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Jones' 1950 Catalog of  
**SELECT STRAWBERRY PLANTS**

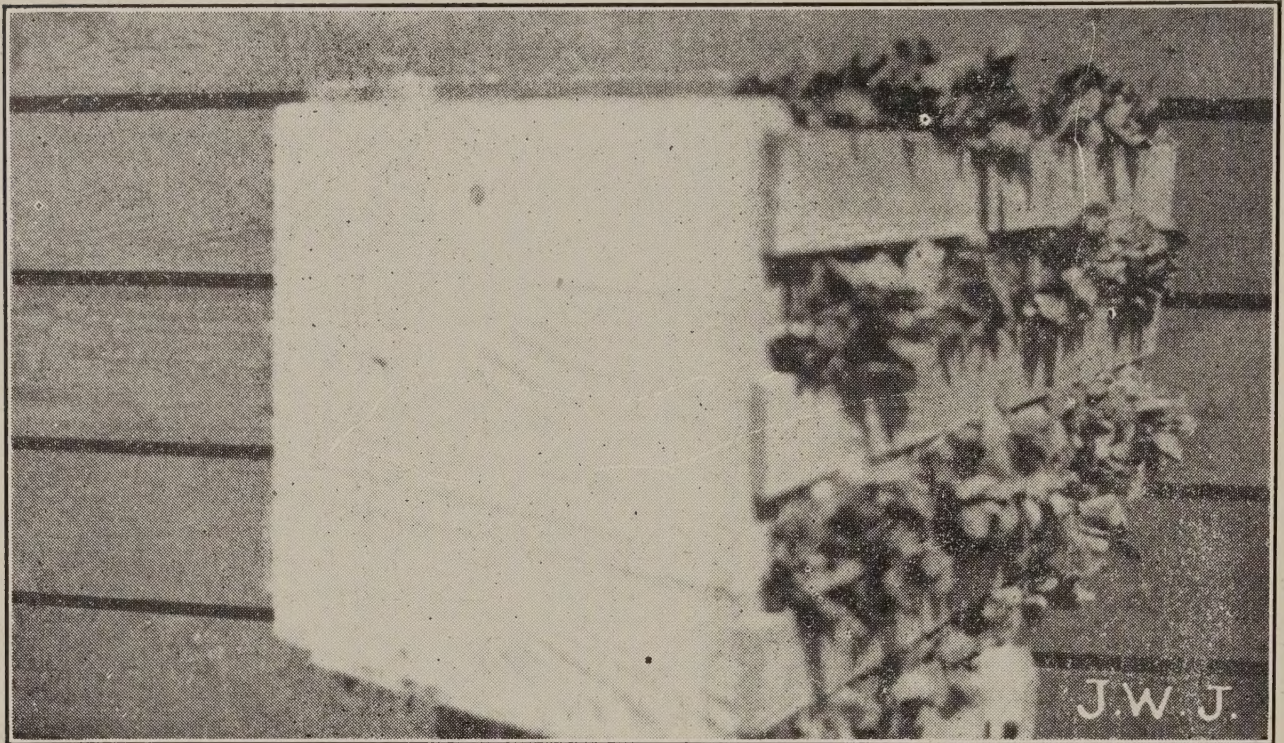
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Grown by  
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**J. W. JONES & SON**

**FRANKLIN, VIRGINIA**







A crate of our plants ready for shipment. Note that the crowns have necessary light and air. This is very important.

For forty-nine years we have been selling strawberry plants by catalog only, filling orders with true-to-name, high grade stock. We can sometimes ship during January and February, depending on the severity of 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 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.

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.

All our plants are carefully cleaned and tied in bunches, labeled, neatly packed in slatted crates, none of which are more than 12 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.

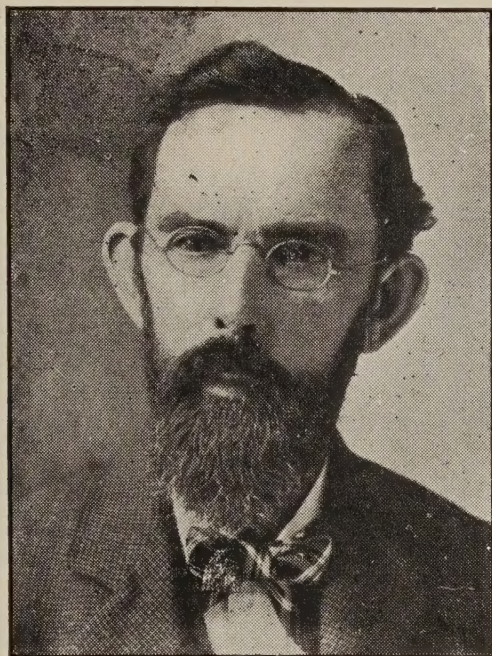
Last year we were not quite able to fill all orders we received. That was a matter of sincere regret to us, but we hope to be able to take care of all orders this year.

For this season we have a larger stock than last year. With an acreage about the same as that of last year we have grown about twenty percent more plants.

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

Respectfully,  
J. W. JONES & SON.



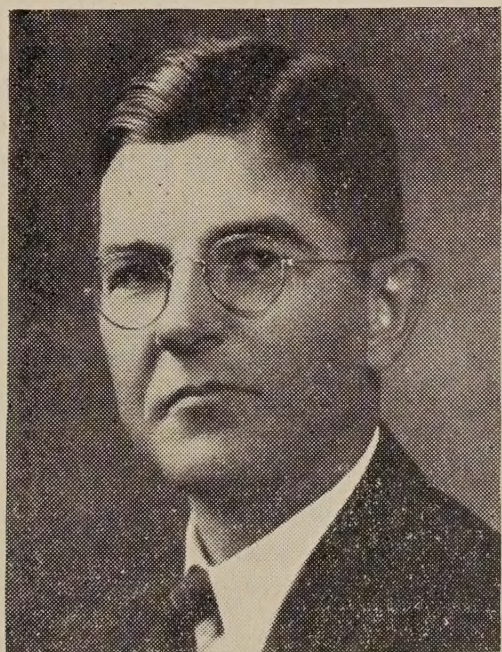


## Eighty-two Years of Experience Behind Jones' Plants

In the Spring of 1867 the father of J. W. Jones set one acre of strawberry plants of the Wilson's Albany variety. That was the start of the latter in berry growing. From that date to the time of his death in 1927, at the age of eighty-six, he was interested in strawberries. In the period between 1873 and 1890 he was one of the largest growers in the East. With painstaking care he experimented with scores of new varieties, selecting for his own fields the best among them. This is a policy continued until now.



In 1901, his son, Roscoe, in association with J. W. began the sale of berry plants on a commercial scale. For twenty years he was active in the management of the business. During this period millions of plants were shipped to every section of the U. S. A. and Canada. In 1921 Roscoe Jones retired from plant growing to become a member of the Virginia Conference of the Methodist Church. Dr. Jones is now District Superintendent of the Petersburg District of that Conference. From 1921 to 1928 M. Clifford Smith very successfully managed it, and from 1928 to 1933 J. H. Shivers, Jr. had equal success in directing it. In the latter year Roscoe Jones sold out his interest at Allen, Md., and the business was reorganized at Franklin, Va. Here, soil on which strawberries have never been grown is abundant and labor, though no less expensive, is much easier to secure.



Phoebus Jones, son of Roscoe, is now actively managing the business at Franklin, and has scored remarkable success in growing healthy, true-to-name plants and in the most important matter of satisfying customers in all parts of the country. As an evidence of his skill the season of 1949 was one of the very best in the absence of complaints, of a year that we have had in all our history. Mr. Jones is giving most devoted attention to two matters: growing healthy plants and getting them off on time.





#### A Page From The Past.

We have always believed that our system of packing plants provided the very highest maximum of safety in transportation, and that the plants themselves had the stamina to stand long distance movement. The illustration above is from a photograph of five hundred plants that traveled all the way to Kirkwood, Missouri and back again before being set in our fields. Mr. H. T. Bast of Kirkwood, Mo. sent us an order on the 26th of March, 1937 in which there was included 500 Big Late. Instead of the Big Late he was shipped 500 Gandy plants. This did not suit him and very properly he asked for his money back, but he also packed the plants up and returned them to us. They laid in the crate in our packing house for three days and since they continued to look fresh we decided to plant them, it having been more than ten days since they had left here. The result is indicated by the cut. The row in the center of the picture and the one immediately to the right are from the Gandy which had journeyed to Missouri and back. To the right of these two rows planted by the 500 plants are additional Gandy that were fresh dug at the time of setting. If there is any difference we cannot see it. These plants that had traveled about 2000 miles and had been held at many transfer points, started promptly and grew with vigor. It does not matter how far from Franklin you may live we wish to assure you that we can ship you plants that will arrive in the very best condition.

We feel that we are entitled to claim that our plants are good and that our packing is carefully done, so as to insure the very highest degree of safety while they are on the "road".

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

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Mr. Julius Feinberg of Indiana says:

I want to advise you that I received the strawberry plants. I also want to tell you that in the nearly fifty years that I have obtained strawberry plants yours were the finest. Each plant was wonderful, nice root system, vigorous, healthy, and a pleasure to handle.



## Planting Suggestions

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.



Fibrous Roots Guarantee  
A Quick Start

feet. Premier, Fairfax, Temple and most midseason kinds will unusually make a proper bed if planted 2 feet apart. We run our furrows with a row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list, striking down this bed nearly level of the field with 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 500 or 600 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. It may also be applied after setting, provided the leaves are dry and the application brushed off at once.

### 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

### 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 this is 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 3½ to 4 feet apart and set plants from 15 inches to 2½ feet apart in the rows, depending on the variety. Red Star, making but few plants, should be spaced about 15 inches. Blakemore, a prolific plant maker, will get too thick quite often if set 2½



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: until July 1st, remove all blossoms from the young plants. It will pay well in increased health and vigor.

#### FALL PLOWING FOR GRUBWORMS

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 the 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 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. Your county agent can give you advice also.

#### 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.

## Set A Trial Bed

Just a helpful suggestion. Plan to set a trial plot of berry plants. One bunch (25) of each variety will do, and the cost will be small in comparison to the possible results obtained. No fruit is so susceptible of a different result in a different soil and climate, as is the strawberry. You may read the descriptions of varieties in this little book, buy and set the plants, and find at fruiting time that you do not get the quantity or quality of fruit you had expected. Naturally one thinks that the catalog description was a gross exaggeration. Not at all. We try to tell the truth. They have just behaved differently with you than with us. Since this is so very generally true, plant a trial plot of your own. It will richly repay you. It is just about the only way to find a correct answer to a question so persistently asked us: "What variety shall I plant?" We want to help, and so wish we knew, but so often we don't. Of course there are fundamental factors that are always involved and therefore that may always be kept in mind.

1. If you have a home market you want quantity and appearance. Then for early plant Premier, Blakemore and Fairfax, medium Temple, Big Joe, Catskill and Midland, for late Red Star.
2. If you ship to fairly near market, you want quantity and appearance because in quantity you get your profit. We still advise Premier, then Temple, Big Joe and Catskill, Midland and Red Star.
3. If appearance alone is your chief aim, plant Catskill and Sparkle.
4. If we were going to select a list of varieties to cover the season and to be planted on the greatest variety of soils and in any climate, we would say: for early Premier and Blakemore; midseason Temple, Catskill and Midland, Late Red Star.





This is from a photograph made on our Allen, Md., farm in the Spring of 1908 and appearing in our catalog in 1909. For thirty years we grew and sold berry plants there, coming to Franklin in 1932, where we believe that we have distinct advantages in an unlimited area of ideal soil, and plenty of labor. The very young lady facing the camera is Miss Ruth Jones, daughter of Dr. Roscoe Jones, and granddaughter of J. W. Jones. She is now Mrs. W. E. Wilkins of Richmond Virginia.

## The Big Three

On pages 8, 9 and 10 of this catalog there are descriptions of what we believe to be the best varieties in existence today; **Temple, Premier and Blakemore.**

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 three, Premier is the most popular.** It is early, productive and a success under nearly all conditions of soil and climate, but Temple 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 three 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.





An excellent representation of the Temple strawberry.

**Temple** THIS IS BECOMING RECOGNIZED AS ONE OF OUR MOST VALUABLE VARIETIES, SINCE IT IS THE MOST RESISTANT TO RED STELE OF ANY KIND IN EXISTENCE. THIS IS MOST IMPORTANT, BECAUSE OF THE FACT THAT RED STELE IS ATTACKING MANY VARIETIES ON MOIST LAND, AND IN SUCH LOCATIONS TEMPLE WILL PRODUCE A FINE CROP WHERE A GREAT MANY KINDS FAIL.

#### APPEARANCE

When picked and crated it is very handsome and sells on all markets at fancy prices. The size is good and the shape is uniform and attractive, with a large green cap that enhances its beauty. The berries are held off the ground by strong stems which prevents the dirt from sticking to them, like it does to some kinds.

#### FIRMNESS

Temple is a cross between the well known Fairfax and the old Aberdeen, and is in demand on all markets that make distant shipping necessary, because of its carrying qualities.

#### SELLING POWER

On the Maryland berry area markets it now commands a higher price than almost any kind offered. We think that for local market it will always be in fine demand.

#### NO THINNING NECESSARY

It is a most vigorous grower on any type of soil. With a block planted as we plant them, in a field of many different kinds, Temple can be picked out from quite a distance by its rich, luxuriant growth, yet it does not get too thick for fruiting.





A good representation of Blakemore. One of the good Southerners.

## Blakemore

This is not popular in all localities, especially in the more northerly latitudes. However where it does well it is the best early shipping berry ever grown. Its area is the southern states and as far north as southern New Jersey, West Virginia, and Kentucky.

### PLANT GROWTH

It is the rarest thing that it does not make a full bed. In fact in most instances it will get too thick. It therefore should not be planted too close. The foliage stands up well in the hottest weather.

### PRODUCTIVITY

If not allowed to get too thick in the bed and on a fairly heavy soil it will bear a big crop, though not as many as Premier.

### APPEARANCE

There is not a finer looking strawberry than Blakemore, even under adverse conditions. It is of a beautiful shape, ripens uniformly, and will ship to the most distant markets. Grocers like it because will remain fresh looking and firm longer than any kind known.

### QUALITY

Blakemore turns red before it is ripe and at that stage is quite tart, but if left on the vines until fully ripe it is of good eating quality. It is the most popular variety in existence with both canners and freezers.

### YELLOWS

Our plants are of the yellows resistant strain, put out by the United States Dept. of Agriculture, but of course we cannot guarantee that no yellows will appear.

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#### From Mr. Geo. I. Kell in Pennsylvania

Last year, s plants were very nice and they started off good when set. On June 18th we got three inches of hail but the new plants having good roots came out again and we are looking for a bumper crop this year.





A close-up of a row of our Premier. Whether you need 100 or 100,000 we have them

**Premier** Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of 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.

#### TO ASSURE SUCCESS IN GROWING STRAWBERRIES, OBSERVE:

1. Select your varieties wisely. Picked to suit your needs in soil and market conditions.
2. Get healthy, vigorous, and TRUE TO NAME plants.
3. Be sure to set them as early as you possibly can. Too much emphasis cannot be laid on this point. It may mark the difference between success and failure.
4. Do not apply too much commercial fertilizer. 500 to 600 pounds is ample, and that should be thoroughly mixed with the soil.
5. Do not let your beds get too thickly matted. Nothing pays better than thinning.
6. Grade your fruit, putting only good quality on the market.



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## Some Old Some New

**Big Joe** For a long time one of the best midseason kinds. Losing favor with growers we ceased to offer it. There now seems to be a newly developed demand for it, so we are again growing it.

**Catskill** This has been one of the great berries, but it seems to have recently lost its vigor to grow and ability to bear, in comparison with other years. We have a limited stock of plants and where it still does well will, of course, advise that it be planted.

**Fairland** This is another U. S. D. A. production. It is being recommended as red stele resistant. It grows well and the berries are very handsome in appearance and of good eating quality. They should command a ready market if not kept too long. Fairland is not as productive as Temple and shows some frost damage, if there are late frosts. We advise only a trial bed.

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We received the strawberry plants in very good shape and we have them set. They are looking fine. We thank you for the prompt service.

William Buescher  
Lemay, Missiuri

### From Roanoke County, Virginia

I want to thank you for the beautiful strawberry plants. I received them yesterday and set at once. They are the nicest plants I have ever seen

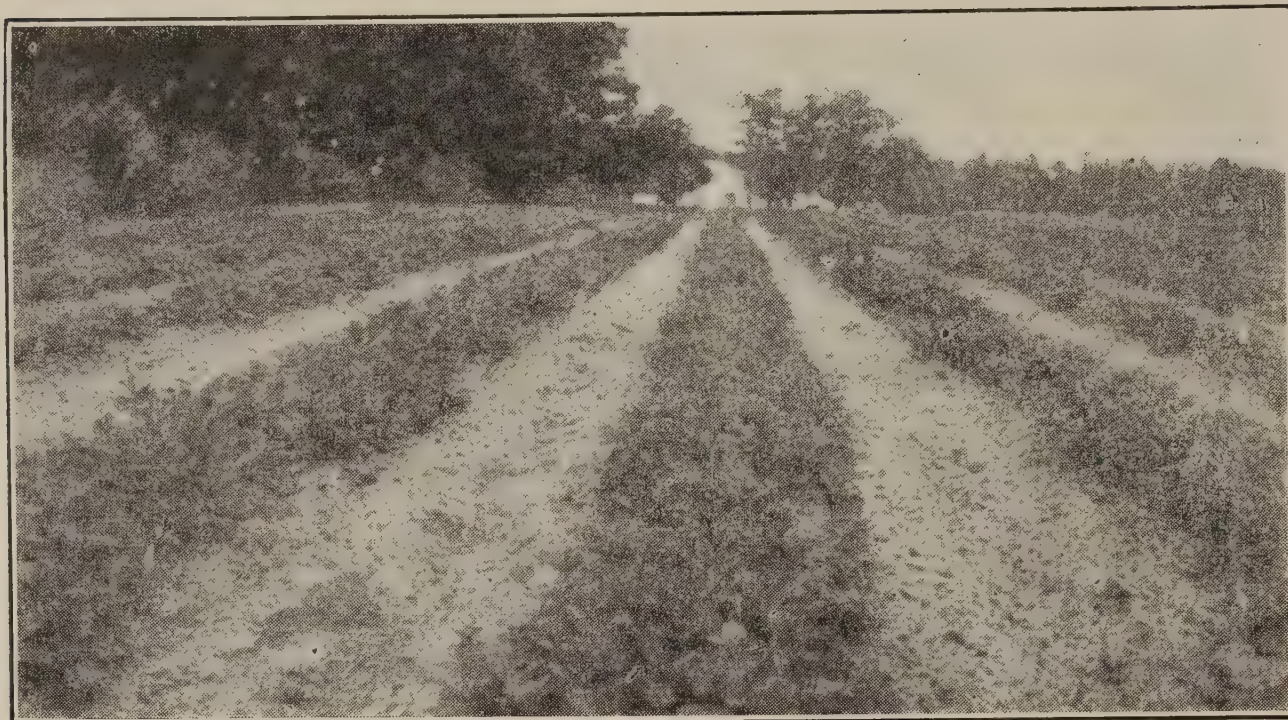
W. E. Whately, Jr.

### From a 4-H youth in Pennsylvania

I received the strawberry plants and they were in good condition. I am thirteen years old and hope to have the best strawberries in our club.

Lewis Goering





**Midland** This has Premier and Redheart for its parents and again the U. S. Dept. of Agriculture "raised" it. It is rated a great berry to ripen about with Premier, but **much firmer and more beautiful in appearance and in general of larger size.** The vigor of the plants is all that could be desired. It makes a very limited number of plants here.

**Fairfax** One of the older kinds. Grows few plants in most locations. Fine quality, in fact unequaled in flavor. It does not seem to be doing as well for us, as it did in past years. Plants large and well rooted. Early and sells well. We have a few nice plants.

**Red Star** Unquestionably the best very late kind. It makes very large, robust plants that are always healthy and deep rooted. This enables them to bring to ripening a good crop of very large berries that on account of being late always find a ready market. If you wish to include a late kind in your list order Red Star. Our supply is limited.

**Robinson** Highly praised in many localities. Apt to get too thick in the beds unless thinned. Moderately productive of good sized berries of light color and fair firmness. Ripens about the same time as Catskill, but will generally last longer.

**Sparkle** A new mid season variety that is especially red stele resistant. It ripens with the Temple and the berries have a somewhat more glossy appearance. In the south it is inclined to be rather soft, but in more northerly areas is firmer. It is certainly worth a trial. We heartily recommend that.











**From**

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**J. W. Jones & Son**

**FRANKLIN, VIRGINIA.**

**SELECTED STRAWBERRY PLANTS**







# Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

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

If interested in larger quantities we will be glad to quote on any variety we can furnish.

## Early Varieties

	25	100	500	1000	per 1000 in 5,000 lots
BLAKEMORE .....	\$ .75	\$2.00	\$5.50	\$ 9.50	\$ 9.00
FAIRFAX .....	1.10	3.00	9.80	19.00	
PREMIER .....	.90	2.50	7.50	11.00	10.50

## Mid-Season Varieties

BIG JOE .....	1.00	2.70	8.70	16.50	
CATSKILL .....	1.00	2.75	8.70	16.50	16.00
FAIRLAND .....	1.00	2.80	9.80	18.50	
MIDLAND .....	1.10	3.00	9.80	19.00	
TEMPLE .....	.90	2.50	7.50	11.00	10.50
SPARKLE .....	.95	2.80	8.80	16.50	
ROBINSON .....	.90	2.50	8.00	13.00	12.50

## Late Varieties

RED STAR .....	1.10	3.00	9.80	19.00	
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**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 15c to 20c additional, as the Post Office Department makes a charge 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	300	500	1,000
1st and 2nd	0 to 150	\$0.15	\$0.18	\$0.22	\$0.40	\$0.80
3rd	150 to 300	.16	.22	.38	.61	1.21
4th	300 to 600	.20	.26	.50	.82	1.50
5th	600 to 1000	.27	.33	.75	1.17	2.21

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





JONES' 1950 CATALOG OF  
Select Strawberry Plants

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Grown by  
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J. W. JONES & SON  
FRANKLIN, VIRGINIA

