book describes varieties fairly. On page 34, we “pick the winners.”
6. **Start with good plants**, strong crowns, well developed roots, true to name.
7. Use every effort to have berries **picked and handled carefully**. Careful picking is better than grading after picking.
8. **Use clean, bright crates** and boxes and market as promptly as possible after picking. Precooling helps if facilities are available.
9. **Study possible markets** and make use of the ones that pay best. Wholesale produce markets, local auctions, roadside markets, sales to grocers, restaurants, hotels, etc., sales at the farm by the quart or by the load, are all methods in wide use.
10. **Advertise.** A brand or label to identify a good pack, an ad in a local paper, a sign at the farm, or a sample to the prospective buyer, may be the means of increasing price or sales volume of good strawberries.

# BERRY GARDENS

Want to bet on a sure thing? Nothing you can do at such little cost will give the whole family so much pleasure for so long a time as a nice strawberry garden. Try it. Order your plants early and get started this spring.

When the vines are loaded with big, juicy red berries it's fun to go right out to the patch and eat your fill. Fresh berries on the table are always a delight. Canned or preserved berries give an added zest to winter meals. Surplus berries can be easily sold or shared with friends, because everybody likes fine strawberries.

They're healthful, too. The berries have much food value and a high vitamin content. A N. C. Dept. of Chemistry circular states, "Strawberries are equal to oranges in vitamin C content." Even the work is healthy—light, clean and in the open. Both the old folks and the young can help with benefit to their health and pride in what they accomplish.

Then there is the money angle, even with a small garden plot. Not only do the berries used by the family save on the food costs, but nearly always there is extra money from the surplus. In fact, some folks plan for more than they can use, so as to get some of this rather easy extra money.

Egg money is counted on by many farmer's wives. Fine. But some can have "berry money" who do not have chickens and cannot give the every day, all-the-year-around attention that chickens require.

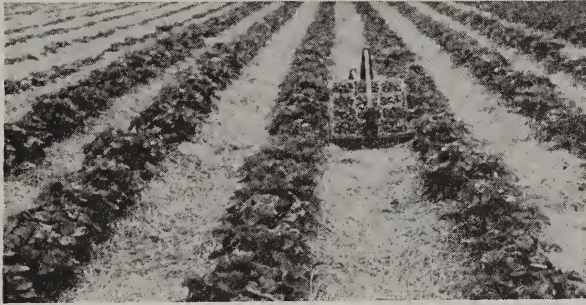
Everbearing gardens, with fine varieties like Mastodon, Gem and Green Mountain extend the enjoyment of fresh strawberries clear through late summer and fall until long after the first frosty nights.

If you own or can rent a little plot of land—have a garden and in it have some berries. Collections of leading varieties on page 32 may help you decide.

**Indiana Co., Pa., Apr. 3, 1940.** Two years ago I set out 300 Catskill and last spring sold \$75.00 worth of berries, between 600 and 700 quarts, also gave away dishpanfuls and had all we could use. I like the Premier because it comes a little earlier for me, but think the Catskill is a better tasting berry.—Mrs. J. W. Cunningham.

**Henrico Co., Va., April 8, 1940.** The strawberry plants I bought from you were the best I ever saw. Out of four hundred not a half dozen died and I never had such a quantity of berries.—Mrs. L. B. Siegfried.

**Fairfield Co., Conn., Aug 31, 1940.** The 200 plants you sent me last spring turned out wonderfully well. I don't know how many boxes of berries we have picked and they are still bearing fruit. There is not a box of strawberries to be purchased in the markets and hasn't been for the past four weeks and yet every few days we are able to pick enough for our family. This has been my first experience growing berries. When I originally wrote to you I told you I was a "greenhorn" from New York having recently moved to Southport.—Mr. Orson Kilborn.



**Arkansas Co., Ark., Apr. 18, 1940.** We think your catalog by far the best one put out by any berry grower. We are growing lots of fine berries from plants that came from you. We are sending you a picture of a section of our Dorsetts (picture above). Both Dorsetts and Fairfax grow very large here and are easy to sell at five cents per quart higher than any other kind.—Mr. R. E. Slifer.

**At right. Mr. J. Q. Weart of Mercer Co., N. J.,** is justly proud of his fine bed of Chesapeake which he grew from Allen's plants. He says "I have bought plants off and on from you for the past 20 years. They have always been good plants and grow fine."





## ALLEN'S PLANTS PAY

It is only reasonable and sensible to want the best. It is only human to want the best at the

lowest possible price. In our 56 years of experience we have learned to grow and ship the finest strawberry plants. We offer these at prices which we think fair and reasonable. We know that good stock is the foundation of success, and that is why we urge you to start on a sure foundation with Allen's Plants. The quantity and quality of the berries, the profit or loss on the market all reflect back to the plants from which they were produced. For over half a century Allens have been able to say with complete confidence, "Buy Allen's Plants. They will pay you."

1. **Allen's Plants are well grown.** Produced in good, well drained sandy loam soil, the plants can be removed with a minimum of injury to the roots. It is almost impossible to get plants up with satisfactory roots from heavy clay soils, especially if it is dry.

2. **True to Name.** Careful handling, knowledge of varieties, and roguing if necessary, enable us to send you the kind you want and pay for.

3. **Full count of good plants** is assured by our system of grading out weak, poorly developed ones. Not all varieties make large plants, but each will be a good plant of the variety.

4. **Careful handling** keeps plants from exposure to sun and wind and thus they retain a full measure of vitality and "pep."

5. **Clean and straight.** Plants with dead leaves and runners removed, bunched evenly with roots straightened makes setting easier, quicker and better.

6. **Proper packing** enables the plants to reach you in good growing condition, fresh and moist, but not rotten nor dried up.

7. **Promptness.** Plants are usually shipped within a day or two of date specified, although bad weather may occasionally hold up shipments for a few days.

8. **Prices for Allen's plants are low enough** so that no one, even the most economical, need take a chance on plants of less certain quality. They are high enough to insure a grade of plants to satisfy the most particular. They will live and grow and bear fine crops.





Fields of excellent plants for our customers this Spring. On the left Premier, our largest selling Spring variety. On the right Mastodon, our largest selling Everbearer

## THEY SAY

### 3,000 Miles in Perfect Condition

Riverside Co., Calif., April 19, 1940. The plants reached me in as nearly perfect condition as any I have ever received in the more than fifty years I have been engaged in growing berries and berry plants.—Mr. E. L. Pollard.

### Strong Roots a Big Help in Bad Weather

Cherokee Co., Ala., January 11, 1940. The 500 plants I ordered from you last spring grew excellent, despite the dry weather of last fall. They have a wonderful root system. I am very much pleased with them.—Mr. Loyd Singleton.

### Not One Failed to Grow

Fountain Co., Indiana, May 1, 1940. I received my 2,000 strawberry plants and will say I never bought as fine plants in any of my orders before. I never lost a plant out of the 2,000. I have cultivated them twice. Do not fail to send me a Book of Berries for 1941.—Mr. Austin Livengood.

### Thank You, Mrs. Applegate

Mason City, Ky., Mar. 25, 1940. I am sending you a small order for strawberry plants. Your plants are superior to any I have ever seen. I think you will receive orders from this vicinity from persons whom I have recommended your superior plants and dependable way of handling orders. Please send my plants around the first of April. Many thanks.—Mrs. Emma C. Applegate.

### Good Plants Properly Packed Will Live and Grow

Jackson Co., Mo., April 1, 1940. I received my strawberry plants last Thursday, just six days from the day I ordered. Good service, fine. I thank you. The plants were perfect and the moss was plenty damp. The plants looked like they were growing. I planted them immediately and they are doing fine.—Mr. Arthur Ham.

### Allen's Plants Speak for Themselves

Sussex Co., N. J., Apr. 26, 1940. Replying to yours of the 23rd, the strawberry plants came safely to hand. I was utterly amazed at the speed with which you filled the order. The plants were here within seventy-two hours after I had mailed my last letter to you. And the condition of the plants! They looked as fresh as if they had just come out of the ground. Evidently you people are not only experts in growing but in shipping live plants. As they stand in the ground now, I think they would say "Allen grew us, shipped us and we were set in so quickly that we have never stopped growing at all."—Mr. Truman Kilborne.

### 100% Stand

Suffolk Co., N. Y., July 1, 1940. I have had good luck with your 2500 Mastodon and 2500 Gem. Haven't lost one. There are plenty of runners.—Mr. William Anderson.

### They are Good in All the States

Dakota Co., Nebr., April 3, 1940. Last year I ordered 5,000 Premier plants from you and I am telling the world that they are the best plants that have been transplanted in the state of Nebraska. I am sending an order today.—Mr. Roy R. McKinley.

### Good Plants Produce. Good Berries Sell

York Co., Pa., June 19, 1940. Out of 2100 plants I got from you last year 2100 grew and I just can't see how they could get so full and big and nice. My berries started to ripen just ahead of any others in this section so you know what that meant to me, higher prices! I used Allen's plants and gave them careful attention. I had the cover worn off the Berry Book reading the instructions and I know it paid me. The towns were flooded with berries but I kept right on selling those nice big red Premiers. I had to turn away orders for berries. I have a thirteen acre truck farm here along the hard road and they just kept stopping for berries every day and are still asking for them. Whenever it is plants for me it is Allen's. I will try to advertise your plants all I can.—Mr. Russell Alban.

### Always Dependable

Roanoke Co., Va., Feb. 16, 1940. Check enclosed to cover order. The plants you sent last year at this time were lovely as have been all the others I've ordered from you. Ordering new plants from you each year is an established custom with us and we are always glad to recommend your plants for we know what they are and how they will produce.—Mrs. Frank Pettierew.

### Wants Allen's Plants from Now On

Washington Co., Md., April 12, 1940. I would like to have 500 Fairfax and 500 Chesapeake as soon as possible. I received 1500 you sent me a few days ago and am well pleased with them. I received 350 Fairfax plants from you in 1938 and I had the most beautiful and largest berries ever raised in this section last spring. Picked more than 350 quarts from them. I didn't have much time to cultivate them and from middle summer on the weeds grew so high and thick I was sure they were smothered out. They sure can take punishment and still produce big crops. Thanking you for such good plants. You can be sure I will order my plants from you from now on.—Mr. Edgar C. Jones.



Good plants—packed to arrive in good condition

## Collections for Your Convenience

### ALL SEASON STRAWBERRY GARDENS

COLLECTION A (4 lbs.) \$ <u>1.00</u> 100 plants (25 of each)	}	DORSETT —For luscious Early berries
COLLECTION B (8 lbs.) \$ <u>1.75</u> 200 plants (50 of each)		FAIRFAX —Second early—Finest quality
COLLECTION C (16 lbs.) \$ <u>3.00</u> 400 plants (100 of each)		CATSKILL—Medium to late—largest and most productive GEM —Most dependable Everbearer

### EVERBEARING GARDENS

COLLECTION D (4 lbs.) \$ <u>1.10</u> 100 plants (50 of each)	}	GEM —The little giant Everbearer
COLLECTION E (8 lbs.) \$ <u>1.80</u> 200 plants (100 of each)		MASTODON—The universal Everbearer

### DEPENDABLE PROFIT PLOTS

COLLECTION F (22 lbs.) \$ <u>3.25</u> 600 plants (200 of each)	}	DORSETT
COLLECTION G (50 lbs.) \$ <u>6.75</u> 1,500 plants (500 of each)		FAIRFAX
COLLECTION H (90 lbs.) \$ <u>13.25</u> 3,000 plants (1,000 of each)		CATSKILL

These collections are suggested especially for states in the latitude from Virginia and Missouri northward, and in higher altitudes farther South.

PREMIER, the hardiest variety of all, may be substituted for Dorsett in any of these collections if you request it. Premier is recommended for Dorsett in Northern States or on sites where late frosts are likely.

These prices are f.o.b. Salisbury, payment with order. Add postage figured from approximate weight given and parcel post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.

# Allen's Plants or Your Own?

By digging your own plants you may save the actual cost of plants and transportation, but it often will not pay. You lose the crop you would get from the plants dug. Soil that is heavy or dry and hard makes plant digging very expensive. This is especially true with inexperienced or high-priced help. If the soil is heavy, many plants will have broken roots which will not live and grow as well as Allen's full-rooted stock. Mr. Robert G. Pratt, of Windham County, Vt., says in his letter (being published in full on page 3): "Two or three times I have tried raising my own plants but never had the success that I do when putting in your plants each year." Here's what another New England grower writes: "These plants are for a neighbor of mine who praises my strawberry bed every year. He digs his own plants but seldom gets a good bed."—John Cricca & Sons, New Haven Co., Conn. The following word about digging your own plants comes from Wisconsin: "Used to buy plants by the thousand, mostly from a northern state, but so many times they didn't grow well or were not true to name I got disgusted and used my own plants except when I wanted to try a new variety. Got some of your plants through Wisconsin Horticultural Society two years ago and every one grew, and last year I sent direct to you for plants and all grew fine."—Mr. H. H. Porter of Sauk County.

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## Instructions to Purchasers

**Terms. Cash with order.** Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C. O. D. shipments, without part payment.

**Packing.** No extra charge made for packing at prices quoted on page 35.

**Time of Shipment.** We ship plants from November 1st to May 1st. See paragraph on page 24. "Set plants in spring—early."

**True to Name.** We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

**Late Shipments.** All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

**Our Guarantee.** We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

## When to Order—And How to Ship

**Order** as soon as you have decided what varieties and how many you want. **Write plainly**, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. **Be sure to fill in your County on the order sheet.**

**Express** is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

**Parcel Post.** Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately **4 pounds per 100 plants.** Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

**Be sure to send enough postage as any excess will be returned.**

Each additional pound

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	or fraction
1st .....	0 to 50 .....	8 cts.....	1 1/10 cts.
2nd .....	50 to 150 .....	8 cts.....	1 1/10 cts.
3rd .....	150 to 300 .....	9 cts.....	2 cts.
4th .....	300 to 600 .....	10 cts.....	3 1/2 cts.
5th .....	600 to 1000 .....	11 cts.....	5 3/10 cts.
6th .....	1000 to 1400 .....	12 cts.....	7 cts.
7th .....	1400 to 1800 .....	14 cts.....	9 cts.
8th .....	1800 up.....	15 cts.....	11 cts.

**WE HAVE NO AGENTS**—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

# PICKING THE WINNERS

## Early Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 24 straight years since its introduction. Very productive, profitable and popular in all Northern and Middle States.

## Fairfax

Best of all in quality. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South.

## Dorsett

Most profitable early berry for us. At its best equals Premier in productiveness. Superior in size, firmness, beauty. Much better in quality. Avoid very cold frosty sites, far North. Blakemore light and quite tart is fine, early shipping berry adapted chiefly from Maryland South. **Maytime** earliest of all, a new variety with vigor, firmness, beauty, quality, worth trying Virginia to Southern New England.

## Midseason Catskill

The safe midseason berry. 8 years without a crop failure. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada south to Missouri, and North Carolina. Best mid-season berry.

## Big Joe

Rivals Catskill where adapted. Vigorous grower, fairly productive. Berries very large, firm, fine quality, beautiful. Fine for home garden, local market. Profitable where it escapes frost and cold injury. **Pathfinder** and **Dresden**, both new, vigorous, extremely productive, hardy. Berries medium to large, not real firm, only fair quality. Northern States only. Very promising where quantity is more important than high quality.

## Late Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections. **Lupton** a late shipping berry. Productive, large, firm, attractive. Poor quality but often profitable. **Starbright**, new, similar to Chesapeake in many ways, but handsomer, firmer and better quality. Worth trying. For extreme lateness the new **Redstar** vigorous, firm, attractive, fine quality. **Gandy**, **Green Mountain** also good, very late.

## Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit. A fine spring cropper in addition to summer and fall berries.

## Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop. **Green Mountain**, most vigorous of the Everbearers. At peak of fall production later than Mastodon or Gem. Very productive, fine appearance, best in cool climates and on heavier soils.

**DELIVERED PRICES ON REQUEST**—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices. No obligation.

# Price List for 1941

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
<b>Early Varieties</b>								
12 Bellmar.....	\$ .25	\$ .40	\$ .65	\$1.10	\$ 1.50	\$ 1.80	\$ 4.00	\$17.50
11 BLAKEMORE.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
12 Clermont.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
13 Daybreak.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
10 <b>DORSETT</b> .....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
8 <b>FAIRFAX</b> .....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
13 FAIRMORE.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
12 Howard 17.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
4 MAYTIME.....	.50	.90	1.50	2.70	3.60	4.40	10.00	-----
12 Missionary.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
12 NORTHSTAR.....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
6 <b>PREMIER</b> .....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
13 Senator Dunlap.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
13 Shelton.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
13 Southland.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
<b>Midseason Varieties</b>								
17 ABERDEEN.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
16 <b>BIG JOE</b> .....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
14 CATSKILL.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
16 Culver.....	.40	.60	1.00	-----	-----	-----	-----	-----
17 DRESDEN.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
17 Eleanor Roosevelt.....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
16 PATHFINDER.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
<b>Late Varieties</b>								
19 AROMA.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
18 <b>CHESAPEAKE</b> .....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
19 Gibson.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
19 Hebron.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
18 Lupton.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 Massey.....	.40	.60	1.00	-----	-----	-----	-----	-----
19 New York.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
19 Sample (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
4 STARBRIGHT.....	.50	.90	1.50	2.70	3.60	4.40	10.00	-----
18 WM. BELT.....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
<b>Very Late Varieties</b>								
19 GANDY.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
19 *GREEN MOUNTAIN....	.50	.90	1.50	2.70	3.60	4.40	10.00	40.00
19 Orem.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
5 RED STAR.....	.50	.90	1.50	2.70	3.60	4.40	10.00	-----
<b>Everbearing Varieties</b>								
22 Champion.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
23 <b>GEM</b> .....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
23 *GREEN MOUNTAIN....	.50	.90	1.50	2.70	3.60	4.40	10.00	40.00
22 MASTODON.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
22 Progressive.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
23 Wayzata.....	1.50	2.50	4.00	7.50	10.50	13.00	30.00	-----

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

\*Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

All our varieties have perfect blossoms except Haverland and Sample.

## REDSTAR

*A new, very late variety to extend the season for fancy berries.*



**W. F. ALLEN CO., Salisbury, Maryland**

## CATSKILL

*Best midseason berry. Largest and most productive.*

