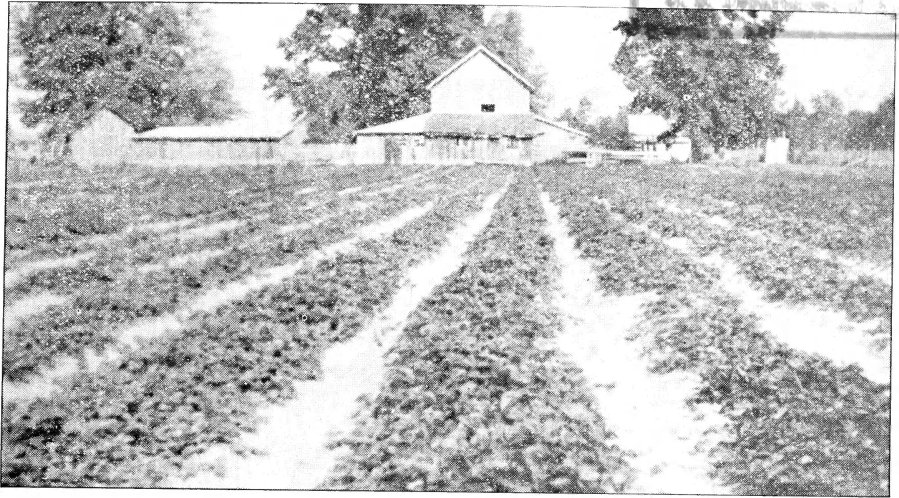


Historic, Archive Document

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



A Fine Block of Fairmore. One of the best Growers in the List. See Page 15.

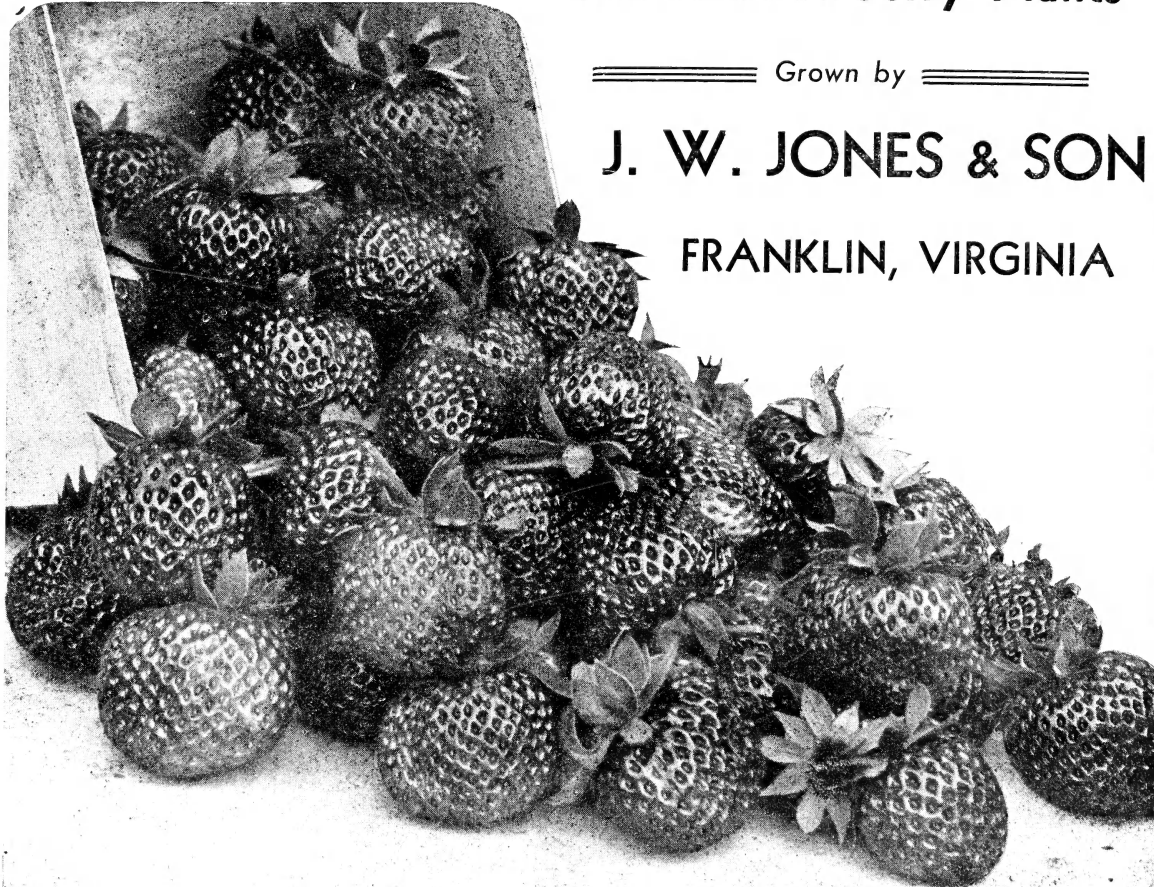
JONES' 1941 CATALOG OF

Select Strawberry Plants

==== Grown by ====

J. W. JONES & SON

FRANKLIN, VIRGINIA





A load of our plants at the Express Office here. Note the slatted crates. Plenty of air for crowns of Plants.

For forty years we have been selling strawberry plants by catalogue only, filling orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of the winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders at purchaser's risk.

We will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer Bank Draft or P. O. Money Order in payment of plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. **To serve you at the lowest cash price is, we believe very distinctly to your advantage.** We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are fresh dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled with wood labels, neatly packed in slatted crates, none of which are more than 15 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

We have a much larger quantity of plants this year than last and will be able to handle all orders with fine stocky plants, and at the same time have been able to reduce prices substantially.

We appreciate your business. We will do our best to please you. We feel sure we can.

J. W. JONES & SON

S. T. WEBB
GROWER OF
 TRUE-TO-NAME STRAWBERRY PLANTS
 R. F. D. NO. 3
 WAYNESBURG, KENTUCKY

Waynesburg, Ky., April 23rd, 1940.

J.W. Jones & Son,
 Franklin, Va.

Gentlemen:

Being so highly pleased with the Premier plants I received from you, I am constrained to express my gratitude for the quality of the plants, and the good count you sent me. They arrived in excellent condition and we set them out the same day they came, and my stand will be one hundred percent. I am an old hand in the strawberry game, having been a commercial grower for 35 years, and a plant grower for fifteen years, and should know fine plants when I see them.

I have grown and sold more plants, perhaps, than any other individual in Kentucky.

Thanking you, I am

Very truly yours,


 S. T. Webb.

There are certain basic conditions that are necessary to the delivery of good plants.

1. **There must be a good soil.** This is a primary necessity. Only good plants can be produced in a proper soil environment. But even as important, when plants are to be dug for shipping, it must be a soil that is porous enough so that all the small roots can be removed with the plants. Only a sandy soil has this requirement. In any naturally compact soil many of the roots will be broken off, even when the utmost care is used in digging them.
2. **There must be good healthy growing conditions available.** And as a recognized and very important factor in this respect this demand can only be met in a soil that is free from disease incidental to strawberries. It is now known that continued use of the same soil in growing plants tends to increase the presence of disease in them. As a matter of fact, there are some locations that have become so obviously infected that plants can no longer be grown in them. Beyond all question a completely virgin soil is the best that is procurable.
3. **There must be care in handling the plants so far as exposure to sun and air are concerned.** Late in the season this is a very important matter. A perfectly good plant may have its vitality greatly impaired and sometimes may be killed outright by laxity in not keeping the roots covered and moist, from the soil to the packing crate.
4. **They must be carefully and scientifically packed.** Too much emphasis cannot be placed on this. All the above enumerated factors may be present and then if the packing is poor, plants are destined to reach destination in poor condition. **They should be moist, but not too wet.** The crowns should have air. They should be firm in the crate, so the roots will not get the air. A good grade of moss should be used.

Jones plants are "grown right; priced right, packed right."



Setting plants with dibbles in our fields. If help is plentiful, as here, there is no better way.

Some Advice on Growing Berries

It will be understood that these suggestions about the growing of strawberries are intended for beginners only, since those who have had experience will know quite as much about it as we do, and in relation to their particular locality, more. The matted-row system in the one by which at least 95% of all berries are grown, that is to leave just about all the runners produced to make plants, leaving only enough room in the alley for the convenience of the pickers. However, thinning for the rampant plant makers is an imperative necessity if one is to get fruit of good size and appearance.

SELECT WELL DRAINED SOIL. The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success. Grow cowpeas on land the previous year to planting strawberries if it is possible; where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

DISTANCE TO PLANT. Make your rows 4 to 4½ feet apart and set plants from 15 inches to 3 feet apart in the rows, depending on the variety. Chesapeake, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quite often if set three feet. Big Joe, Premier, Dorsett, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Gandy, Lupton and Catskill 2 to 2½ feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or a small drag and you will be ready to set plants.

CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400

or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: remove all blossoms from the young plants. It will pay well in increased health and vigor.

FALL PLOWING FOR GRUB WORMS

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting in plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and "leaf scorch." The first is rarely very serious, but the "scorch" may be so serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

STRAWBERRIES AND LIME

It has always been assumed that strawberries require an acid soil for best results. It is now definitely determined that this is no longer true, especially if the organic matter in the soil is low. A series of experiments conducted by the Virginia Truck Experiment Station show that the yield is increased five times in a soil that has the proper lime content (pH 6.2) over a soil very definitely acid (pH 4.4 to pH 4.6). Plants that were transplanted to the very acid soil did not grow well and many of them died after getting a slow start. Those that lived did not make the normal number of runners and their growth was greatly retarded. Further, those that lived and grew did not produce anywhere near a normal crop of berries the following season.

Of course in the natural limestone sections, the probabilities are that no lime will ever be needed, but those who do not live in these favored localities will be wise in having their soil tested for acidity if the planting of strawberries is contemplated. It must be borne in mind that there is the danger of over liming which also reduces the yield, for that reason we strongly suggest that our customers get in touch with their State Experiment Stations and have the soil to be planted in berries analyzed. It will be possible to apply exactly the proper amount of lime for best results. If this scientific analysis is not possible for you, Mr. M. M. Parker, State Horticulturist in charge of these

experiments suggests that any soil that does not contain enough lime to grow Red Clover successfully is too acid for berries. In fact, the only crop, in his opinion, that very definitely needs more lime in the soil than berries, is Alfalfa.

EARLY PLANTING

We should like to emphasize the great value of early setting of your plants. Even if all conditions are not favorable, we are convinced that the earlier that plants are gotten in the ground the better the chances of success. For one thing the earliest plants set by the parent plant, (if not too crowded by later growth) will always produce the best and largest fruit. The best thing to do is to get the early plants well rooted and then consistently keep the later runners off. This involves a considerable outlay of labor, but the day of shiftless cultivation of any crop has passed. Those who use down to date methods will show profits when failure marks the effort of the grower who is not willing to expend time and energy on his plantings.

MISTAKES YOU CAN MAKE

Of course we want to sell you your berry plants for this year. That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By paying more than good true-to name and carefully packed plants are really worth. If you do not send us your order: you may pay more but you cannot buy better.

2. By failure to get your plants in time to set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.

3. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.

4. By failure to get stock true-to name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that 99 percent of all that we have ever shipped was true-to-label.

5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm, sandy soil. No short broken roots.

6. By buying any except fresh dug

and well packed stock. We do not store any and we do pack carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.

7. By trying to get plants below the cost of production for good true-to name stock.

8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants have refused to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they have been purchased rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soil contains some poison that kills the plants, is a moot question as yet, and one that number of State Experiment Stations are now at work on. We strongly suggest that if you are having trouble you have your soil tested for acidity.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Dorsett, Fairfax, Blakemore, Premier, Big Joe, Fairmore and Catskill giving a good bed, if any in existence will.

Why Strawberries Sell

There is really a good deal of pleasure in growing beautiful strawberries. Still the man who really grows any quantity is interested in the possible profit.

It is our very honest belief that strawberries will return a good profit for a long period of time. Not every year, for of course there are bound to be "off years." Some years it will rain so little that quality and quantity are so low as to leave no margin of profit return. Other years will be so continuously rainy during the picking season that they cannot be gotten to market in such shape as will command a profitable price. Other years there will be an overproduction, even when weather factors are favorable. **BUT ON THE WHOLE WE BELIEVE THAT STRAWBERRIES ARE THE SAFEST OF ALL FARM CROPS SO FAR AS PROFIT IS CONCERNED, FOR WHEN THE FAVORABLE FACTORS COMBINE YOUR PROFIT WILL BE GREAT ENOUGH TO MAKE UP FOR ALL THE BAD YEARS.** Too, it is true that the following factors are persistently operating in favor of the commercial grower.

1. They are the first fruit available in the Spring, and people are eager for something fresh. Everywhere people are waiting for berry season.
2. Improved methods of distribution, and they are constantly being further improved, are giving berries an ever widening market. The quantity consumed will continue to increase.
3. The poor fruit is being more and more taken by the canners and "juice" factories. This relieves market congestion and helps the sale of better fruit.
4. The Pure Food Law which prescribes only pure fruit juices in all soft drinks has made and will maintain a large outlet for berries. We believe that if you will plant a moderate acreage, **and do not plant more than you can care for**, that you will be assured a fair return for your investment and labor.

One of the modern factors that has so prominently entered into the distribution of fruit is the truck. They carry all classes of it faster and farther than it has ever been moved before. Trucks have helped the sale of strawberries enormously and they will even more in the future.

For one thing labor has recently become more plentiful and dependable than for many years past. You can plant with the assurance of getting them properly worked and picked.

Many growers try to guess the markets. That is: they plant when the market outlook appears favorable and refrain from planting when in their judgment the outlook for profit seems poor. We cannot feel that this will ever prove wise. Our advice is to decide how many you wish to grow and then stick to it consistently. A wise old man we used to know had a saying that is quite full of truth. Said he: **"If I do not grow a crop when it is cheap I never have it when it is high."** Again we reiterate the advice given above: **don't plant more than you can care for properly, but, we would add be a consistent planter if you are going to grow berries at all.** It is, in our opinion the only road to profit. Strawberries must ever remain a highly specialized crop. Not all soils are favorable to high production. Not all growers will provide the necessary care for good results. Not all localities are favored with sufficient labor to make growing them possible, but where all favorable factors combine there is always an opportunity for profit in growing them.

Under date of April 12th, 1940, we had the following from a warm friend in Ohio. "All the plants that both my son and myself received from you this Spring were fine. We never lost a plant." C. C. Snowden



This is a block of Aroma for 1941 digging. A wonderful variety. These are fine plants. See page 23 for prices.

The Big Four

On pages 9, 10, 11 and 12 of this catalog there are descriptions of what we believe to be the best varieties in existence today; **Dorsett, Fairfax, Premier and Catskill.**

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

Of the four, Premier is the most popular. It is early, productive and a success under all conditions of soil and climate, but Dorsett and Fairfax may replace it in our opinion, certainly in some localities.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these four of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

Big Yields

Writing for a large berry grower's association in Floyd County, Indiana, Mr. William Scott, secretary-treasurer says "Please quote us prices on Premier strawberry plants in lots of 50 to 100 thousand. Our growers have had wonderful success with your plants. Some have had yields as high as 100 24-qt. crates per 1000 plants of setting. Thanking you."



A field of soy beans and corn to be plowed down before setting next year's plants.

Dorsett In many sections it appears certain that there is even now the necessity of finding some berry to take the place of the Premier, though in many large berry growing centers Premier is still entirely satisfactory. In fact it is unequalled. Wherever Premier has been in any way a disappointment we wish to unqualifiedly recommend the Dorsett.

HEALTH OF PLANT

We have never seen any that grows more vigorously or that at the time of fruiting shows more complete freedom from disease. However, in the summer it is frequently attacked by "leaf scorch."

COLOR OF FRUIT

It is a beautiful light scarlet color and takes on its color all over the berry at the same time. There are no green sides. The cap is always green, which gives to the rich color an added attractiveness.

TIME OF RIPENING

It is just a little earlier than the Premier, though the appearance of the bloom is, on the average almost a week ahead of the Premier. This is a serious weakness, especially where late frosts are common.

PRODUCTIVENESS

There has never been any variety that will produce as many berries as the Premier when at its best, but Dorsett bears enough. We personally know of yields of 10,000 quarts per acre, and we have picked at the rate of 1500 quarts per acre at one picking.

FIRMNESS

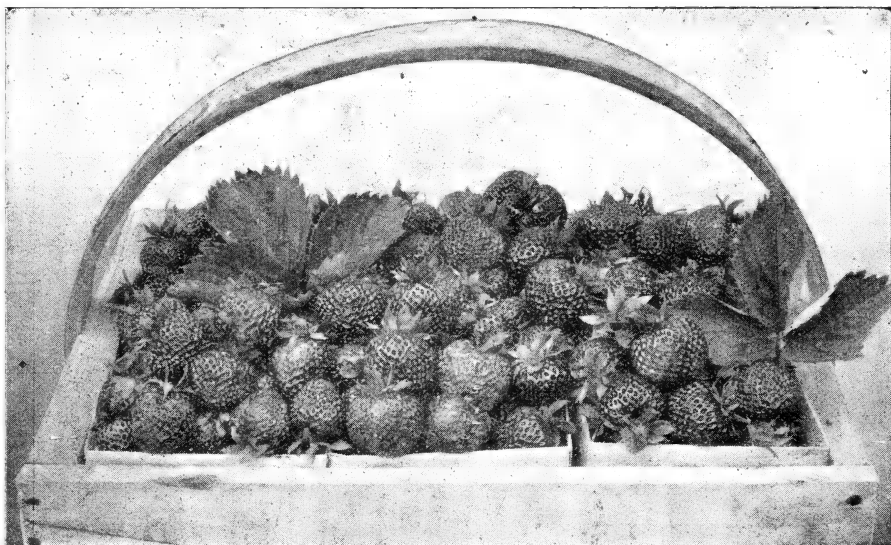
It is not quite as firm as Fairfax or Chesapeake, but it is firmer than most any other kind except these. It will ship any distance and holds up remarkably well in the crates. Very popular with retailers, and for roadside markets.

KEEP THIN

Like many other valuable varieties it is inclined to get too thick on very fertile soils. THINNING WILL PAY in increased yield of fruit and size and appearance of the berries. We cannot too strongly urge this point, as Dorsett, unless thinned almost invariably get too thick to mature a satisfactory crop.

Many Thanks

From central Pennsylvania comes this "I have been buying my plants elsewhere, but one of your customers recommended you to me as having good plants. Please quote prices on the following " Charles R. Mattern



An excellent representation of the Fairfax strawberry.

Fairfax A VERY HANDSOME BERRY OF PROVED MERIT IS ALWAYS IN DEMAND AMONG BERRY GROWERS. THIS PLACE FAIRFAX ADMIRABLY FILLS. WHERE GROWERS HAVE FOUND CHESAPEAKE UNSATISFACTORY WE UNHESITATINGLY RECOMMEND THE FAIRFAX.

APPEARANCE

It is one of the handsomest we have ever seen as well as one of the very largest. It is perhaps true to say that there is none growing today that will average as large as the Fairfax. While the color is much darker than most desirable, the gloss and beauty of the fruit compensate for that. It may be necessary to educate your customers to the fact that the dark color does not indicate decay. If it were only a brighter color it would be the greatest ever.

FIRMNESS

Perhaps the firmest of all the kinds that are in cultivation. It will keep on the vines until it dries up. This is most unusual in a berry of such size.

SELLING POWER

In all markets that we know anything about it has always outsold all competitors. In a year when the demand is good this may not be deeply significant, but in a season of over production IT MAY MEAN THE DIFFERENCE BETWEEN PROFIT AND LOSS.

NO THINNING NECESSARY

Fairfax will not get too thick when permitted to make the full quota of plants natural to it. For this reason the plants are very large.

It ripens with the Premier and is according to our honest opinion the very best fancy berry now in cultivation.



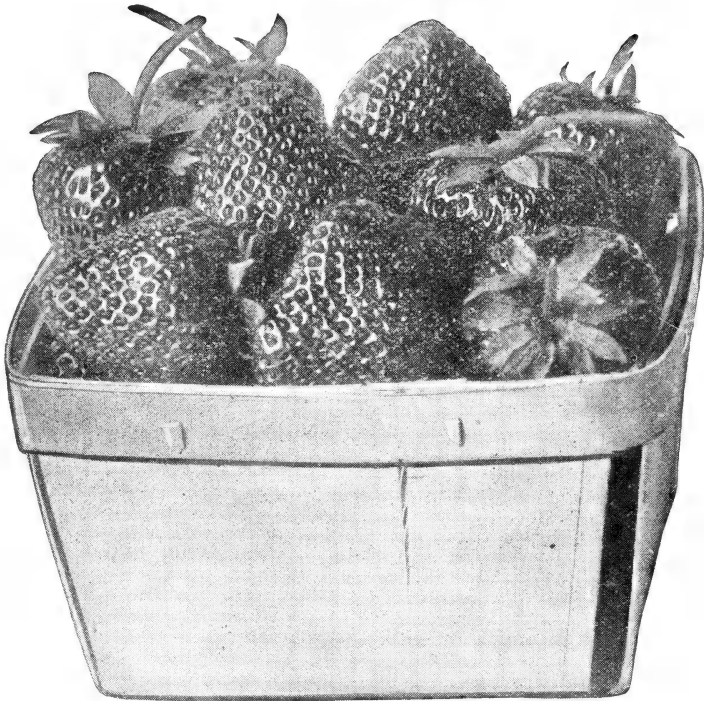
The grand old Premier. You will wish to order vigorous, healthy plants. Here they are.

Premier Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain in the picking season. It does not matter where you live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is a heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

PLANT SELECTION

Premier is so popular and seems destined to remain so for such a long period that we are starting a plan to preserve and possibly to improve the stock.

We are not pedigreeing anything; not claiming to do so. What we are going to do is to set a block of plants very thick in the row and then to carefully cut out thru the growing season all plants that show any signs of weakness in any way, leaving for propagation purposes only the very strongest and most healthy specimens. By this method we feel confident that we will be able to indefinitely secure a vigorous and healthy stock of the most popular strawberry that has ever been grown. It is needless to say that these plants will not have any special price tag placed on them. It is really being done for our own protection as well as for that of many of our customers. Premier is a great berry; we are going to try to keep it so.



A good representation of Catskill Strawberries.

Catskill

Is admirably filling the need for a berry to ripen just after Premier and Dorsett, since the Big Joe seems definitely on the way out as market variety. Wherever there is the wish to plant a mid-season kind we unhesitatingly recommend the Catskill as the best on the list.

COLOR

The berries are a bright red color and are exceedingly attractive when placed in shipping packages. One advantage they possess is that they do not possess is that they do not turn much darker after being picked, one of the serious objections to the Fairfax.

PRODUCTIVE

Almost all tests have shown it is one of the, if not the most, productive kinds grown today. Premier has been the standard in the matter of quarts borne for good many years, but a great many growers that we know have found it even a heavier producer than the famous Premier. It has, so far, escaped serious frost damage in all sections that we know anything about.

FIRMNESS

It is firm enough to stand shipment to the most distant markets and be attractive on arrival. As a matter of fact, it is one of the most reliable in this particular respect.

QUALITY

We do not think that it has the fine dessert quality that character of the Dorsett and Fairfax, but it is the equal or superior of all other varieties that we know. We are confident that it will be universally popular even at roadside markets.

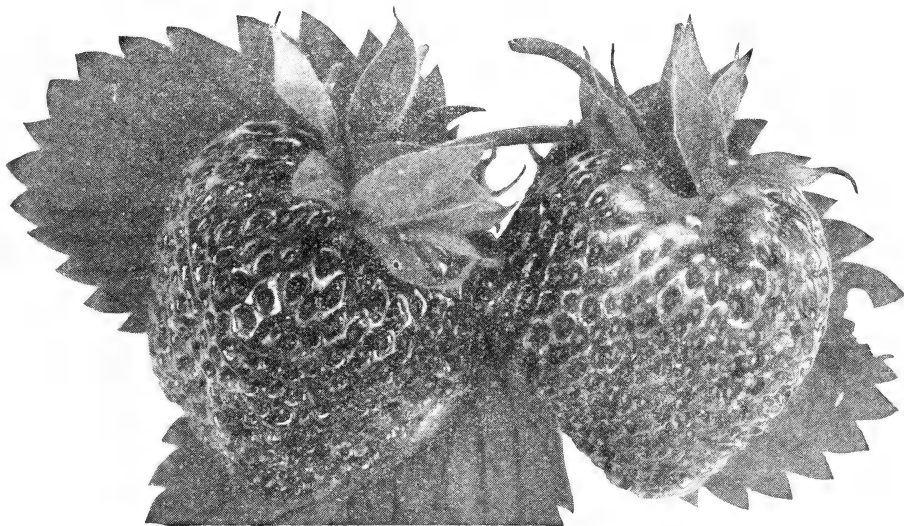
VIGOR

At the season of ripening, which is just after Premier, Dorsett and Fairfax, the foliage is always healthy, but like the Dorsett during the hottest part of the summer it often shows a marked weakness for the "leaf scorch."

General List of Varieties

Big Joe It ripens midseason, comes on rapidly and ripens all over at once, making it easy to pick. The shipping quality is good. It is not so firm as Blakemore or Fairfax, but it has shipped well for a number of years and has brought high prices. We especially recommend it for the garden on account of its handsome appearance and excellent quality.

It is also a particularly strong and vigorous grower, the equal of any. We feel sure that you will find that it meets every possible requirement of the market berry grower, and has a perfect bloom, so that it does not need a pollener. Has been popular a long time and will be for many years to come. A very dependable berry, but it is not as productive or as handsome as Catskill.



CHESAPEAKE

Chesapeake Ripens a little earlier than Gandy, but holds out about twice as long, and in most localities is vastly more productive, though Gandy may occasionally, with ideal soil, bear quite as many berries as Chesapeake. The great superiority that it has over nearly all others is its remarkable **selling qualities**, for we have positively known of sales where it brought twice as much per quart as other standard varieties of its season. It may be that there will be an overproduction of poor berries, but we doubt if there will ever be too many of such high quality and handsome berries as Chesapeake. Its only weakness is a difficulty in getting a bed of the plants. **If you can grow it plant it.** A handsome profit is reasonably sure, **particularly** in the Middle Atlantic and New England States.

Good Shape

In a letter from the famous Valley of Virginia, comes the following,
 "Plants received in good shape and were real nice." J. W. Ritchie



BLAKEMORE

(U. S. Dept. of Agriculture "Yellows Proof")

Blakemore Has the unqualified endorsement of the U. S. Department of Agriculture. It would seem that they cannot be wrong very far, since they have "no axe to grind" in the matter. It is early, good size, good color, and of very fine general appearance. Perhaps its great bid to popularity is the fact that it is one of the most firm and long keeping berries that we have ever seen. It may be left on the vines two or three days after ripening and will still be in good shipping shape. Retail merchants like it because if unsold one day it is still good the next. It is sure to be popular in all markets. It does not bear as prolifically as Premier and some others, but it is wonderfully vigorous in growth. We believe it is destined to establish a permanent place among the leaders in strawberries. If all other kinds have failed to do well for you try Blakemore. It will succeed in all sections south of Parallel 40. North of this general section we would recommend only a trial plot. Since its introduction there has appeared among the beds of Blakemore a certain percentage of very light colored plants. Now we are able to offer plants developed by the Dept. of Agriculture as "Yellows Proof." During the past growing season we have observed no traces of it in our stock. We offer them at no extra cost.

AROMA. It ripens with the regular midseason kinds, such as Big Joe and Catskill. It is every bit as good a seller as the best, being quite as large, firm and handsome as any we know. We do not know of any kind that holds up better on dry, thin soils than Aroma. It is also a good grower in nearly every locality, on all kinds and conditions of soils, for while the plants are not as large as many others, for toughness and vigor it has no superior. **But the biggest thing in its favor is its selling qualities.** On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over production means a lot. Certainly no grower can make a mistake in planting Aroma, if you wish a handsome berry of proved merit, for one peculiar characteristic of it, is the fact that it seems to improve with passing time. It does better for us now than it did **twenty years ago, and we have the largest stock of the best plants of it that we have had in the last decade.**

ABERDEEN. This is a variety that is making its way very rapidly without the help of extensive advertising, which is a sure indication of its intrinsic worth. Perhaps it is being more widely planted in New Jersey and Pennsylvania than any of the newer varieties. It is not recommended for distant shipment, but for near market is surely one of the best. The fruit is medium to large, of conical shape, dark red, and of most excellent quality. It is an especially strong and vigorous grower, will bring up a crop under the most trying conditions. Is very soft in rainy weather.

CULVER. A New York State introduction. Does better 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, dark in color and red to the center. Culver is certainly worthy of a trial.

DRESDEN. From the same source as the remarkable Catskill, but is a little earlier and a somewhat more vigorous grower, though not making any more, if as many plants. It was originated by Mr. Geo. Slatf, who insists that it will bear more than Catskill. The berries are large, fairly firm and of good but not particularly high quality. They are well shaped and look attractive in the package. Good moist soil is recommended, with a tendency to moisture. We have a nice lot of very fine plants that are true to name. Try it.

FAIRMORE. Especially called to the attention of southern berry growers, and recommended for trial in the more northerly areas. It grows very vigorously, but since it does not make nearly so many plants as the Blakemore they are much larger and vigorous and will not require the thinning that is demanded by that fine variety for the securing of berries of satisfactory size. It is generally credited with producing more quarts than the Blakemore and of larger size. The flavor is fine, certainly a matter not unappreciated, since after all, berries are grown to eat.

We urge a trial by commercial growers, especially those who are some distance from a final market.

An Old Friend From Ohio

Writes under date of Jan. 3rd, 1940 "In the Spring of 1938 I ordered 2500 plants from you. They were Premier and Catskill. They arrived in very fine shape, but the land was so wet that I could not set them for ten days. I thought surely they would be spoiled, but as they still looked green and fresh, I decided to plant them. To my surprise they about all grew. I always advise anyone intending to set plants to send to J. W. Jones & Son, Franklin, Va."

H. Goss



A Basket of Lupton Strawberries.

LUPTON. To the man who wishes to grow really fancy berries we suggest the Lupton. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening early midseason. It is not a rampant plant-maker, but has never failed to make a good bed for us and the plants are heavily rooted. We do not advise that it be planted on any but a good, rich soil, and even then that should be amply fertilized for best results. Not nearly so popular as a few years ago. Not recommended for general planting. Does well in a few localities and seems to lose vigor each year.

NORTHSTAR. No variety of recent years has been offered the public with such an array of favorable comment as the Northstar. It was originated by Dr. Geo. W. Darrow of the United States Department of Agriculture and is recommended by him as a second early, very firm, commercial or home garden of fine quality and above average beauty of appearance. It is especially recommended for trial from Virginia to Oklahoma and in all the area northward.

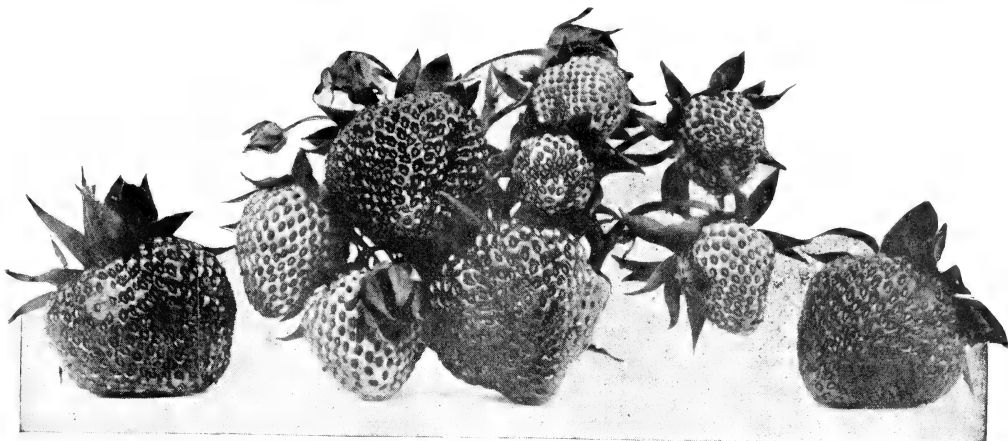
Dr. Darrow particularly claims, that like the Premier, Northstar is quite resistant to frost, it should, therefore, prove popular where late frosts are a definite menace. The fruit is firm and will always reach market in fine condition and appearance. It is always easy to pick on account of the fine size attained and the tendency to ripen all over at the same time.

The plants are extra large, but it makes a rather limited number of them and can be planted on extra rich soil without the danger of getting too thick in the bed.

We heartily advise a trial alongside the Dorsett and Fairfax since it may present advantages over those two kinds.

PATHFINDER. From New Jersey and formerly known by the New Jersey Experiment Station as No. 35. It is about midseason in time of ripening and sets a tremendous crop, hence, will always need a rich soil to bear the crop to maturity. Regular shape and dark color. Fairly firm and good quality. Recommended for trial only.

GANDY. For forty years one of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extraordinary shipping and selling qualities, it is still the leading market berry for late in some berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor. Its remarkable firmness makes it keep on the vines longer than almost any kind we know, and it never fails to bring the price. For late it is good. Many kinds have challenged its supremacy but none as yet altogether dislodged it. Must be planted on moist, rich soil.



A very good representation of the Gem.

Gem We have been selling the everbearers now for more than a quarter of a century, beginning with the old Progressive, but until recently we have not felt that we could conscientiously recommend any that we have seen. We do, however, feel that we can sincerely give endorsement to the Gem and Mastodon. It has been true that a berry that will give us some good fruit in the off season is very desirable, perhaps the demand for such a berry is even greater now, since there are so many local market sales. To supply this need there has been a persistent effort to find varieties that would combine hardiness and vigor of plant with the production of at least a fair crop of berries. We have met with one disappointment after another. **If they bore they would not grow and if they grew they would not bear**, so that we have always withheld our hearty approval from any that we have seen up to now.

As indicated above we believe that the Gem has fine possibilities. In the first place it has always grown well for us. The plants are rather small it is true, but they possess vigor and stamina to a remarkable degree. If you can grow any kind we believe that you can Gem. We may suggest that, if the weather is especially hot and dry during midsummer that it is wise to cut the bloom from them so as to give full vigor to the Fall crop. Also we should strongly suggest that they be planted **only on a moist rich soil**, assuming, of course, that you will wish to get a maximum crop of fruit from your beds.

The fruit is of the very finest flavor, being in this respect superior to most of the Spring kinds. The color is bright and the texture firm and glossy. **In size they are very fair**. In fact it may be said that the size will be good whenever there is sufficient moisture to give them a fair chance.

The foliage is remarkably free from rust attack and this naturally gives a **nice green cap to the fruit**, adding to the fine appearance already referred to.

There is always the possibility of being disappointed in any berry variety selection, since their behavior can not always be accurately predicted, but we believe that if you are interested in an everbearer, you are wise to try Gem. **For us it is the best yet.**



MASTODON. This has been a leader amongst the everbearers for a number of years. In fact, until the coming of the Gem was decidedly the best. A few years back we had difficulty in getting a bed, but recently it has made a sufficient number of plants for a good fruiting stand.

This reversal of form has led us to recommend the Mastodon without reservation as a good everbearer, especially in the warmer areas. It is exceedingly handsome and firm and quite productive when the weather is not too hot and there is a reasonable amount of moisture available. The quality is all that is to be desired, since the vigor of the plant brings the berries to maturity in a normal way. Like all the everbearers it will pay to remove the summer blooms in order to secure a larger and finer Fall crop. We feel that you may plant Mastodon with complete confidence. Our stock of plants is large and fine.

Looked Good

"My strawberry plants arrived in fine shape and everyone of them looked good," so says Charles Girvin of Ind., in a letter written April 16th, 1940.

To Help You Make a Selection SOME COMBINATION OFFERS

Please order by the **number**. Advise when wanted.

NO. 1

For Home Garden

50 FAIRMORE — 50 CATSKILL — 50 AROMA — 50 LUPTON
Postpaid anywhere east of the Mississippi River, \$1.00

NO. 2

50 DORSETT — 50 BIG JOE — 50 GANDY — 50 PREMIER
Postpaid anywhere east of the Mississippi River \$1.00

NO. 3

New Varieties

50 FAIRMORE — 50 DRESDEN — 50 NORTH STAR
Postpaid anywhere east of the Mississippi River \$1.25

NO. 4

The Everbearers

50 GEM (best bearer) — 50 MASTODON (largest)
Postpaid anywhere east of the Mississippi River \$1.00

NO. 5

1000 FAIRMORE - 1000 PREMIER - 1000 AROMA - 1000 GANDY

This is sufficient for one half acre if planted in rows 42 inches apart and 20 inches apart in row.

Shipped (by **Express** only) prepaid to any office east of the Mississippi River for \$13.00, By Mail, Postpaid, \$14.00.

NO. 6

An All Early Combination

1000 BLAKEMORE — 1000 FAIRMORE
1000 DORSETT — 1000 PREMIER

Express only paid to any express office east of the Mississippi River \$13.00, By mail, Postpaid, \$14.00.

NO. 7

We often dig more of a given variety than we have immediate orders for and have to throw them away. They are nearly always **leading varieties** and are **always good**, since we grow only a short list of **well tested and valuable kinds**. We cannot state what kind you will get, but your order will be accepted at \$2.75 per thousand delivered anywhere east of the Mississippi River for such as we happen to have.

To Summarize

EARLY

- PREMIER** Will have to be placed at the head of the list. No kind so widely adapted. **Almost frost proof.** Its **weakness:** If too warm and wet at picking season does not carry well.
- FAIRFAX** Nothing equals it in quality or appearance when first picked. Vigorous grower. **BUT,** it turns dark soon after picking. Persuade your customers that it is not spoiled.
- DORSETT** Since its introduction, the best in the Maryland—Virginia area. **Handsome and good to taste.** Grows well. Blooms early and frost damages sometimes severe. Subject to “summer scorch.” **Spring foliage healthy.**
- BLAKEMORE** For below Mason Dixon Line it is **good.** Keep thin.
- NORTHSTAR** Recommend for trial in Middle Atlantic area. The largest and handsomest grown.
- FAIRMORE** The finest grower of them all. A valuable early kind.

MIDSEASON

- CATSKILL** Heads midseason list by every right. **Large size and a tremendous cropper.** Sells with the very best. Follows Premier, Dorsett, Fairfax. Sometimes attacked by “summer scorch.”
- BIG JOE** Well known. Has passed its peak.
- ABERDEEN** A **tremendous** cropper. Too soft for any but near market.

LATE

- GANDY** Still the best late. Rusts at picking time in most localities. Plant only on **rich soil.** Keep thin.
- CHESAPEAKE** Have both seen their day. Too little vigor in plants.
- LUPTON** Often turn “sick” when fruit ripens.

EVERBEARING

- GEM** The best by long odds. Use **rich soil.** Keep summer blooms off for best Fall crop. Must have plenty of moisture.
- MASTODON** An oldtimer, Still good. Strong plants; but sometimes inclined to “stool up” and not make a bed. **On rich soil** may still be planted with confidence. No good in the South.

DELIVERED PRICES

Would you like to know just what your plants will cost delivered to you. Send us your list and we will quote them **express paid** to your express office.

Prompt Delivery

From the great State of Ohio on April 16th, Mr. Otto Gant says, “Strawberry plants arrived in good condition yesterday. Many thanks.”

J. W. JONES & SON

STRAWBERRY PLANTS

FRANKLIN, VIRGINIA.

CUT ON THIS LINE
CUT ON THIS LINE
CUT ON THIS LINE
CUT ON THIS LINE
CUT ON THIS LINE
CUT ON THIS LINE
CUT ON THIS LINE

Send to R. F. D.

Post Office Box

Ship by Shipping Station

County or Street State

Date of this order 1941 Ship about 1941

Amt. Enc:—Check M. O. Stamps Cash

If your order totals 5000 plants or more, it will be accepted at the 5000 rate, provided not less than 1000 of a kind is ordered. Less than a thousand must be at 500 or 100 rates.

Quantity	Variety of Stock Wanted	Price
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NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state whether we shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of
Answer: Substitute: Return Money:

Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Express is by far the best and cheapest way to ship plants.

Early Varieties	25	100	500	1,000	5,000	10,000
BLAKEMORE	\$0.20	\$0.40	\$1.40	\$2.75	\$13.00	\$25.00
DORSETT20	.45	1.75	3.50	16.25	32.00
FAIRFAX20	.45	1.75	3.50	16.25	32.00
FAIRMORE20	.40	1.40	2.75	13.00	25.00
NORTHSTAR35	.75	3.00	5.50	26.00	50.00
PREMIER20	.40	1.65	3.25	15.00	29.00
Midseason Varieties						
Aberdeen20	.40	1.50	3.00	14.00	27.50
BIG JOE20	.40	1.50	3.00	14.00	27.50
CATSKILL20	.40	1.75	3.50	16.25	32.00
Culver20	.50	2.00	4.00	19.00	36.00
DRESDEN35	.75	3.00	5.50	26.00	50.00
Pathfinder20	.50	2.00	4.00	19.00	36.00
Late Varieties						
AROMA20	.40	1.50	3.00	14.00	27.50
CHESAPEAKE20	.45	2.00	4.00	18.75	36.00
GANDY20	.40	1.65	3.00	14.00	27.50
LUPTON20	.40	1.65	3.00	14.00	27.50
Everbearing Varieties						
GEM25	.85	3.75	7.50	36.00	70.00
MASTODON25	.60	2.25	4.50	21.00	40.00

C. O. D. POSTAGE. Instead of including the amount for same with your order, just send the amount for the plants and we will place a C. O. D. tag on shipment for the cost of the mailing. This will cost 12c additional, as the Post Office Department makes a charge of that sum for the Money Order and return of it to us. It is so very difficult to correctly estimate the exact postage that we feel that this will be better than asking our customers to remit same with the purchase price of the plants at the time of ordering.

Parcel Post. This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of approximate rates for each zone.

Zone	Miles	50	100	200	300	500	1,000
1st and 2nd	0 to 150	\$0.09	\$0.11	\$0.13	\$0.16	\$0.22	\$0.37
3rd	150 to 300	.12	.13	.17	.23	.29	.57
4th	300 to 600	.16	.17	.24	.35	.45	.95
5th	600 to 1000	.21	.22	.33	.50	.70	1.35

While always more than glad to make any necessary adjustments, we cannot be responsible for more than the original purchase price.



Jones' 1941 Catalog of
SELECT STRAWBERRY PLANTS

Grown by

J. W. JONES & SON
FRANKLIN, VIRGINIA