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EARLIDAWN
Earliest of All



Allen's **1963** *Book of Berries*

U. S. NATIONAL ARBORETUM
FEB - 1 1963



POCAHONTAS
Production and Profit



GROW BEDS LIKE THESE — THEY PAY.



VESPER

Very Large and Very Late

THE PLANT SITUATION – 1963

SUPPLIES of many varieties are short this year due to a very dry summer. Runner growth was blocked by the heat and drought which persisted well into September. The freer growing varieties started runner production in September and have made fairly good nursery rows. In all varieties runners have not been crowded in the rows, leaving plenty of room to make beautiful individual plants with fine well-developed roots. As always with this growth situation there will be far less plants per row.

QUALITY rather than quantity is the situation this year. Our plants have developed well with fall rains, fertilization and cooler weather. Plants dug for November shipments have proved their quality.

REGISTERED PLANTS: All the varieties we are offering are grown from virus free stocks except five minor kinds which we continue to grow for some of our old customers. Virus free plant stocks in a very dry year have again proved their outstanding value and continue to be the most important factor in achieving consistently good results. Growers of "Registered" virus free plants must follow strict regulations as to indexed foundation stocks, isolation during growing, dust applications and soil fumigation. These regulations are administered by the Inspection Service of the State and are the basis of labeling and selling registered virus free plants. We hope that you buy your registered virus free plants from W. F. Allen Co., but, if not, be sure you get your planting stock from a grower who meets the requirements for registered plants. It will pay you!

SOMETHING NEW: We have a fine new very late variety, Vesper, which is familiar to many as NJ 157. Read about it on page 21 and look at the color picture inside front cover. You will want to try at least a few.

VARIETY COMMENTS: Catskill, Pocahontas, Sparkle and Earlidawn continue to be our sales leaders. Surecrop is steadily increasing in popularity everywhere that it is grown. Midway has shown up very well in Michigan.

PROBLEMS: Verticillium wilt continues as a problem in some northern areas, particularly on the more susceptible varieties such as Earlidawn. Dixieland is in serious trouble. See discussion on page 7.

ORDER EARLY: This helps us to plan our work to serve you best. The varieties you want may be dug while thoroughly dormant and reserved for you. Don't be disappointed. Order early to be sure to get the varieties you want.

**ALLEN'S PLANTS, Standard of the Industry for 78 years
are still your Best Buy for Big Crops of Better Berries.**



PICKING THE WINNERS

A Bird's-eye View of the Best!

Early

EARLIDAWN

Earliest of all. Increasing in popularity every year. Berries attractive, light in color and firm enough to ship. Plants hardy and very productive. **BLAKEMORE:** Still a great southern and middle states berry. **REDGLOW:** Red stele resistant; excellent quality; beautiful shiny, red berries. They bring top prices.

FAIRFAX

The top quality berry. 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 and middle south. Where quality tells Fairfax sells!

MIDLAND

Plants come from finest virus free stocks, and they grow! For vigor, size, quality, productiveness it is close to the best. Very early. Fine fresh or frozen.

Midseason

CATSKILL

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry. It's safe.

SURECROP

Outstanding vigor, productiveness, large size berries; plants with triple resistance to red stele make Surecrop a sure winner. **EMPIRE** has made a fine record in Premier territory; excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

POCAHONTAS

One of the strongest growers on our list—healthy too! Berries light, large, firm, tart, attractive and so many of them. Very popular in north as well as in the middle states. Firmness to make an excellent shipper.

Late

TENNESSEE BEAUTY

The best of the late varieties for the middle states. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. High yields. A money maker.

ROBINSON

Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive, profitable.

SPARKLE

Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

JERSEYBELLE

Plants from virus free stocks now available. Fancy berries that bring top prices. Adaptability extending over larger territory than formerly.

Very Late

REDSTAR

The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION

World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

FAMILY BERRY GARDENS

No Home Garden is complete without Strawberries

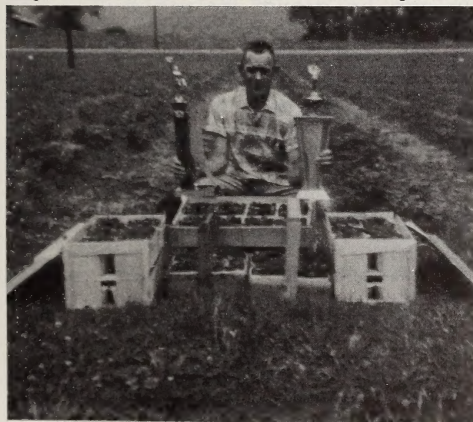
A berry garden should be a must with every family who has a small plot of ground available. Experience is not necessary in growing nice strawberries. Beginners can grow them successfully and profitably. It is an ideal crop for young people, for retired folks, and for farmers with small acreage who need a high income per acre crop.

Strawberries are enjoyed in many ways—fresh from the vines, in preserves, jam, and strawberry shortcake. Frozen berries provide a way to lengthen the all-too-short berry season and to enjoy that "fresh" flavor the year round.

The beauty, taste and healthfulness of strawberries would rate them as a luxury but actually it need not be so, because they are so easy to grow and can be produced in such a small space.

No home garden is complete without a berry bed. Plan yours today.

Lawrence Co. Ohio. Jan. 13, 1962. "I want to take this occasion to write you about the berry plants I have ordered from your farms over the past ten to twelve years. My family and I live on a small farm seven miles from Ironton and since I work at a plant in the city my farming is kept on a small scale. My largest crop is strawberries. Since this is a family project we grow only what we can take care of. I feel if berries are properly taken care of the profits are higher and the buying public receives a better berry. At this time I have five varieties—Pocahontas, Robinson, Surecrop, Earlidawn and Redstar. This way I can



find out just what variety my customers prefer. Our leading berry is Robinson because of its size and sweetness, and the next is the Pocahontas. At the first strawberry festival my berries received the second prize. I entered the Robinson but I have found that the Pocahontas can take rougher handling and makes a better "show" berry. At this time I want to endorse the Allen Co. plants. The blue ribbons and trophies I have received for my berries have brought great satisfaction to me and pride to our Agricultural Extension Agent, who has been so helpful to me." FRANK C. KLINE.

Just Lovely



Wayne Co. Ohio, Feb. 2, 1962. "Your plants are always just lovely. Our patch produced last year for the first time and from the original 100 plants we picked 200 quarts of berries. We certainly had no trouble selling what we couldn't use. Our son made enough money for a week at Scout Camp and also purchased some of his equipment." MRS. HARRY LUTZ.

"Gardening Is My Hobby"



York Co., Pa. Nov. 24, 1961. "Having recently moved from Taneytown, Md., and having used your berry plants for a number of years with much success in my garden, I want to continue on your mailing list, as I will be making a new berry bed next spring and continuing my hobby of gardening and berry growing. A few years ago I laid 11 Catskill berries side by side in a straight row and they measured 18 inches. That is good enough for me at any time and I'll say to anyone that you have the best berry plants I've seen anywhere." REV. MORGAN ANDREAS.

1600 Quarts of Berries



Caroline Co., Va., March 21, 1962. "Last year my wife and I picked 1600 quarts from a patch of 250 plants plus an old patch of the same number. It was my record yield for the number of plants purchased. I can highly recommend your plants to small and commercial growers." O. L. SWISHER.



Berries like these Always Pay

GROW STRAWBERRIES FOR PROFIT

Year after year market reports indicate that strawberries are still the best of all money crops. The price of strawberries is dependent on quality. On a typical day in the 1961 berry season in Michigan, good quality berries sold for \$6.50 per 12 quart flat and poor quality berries sold for \$3.96, making a difference of \$2.54. What is quality? Quality is a combination of size, shape, maturity and freshness adding up to appearance to the man buying them. Good berries will yield a profit and will pay for the extra care needed in producing them. Here are some of the reasons why strawberries consistently can be grown for profit:

1. Strawberries have a universal appeal. Practically everyone is a potential customer and they can be so attractive when presented for sale either at retail or wholesale.
2. They can be grown anywhere; fine varieties suitable for every state are available.
3. Strawberries bear quicker after setting and bear earlier in the season than any other fruit.
4. Strawberries excel as a family business or large commercial venture. The work is mostly light, suitable for old people, young people, and for women who like to work out of doors.
5. If good land is used, a high income per acre can be expected. This is especially helpful where good land is limited.
6. Very little machinery is required—none of the highly expensive type.

7. If you have irrigation it will pay doubly for strawberries in producing larger, better crops and also in protecting the blossoms from frost or freezing in the spring.

8. A fairly wide variety of markets is available—roadside markets, processing plants, local hotels and restaurants, shipment to wholesale outlets, and in recent years "Pick Your Own" projects.

CAUTIONS:

- (a) Don't attempt to grow too many. One-half acre well cared for could mean more profit than several acres neglected.
- (b) Plan to do all the things necessary to grow good berries. Experience demonstrates that good berries practically always sell at profitable prices—inferior berries only when chance makes a short supply.

"PICK YOUR OWN"

"Pick Your Own" marketing operations continue to grow each year. This is a natural for a good grower close to a metropolitan area. Fields vary from less than an acre to 20 or 30 acres with the owner and grower having the crop picked by his customers. Packages are usually supplied by the grower. His harvesting operation consists of supervising his customer-pickers and collecting the money for the fruit.

The city dweller getting his supply of strawberries this way is able to get at fair prices completely fresh strawberries for his own use with an outing that mixes work and fun.

"Pick Your Own" provides a sure market for the crop. A small ad in the newspaper, a spot announcement on a radio station or other available publicity, will bring customers for the first time. If the berries are good, they will be back.



ALLEN'S WINNING PLANTS

Standard of the Industry for 78 Years

REGISTERED

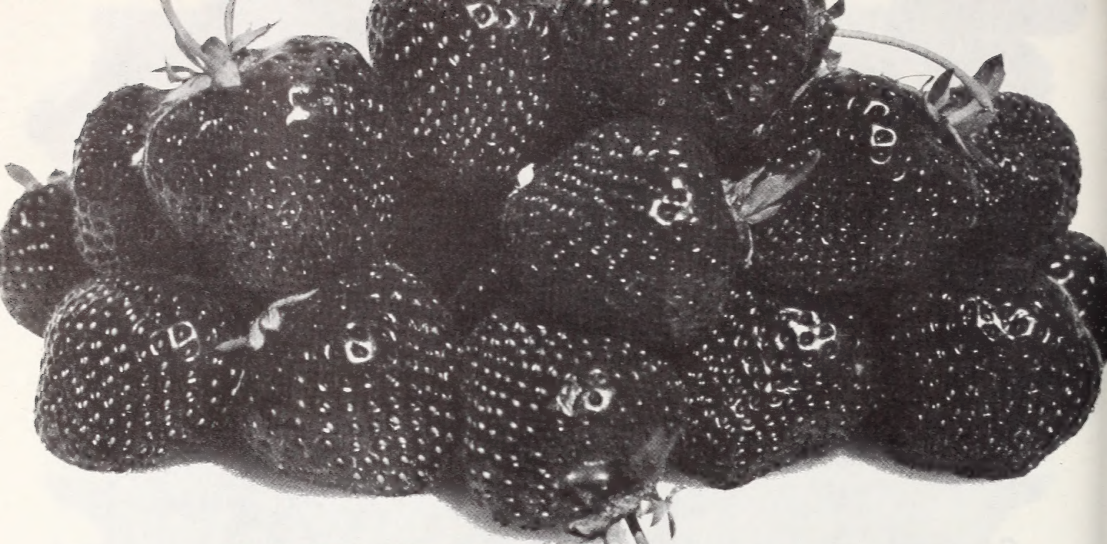
Growing strawberries for best results with your own efforts is off to a good start by using Allen's Winning Plants. These are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. You can realize most of the benefits from this program by renewing your planting stock every year or two.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Planting stocks from virus free sources must be used.
2. Virus free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphid which is the carrier of the virus organism.
3. This superior stock must be grown in fields isolated from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.
5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season. This is costly but well worthwhile for users of strawberry plants.
6. The use of abundant plant food. We use about 1500 pounds per acre to keep them growing at their best.
7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
8. Chlorodane is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.
10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 78 years. We believe this means much to you as a grower.

Anson Co. N. C. Apr. 18, 1962. "I have ordered plants from you in previous years and have always received them in excellent condition. How do you grow such a good root system? When folks inquire at our office about a good source of plants I always recommend Allen's. Keep up the good work." HAROLD R. LINEBERGER, Ass't. County Agricultural Agent.





EARLIDAWN *Earliest of All*

Earlidawn is a result of a cross between Midland and Tennessee Shipper. It was originated at Beltsville, Md., in 1947 by the U.S.D.A. and after observation and testing as U.S. 3939 was released for introduction in the fall of 1956 as Earlidawn. Since Earlidawn has been introduced the demand for it has been constantly increasing each year until at the present time it is the third highest seller on our list.

The original U.S.D.A. release describes the variety accurately: "The ripening season of Earlidawn is about 5 days before Blakemore and Howard 17 (Premier). Earlidawn is the earliest of all to ripen; its flower stems are short and the flowers are well covered by leaves to protect them from frost. It has escaped frost even better than Premier. The berries average large in size and maintain large average size throughout the picking season. The color of the berries is strong to vivid red, a little deeper than the Blakemore color. They are glossy, have a moderately tough skin, and are firmer than Premier, Catskill and Sparkle, about as firm as Pochontas and less firm than Blakemore. The seeds are slightly sunken. The berries are fairly uniform in shape and their flavor is tart and good." (See color picture front cover.)

"The plants are vigorous, fairly free of leaf spot and leaf scorch, produce fewer runners than most other varieties and are very productive and have shown no yellow variegation. They are not resistant to red stele root-rot. The plants are productive in wide matted rows. Yields of Earlidawn have been above those of most other varieties in Maryland."

WHY IS EARLIDAWN SO POPULAR?

Earlidawn is the earliest ripening variety, ripening 5 to 8 days earlier than any other standard variety. In Ohio 50% of Earlidawn berries are harvested before 20% of the Premier crop is picked.

Earlidawn is a heavy producer. At Wooster, Ohio, in the 1960-61 season Earlidawn yielded 8,349 quarts per acre. We have consistent reports from most areas where Earlidawn is grown of yields better than 8,000 quarts per acre under tests.

Earlidawn is firm and definitely able to carry to market in good shape.

Earlidawn is a good berry for freezing. True the flavor is somewhat tart but more Earlidawn berries are being frozen each year.

Earlidawn is adaptable. We have excellent reports on Earlidawn from the upper south through the middle states into the far north. Earlidawn is generally the best where Premier has faded in popularity.

And last, but certainly not least, with every year as further evidence accumulates we can make an increasingly strong statement that Earlidawn is very frost resistant (most reports indicating a greater degree than Premier) if not frost proof.

WHAT IS WRONG WITH EARLIDAWN?

Earlidawn is very susceptible to verticillium wilt. Where verticillium wilt is a specific problem Earlidawn should not be planted. Earlidawn is for the good grower. With good growing conditions and adequate moisture Earlidawn is a vigorous producer of runners, but under poor growing conditions Earlidawn is one of the first to suffer.

We have planted a large acreage of Earlidawn and they have grown very well despite the dry weather, but we have sold out of Earlidawn every year for the past four years and we expect the situation to be the same again this year. May we suggest that you place your order for this variety early? Price list page 32.

DIXIELAND *Firm and Beautiful*

Dixieland is a cross of Midland x Tennessee Shipper and up until this year has been increasing in popularity. It was developed as an improved shipping variety for the south and compared with Blakemore is larger, more productive and firmer. The climatic adaptability is wide with good reports from the deep south to Canada and from the Atlantic Coast to Texas.

Dixieland berries are light in color, being only slightly darker than Blakemore. In quality they are quite tart and are very popular for processing. Dixieland generally exceeds in selling price other fancy berries of its season. It is very firm and will hold on the vines as well as any variety that we know. Plant growth is luxuriant and this coupled with productiveness, as well as size and beauty of the berries, were the reasons for the increasing popularity of Dixieland.

DIXIELAND IS IN TROUBLE

A genetic variegation has developed in the variety known as "Spring Yellows" or "June Yellows". Leaf variegation is a non-infectious disease caused by a defect in the hereditary background of the variety, and it is not a virus. There are no known sources of Dixieland free of yellows.

Symptoms of yellows appear as the green of new leaves becomes pale and streaked with yellow in the spring. This may disappear during warm weather and show up again in the fall or the next spring. This varies with the season. Plants become stunted and weak and badly affected plants are unproductive and die prematurely. Plants affected never recover and the variegation is passed on to the runner plants.

We know of no cure for yellows. Attempts are being made to locate Dixieland stock free of this disease. Our attempts to meet this problem have included roguing of our present plantings to keep them as free of yellows as possible. We feel that we have a stock of Dixieland as good as can be found but we do not represent it as being free from yellows and do not wish to make any guarantee as to the performance of our Dixieland stock. If in view of these facts you still wish Dixieland for its good qualities (and we know of no completely satisfactory substitute for Dixieland) we will be happy to have your order. Price list page 32.

ALBRITTON *The Carolina Beauty*

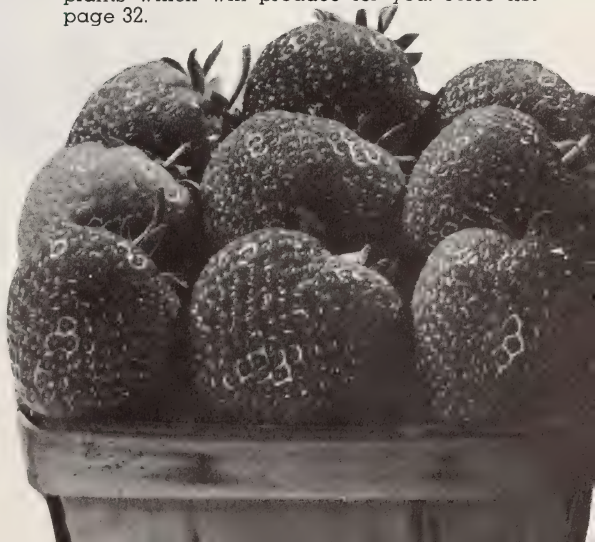
Albritton was originated and tested at the North Carolina Experiment Station in cooperation with the U.S.D.A. and was released for introduction in 1952. In regions where it is adapted Albritton is exceedingly popular. It demands a premium price in markets where it is available.

The great majority of all berries grown in the coastal region of North Carolina are Albritton, and excellent crops of Albritton have been obtained outside the North Carolina area. Albritton is worth trying in southern New Jersey, Delaware, Maryland and Virginia.

The plants make a very vigorous growth and are quite productive. Albritton berries are beautiful. The color is vivid red, turning to deeper red when fully ripe. They are unusually glossy, uniform in shape, with excellent flavor and large size. Albritton is not generally considered a good freezing berry.

Virus free plants of Albritton retain all the original vigor and productiveness of this variety although as you move north you do not get the high yields obtained in North

Carolina. We have some beautiful Albritton plants which will produce for you. Price list page 32.



MIDLAND

Midland berries are very early, ripening at the same time as Premier and Blakemore and slightly after Earlidawn. They have a bright red color which extends clear through the berry. The berries are quite firm and average large in size. When the berries are first picked they are bright red but they will darken somewhat on holding. For fruit-stands, local trade, home gardens and "Pick Your Own" projects this is not serious but it definitely is a handicap for the wholesale markets. The berries are excellent in quality and all freezing tests have rated it as one of the best.

Midland plants are large, healthy and very productive. However, selection of good soil plus good care are necessary to get plenty of plants for a good fruiting row. Irrigation, if available, helps to get a good fruiting row and also properly used during spring frosts will provide frost protection.

Midland has most of the attributes of a great variety—beauty, size, color, quality, productiveness, firmness and freezing excellence. Midland has two serious weaknesses: It does not always make plants freely and it is somewhat susceptible to frosts. For growers who have irrigation Midland is a most logical choice for an early variety.

Midland, as the name would suggest, is adapted best to the middle states. You can go north if irrigation is available to combat frosts, and you can go a little south if irrigation is available to help get a good fruiting row. Midland may replace Dixieland in some areas where Dixieland is in trouble. We have a good supply of beautiful Midland plants. Price list page 32.

VOTES FOR MIDLAND

Ohio County W. Va.
March 8, 1962. "This is to say I ordered 400 Midland plants from you in 1960 and I never saw such wonderful berries—beautiful, large, sweet and so many of them. I picked around 800 quarts from these plants."

MRS. GLADYS MACLEMAR

Suffolk Co., N. Y., Feb. 4, 1962.
"Have been buying your plants for almost ten years and have tried many varieties but have found Midland as an early and Redstar as a late berry," very suitable in this sandy soil."

HOWARD J. WEINMANN

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, more tasty berries than Missionary. The berries are red all the way through. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price list page 32.

MISSIONARY

For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now a poor second to Florida 90 in acreage grown. Missionary will do well on almost all soils but will do better than most on lighter soil types. The berries ripen early, 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. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

FAIRFAX

The Finest Garden Berry



For quality we feel that Fairfax is without equal. Few can forget the taste treat which Fairfax provides and where ever a customer can buy strawberries by variety name Fairfax is a favorite. The berries average large in size, many of the first berries being fan shaped, with later ones round and sometimes quite pointed. The berries are firm, being as solid as Blakemore, and have a bright red color when they first ripen. They darken on holding, sometimes becoming almost purple, which is not favored on wholesale markets. The size, beauty and quality of Fairfax make it an outstanding berry for retail markets where quality as well as appearance is considered. Fairfax berries should be picked closely, especially in commercial settings. If picking is neglected the bright red berries mixed with the dark berries which have been ripe for several days present a mottled appearance.

Fairfax is a moderately heavy producer but yields of up to 8,000 quarts per acre can be obtained under good conditions. Fairfax ripens early in the southern and middle states but becomes midseason or later when it is grown as far north as New York State. Fairfax is well adapted from Virginia northward. Every garden should include this delicious treat. Price list page 32.

FAIRFAX FANS

Washington Co., Ind. March 21, 1962. "Just want you to know how well pleased we were with the Fairfax and Tenn. Beauty plants which we purchased in April, 1960. We never did raise such lovely berries before and the neighbors thought the berries looked just like they were pictured in your catalog." R. ROUTLE

Jefferson Co., Ohio. Jan. 14, 1962. "I would just like to express my thoughts of your wonderful plants. I have never seen such beautiful and healthy plants in my life and they produce remarkably well. I never have to worry about selling the berries; usually I do not have enough for all my customers. So I am placing my order again this year for the Fairfax and Catskill. They are like money in the bank, which it is at the end of the season." CHARLES H. ONEACRE, JR.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact is surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

Certified virus free plants of Dorsett are not yet available but our present stock grows freely and makes an excellent fruiting row. Price list page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. As one of our customers for many years from Washington County, Minn., writes: "After about 60 years of raising strawberries we are still looking for one to replace the Dunlap. We know there are better berries and we have tried dozens of others but they do not seem to click with our winters and soils." It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have a limited number of good Dunlap plants this season. Price list page 32.

BLAKEMORE

The Great Southern Shipping and Processing Berry



Blakemore is still a standard shipping berry throughout the southern and middle states. The plants are very vigorous, making a satisfactory row under almost all conditions. Usually it is necessary to thin some plants to keep the bed from getting too thick.

Blakemore berries are attractive in appearance, light in color and hold the light color for several days. Berries are very firm and will remain in good condition from the time the berries are first picked until they reach market. The berries ripen evenly all over and will stay firm on the vines, making good picking rather easy. Some of the berries are large in size but with thick beds and a dry season Blakemore will run down in size very badly unless irrigated. Blakemore is quite productive, giving a high yield per acre, particularly if some thinning of plants has been done.

Processors in many southern areas still prefer Blakemore and in some cases will have no other variety. In quality Blakemore berries are quite tart and need sugar when consumed as fresh fruit.

Blakemore territory includes all the southern states and goes as far north as southern Pennsylvania and New Jersey, the coastal area of New England and the southern parts of Ohio, Indiana and Illinois. Some Blakemore is also grown in Kentucky.

If you want berries that are easy to grow and sure to grow Blakemore is a good choice. In the right situation it is still a money-maker. We have beautiful plants of virus free stock. Price list page 32.

PREMIER *The Frost Proof Berry*

For nearly fifty years Premier has been grown in the territory as far south as the mountains of North Carolina and Tennessee and north to Canada. As recently as 1955 Premier reigned supreme as our sales leader and as the most popular, profitable and widely planted berry in the northern states. Premier is still a favorite with some growers but it generally has been replaced by varieties such as Earlidawn, Catskill and Sparkle.

Some of the reasons why Premier reached the top may be listed:

1. It starts bearing early and continues through a long season.
2. It is hardy and frost proof, giving big crops every year.
3. Most of the records for yields and profits in past years have been made with Premier.
4. Heavy crops of fruit, while not fancy, are still acceptable to markets such as the processing industry.

Premier lost leadership for the following reasons:

1. Premier plants bear so heavily that they cannot size up many of the later berries.
2. As more desirable varieties have come in Premier has suffered by comparison.
3. Virus free stocks insure a good fruiting row now but virus free Premier, in our opinion, is not the real Premier. The fruit is the same in size and shape but it is lighter in color, less firm and less desirable in quality than the old stock.

In summary, Premier berries are early, fair in quality, fair in appearance, acceptable on some markets and firm enough to ship short distances. It is possible to get a tremendous yield with a certainty of bearing with Premier that few other kinds offer. For those people who have known and grown Premier we have beautiful beds of virus free Premier and a very few plants of the regular stock for those who want to try the old strain.

Premier is also sold as Howard 17 which was the original name. Price list page 32.

REDGLOW

The American Beauty



Redglow is a cross of Fairland and Tennessee Shipper and was released by the U.S.D.A. in 1956. The variety is slowly increasing in popularity and the chief objection to it seems to be its somewhat erratic performance in production.

The berries are beautiful, shiny red and are so attractive that the name "Redglow" suits it very well. The berries are firm enough to carry to market in good condition and usually bring top prices. In addition, their quality will bring buyers back.

Redglow is resistant to the most common strain of red stele, the same as Sparkle. Redglow is adapted to the middle states and is suggested for trial from New York south to Virginia. Redglow ripens among the very earliest and this is an excellent variety with which to start the berry season. Price list page 32.

**REDGLOW—Red Berries
Red Stele Resistant**

STEMMASTER

Stelemaster is a fine early variety in addition to its resistance to all three forms of the red stele disease. It is a vigorous grower and quite productive. The berries are of a good average size, nearly as large as Catskill. Stelemaster berries come on about the same time as Blakemore. They are medium red in color with a glossy surface and are generally uniform and smooth. The

flesh is light red, firm, juicy and with a slightly tart flavor. It is not recommended for freezing.

Stelemaster along with Surecrop, a mid-season variety, are the only two varieties with triple resistance to red stele. If you have red stele in your soil and want to grow more than one variety to spread your season it will pay you to remember Surecrop and Stelemaster. Price list page 32.



CATSKILL *Our Sales' Leader*

Again last year Catskill remained the "King of all Strawberry Varieties" judging by our demand for plants. Before virus free stocks of Catskill became available in 1954 Catskill was on the way out, but with the return of the original vigor of Catskill it has come to the top and remained there. Yields of ten to fourteen thousand quarts of Catskill per acre are not uncommon. Catskill remains our best seller for these reasons:

1. **Adaptation.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and westward beyond the Mississippi River.
2. **Productiveness.** Catskill has more nice large size fruit and gives a greater total quantity of berries than any other equally productive variety.
3. **Use.** Catskill berries are fine for the fresh market and quite acceptable for freezing. They cap easily, which is quite important where capping machines are in use.
4. **Hardness.** Catskill has an amazing record of producing successive crops of fine fruit. It has been a sure thing over a long period and we consider it one "must" berry for growers in the upper middle and northern states.
5. **Berries.** Catskill berries are of large size, moderate firmness if handled correctly, good quality and very attractive appearance.
6. **Extras.** Catskill carries a higher than average percentage of vitamin C of which strawberries are one of the best sources. In addition, Catskill berries will stand wet weather at picking time better than other varieties which are actually firmer.

CATSKILL COMMENTS

Connecticut—Fairfield Co., Apr. 4, 1962. "I was well pleased with the Catskill plants from you two years ago. I set 750 plants and had over 1,000 quarts of berries." A. C. TOMEK.

Illinois—DeKalb Co., Jan. 3, 1962. "Just a note to tell you about the 18,000 Catskill berry plants I got from you last spring. They sure had good roots and I don't think I lost a dozen plants. A wonderful stand. Thank you for the wonderful plants." HARRY HARTMAN.

Missouri—St. Louis Co., Jan. 8, 1962. "I just want to comment on the fine berries I had last year from the plants I got from you in 1960. They were Catskill and I had plenty of berries as large as blue plums." R. O. MATLOCK.

Ohio—Auglaise Co., Mar. 12, 1962. "I have had good luck with strawberries for the past ten years since getting your plants. Catskill seems to be just right for this area. Have told a lot of my gardening friends about your plants." V. W. NUESMEYER.

Pennsylvania—Crawford Co., Feb. 22, 1962. "Enclosed is my order for 1,000 plants each of Earldawn, Catskill and Sparkle. I never believed the testimonials in your or anyone else's catalog about 200 plants yielding 300 quarts of berries but in my 30 years of strawberry growing I never saw anything like the patch I had last year. My record is as follows: 1,000 Catskill planted, 1,461 quarts sold; 900 Tenn. Beauty planted, 1,301 quarts sold; 1,000 Earldawn planted, 1,203 quarts sold and we probably had two to three hundred quarts which were not counted." F. A. CROWE.

We have a fair supply of strong, vigorous Catskill plants. We urge you to place your order early. Price list page 32.



SURECROP *For Sure Growth*

Surecrop is adapted throughout the middle and northern states, even as far north as Maine. The plants are quite productive, ranking very high in total yield in most all tests that have been made. In Ohio, for example, only three other varieties did as well.

Surecrop berries are large, fairly round (see picture), bright and shiny red. They are very good in quality and firm enough to ship. The berry size holds up better with Surecrop than with many other varieties because of the extreme vigor and healthiness of the foliage which functions throughout the berry season. Market reports indicate that the price for Surecrop berries stays at or near the top all season. The Ohio Agricultural Experiment Station rates Surecrop as having good suitability for freezing and one of our customers, Mrs. Louelle Harpest of Shelby County, Ohio, wrote to us on May 4, 1962, as follows: "Why don't you say anything in your catalog about Surecrop berries being good to freeze? I think they are among the best for freezing. They also keep very well; do not get soft and puffy like many other do."

Surecrop is one of the best varieties that has resistance to red stele and is the best variety that has triple resistance to this disease. In any berry field Surecrop will be outstanding because of the vigor of plant growth and the healthy, hardy foliage. Surecrop is well worth growing for its own merits and enables those who have red stele in their soils to stay in the business of raising fancy quality berries. Surecrop continues to grow in popularity each year and we consider it as one of the great midseason berries. Price list page 32.



MIDWAY

Midway, a cross of Dixieland and Temple, is a new midseason variety released for introduction by the U.S.D.A. in 1960. Midway plant growth is robust and healthy. The plants are extremely productive, producing berries which average medium to large in size and maintaining good size throughout the picking season. The berries have a uniform deep red color with a glossy surface, firm skin and yellow seeds. The flesh is firm and the shape is irregular conic to blunt conic. Berries have good dessert quality and have been satisfactory in frozen packs. Midway seems plenty good to use under many conditions and resistance to the common race of red stele widens its usefulness.

Ohio reports for the 1960-61 season rate Midway as showing real promise with a yield of 13,358 quarts per acre; reports from Michigan growers show real enthusiasm and heavy planting of this new variety.

Under Maryland conditions with a very dry picking season in 1962, Midway did not hold up very well. This would seem to confirm Beltsville, Maryland, results that Midway does better on a silt loam soil than on a light sandy soil. In addition, new plantings of Midway did not survive the hot, dry growing season as well as you would expect of a variety with its apparent vigor. Also Midway is susceptible to verticillium wilt and should not be grown after crops such as tomatoes, potatoes, eggplant or peppers.

Many reports on Midway in 1962 have been erratic which seems to indicate that it cannot stand heat and drought as well as other standard varieties. Best indications remain that Midway should be planted in Maryland, Pennsylvania, New York, southern New England, Michigan, Indiana and Ohio. It is worthy of trial in this area. Price list page 32.

Temple

First of the good red stele resistant varieties. It is not immune to all strains but has sufficient resistance so that profitable crops of berries can be grown on red stele soils. Normally Temple makes a vigorous plant growth, quite productive, berries medium to large in size, moderately firm and of excellent quality. Not rated high as a freezing berry but as a home garden berry or moderate distant shipping berry it has done well in the lower-lying soils of southern Delaware and eastern Maryland. Price list page 32.

Big Joe

Big Joe is one of our oldest varieties, not virus free but a vigorous grower anyway. Plants are moderately productive, and the berries average large in size. Berries are fairly firm, and a bright red color with an attractive green cap makes them very showy and easy to sell. Big Joe is a fairly good shipper. It is somewhat susceptible to late frosts so selection of frosty sites should be avoided. Generally best results have been obtained in the middle states. If you know and like Big Joe we have beautiful plants for you. Price list page 32.



EMPIRE

A Large

Productive High

Quality Berry

for the North

Size, Beauty, Productiveness—Empire has them all

Empire has done well in most of the northern states, excellent reports having come from the Atlantic coast states to the Mississippi River.

Empire berries are large, bright, attractive and of much better quality than Premier. They are about the same in firmness. Under good conditions Empire is about as productive as Premier and Catskill. The large size and light attractive color make them easy to market profitably. Empire berries are only moderately firm so they should be handled quickly and kept picked closely. They are not generally considered to be good for freezing.

Even in the north Empire fails to make a good fruiting row under some conditions. When climate and soil suit them Empire makes a very strong, vigorous growth, oftentimes producing enough runners so that plant thinning is necessary for best results.

Empire has been a consistent bearer since its introduction in 1960. Customers report it to be a good yielder and of excellent quality. Read what two growers from Kentucky and Illinois had to say about Empire in 1962:

"The last shipment of Empire plants have made a splendid row. Am very much pleased with them." TERRELL BRAY, Trimble County, Kentucky.

"My Empire plants set so many berries that I expected them to be small but they were not." W. S. REDHED, Champaign County, Illinois.

Our Empire beds this year are very beautiful. We expect to have an adequate number of very fine plants. Price list page 32.

ARMORE

Armore as a variety is widely adapted and has been grown successfully in all areas except the extreme north and extreme south. The vigor of Armore plant growth and its great productivity as well as the large average size of berries would seem to merit much wider planting than it has had up to this time. Armore has produced some amazing crops in Missouri, Illinois, Indiana, Ohio and other areas and ripens shortly before Robinson. Let us quote what one grower in Pennsylvania had to say in 1962: Tioga Co., Pa., Feb. 5, 1962. "In the spring of 1960 I ordered some Premier, Robinson, Armore, Catskill and Sparkle plants from you. They were all fine plants. This is to tell you that in June and early July, 1961, I picked 267 quarts of fine berries from 100 Armore plants." HARRY LEE REEP.

The berries have very fine dessert quality and it is suitable as a variety for both commercial and home garden use. Armore is rated high as a freezing berry, even though they do darken somewhat on holding. The berries are medium to light in color and are firm enough to ship medium distances, being firmer than Sparkle but not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular and wedge shaped; later one are usually round-conic.

Armore produces plenty of runners for a good fruiting bed. You cannot go wrong with Armore as a large, productive late variety in the territory mentioned. Our plants this year are particularly beautiful. Price list page 32.

POCAHONTAS

A Powerhouse for Growth and Production

Pocahontas is an amazing berry (See color picture). Its brilliant performance during the last few years has caused it to jump in popularity so that with us it leads our sales on all varieties except Catskill. This is largely due to the fact that Pocahontas does well over a wide area which extends from North Carolina, Tennessee and Kentucky north into Canada and from the Atlantic Ocean to the Rocky Mountains—everywhere except the far south and the far west. Here's what one grower in Ohio had to say about Pocahontas: Erie Co., Ohio, April 1, 1962. "The Pocahontas planted two years ago were the best producers I have ever had." L. A. BAUMLER. This is typical of unsolicited letters we have received concerning Pocahontas from all sections where it is grown.

WHY DO SO MANY PEOPLE PRAISE POCAHONTAS?

1. One of the most vigorous in plant growth.
 2. Productivity equalling Catskill, Sparkle and the other great producers.
 3. Large average size of berries, together with the bright red attractive color and showiness.
 4. Firmness good enough to make an excellent shipper.
 5. Growing popularity as a processing berry.
 6. Its pre-eminence as a berry to set in late summer (where plants are available) for a partial crop the following spring.
 7. Wide adaptability and its great productivity.
- We have a nice supply of very fine Pocahontas plants. May we suggest that you order early? There is always a big demand for Pocahontas. Price list page 32.





MIDLAND

**FREEZING EXCELLENCE
EARLY
GOOD QUALITY**

FAIRFAX

**The Garden
Berry
DeLuxe!**

**Supreme
in
Quality!**





EMPIRE
High
Quality
Berry
for
The North

ALLEN'S
Standard of
78

ARMORE
LARGE SIZE
VIGOROUS
PRODUCTIVE



TENNESSEE BEAUTY

**Best Late
Variety
for the
Middle States**

**Pretty
and
Productive**



PLANTS

Industry for

MARKETS

SPARKLE

**for
QUALITY
and
YIELD.**





JERSEYBELLE — BIG AND BEAUTIFUL

ROBINSON — GOOD NORTH — No Good South



**Large size
and bright
color have
brought to
growers
many a
dollar.
That's why
so many
Robinson
are grown.**

SPARKLE

For
Quality
and
Yield



Plants For Your 1963 Orders

Sparkle is our third largest selling variety and is one of the most popular late berries in the northern states. Sparkle was introduced in New Jersey and has a similar history to Catskill in that it became weakened by the virus diseases and has staged a tremendous come-back. Under good growing conditions thinning may be necessary to help the average fruit size.

At fruiting time the plants are loaded with berries. As a producer Sparkle ranks with Catskill, Midland and the other high yielding kinds. Sparkle plants have a high degree of resistance to the most common strain of red stele. This provides for the grower an element of safety not found in all our leading varieties. Sparkle plants bloom so heavily and so late that the crop is rarely affected by the late frosts. This is an item of crop insurance which adds to the value of Sparkle as a money maker.

Hear what some of our growers say about Sparkle:

Grafton Co., N. H., March 9, 1962. "Enclosed find order for 400 Sparkle plants with check for same. Your plants are very fine. I purchased in 1960 Catskill, Fairfax, Pocahontas and Surecrop but they are a little early here unless mulch is removed at exactly the right time for our late frosts. For the last 15 years I have found Sparkle practically foolproof, so I'll go back to them." DAVID B. DICKINSON.

Franklin Co., Ohio, Jan. 15, 1962. "Last year we picked 230 quarts of berries from 100 Sparkle plants. How about that?" JAMES CUMMINS.

Tompkins Co., New York, April 1, 1962. "From the strawberry plants I purchased from you and set in the spring of 1960 I picked on an average of 10,000 quarts per acre in 1961. The plants were mostly Sparkle with a small planting of Earlidawn. This is one of the highest yields of berries I have ever obtained." FRED E. SMITH.

Why Do They Speak Up for Sparkle?

Sparkle berries have a rich crimson red color which makes them very beautiful. The name "Sparkle" was taken from the fact that the berries actually do sparkle on the vine. They darken somewhat on holding.

Sparkle berries are superb in quality, far better than Premier, Robinson, Pocahontas, Surecrop and others with which it competes.

Sparkle berries are top-notch for freezing. The fine quality helps but the rich crimson red color extending clear through the berry helps to give Sparkle top rating for freezing. Where capping machines are used in processing Sparkle is handicapped somewhat because the smaller berries are rather hard to cap.

Sparkle berries are medium to large in size where they have been well grown on beds not too thick. Where beds are thick and moisture insufficient the plants cannot size fully the heavy loads of berries which are produced.

Sparkle berries are fresh market favorites. Where well grown and picked closely they go into a market with a shine and finish which makes them very attractive, resulting in top prices.

Our Sparkle plants are very beautiful and in fairly adequate supply. However, we suggest early ordering for this fine variety as our estimate is not as many as we sold last season. Price list page 32.

ROBINSON

Large Size and Bright Color have made for its Growers many a Dollar

Robinson is primarily a berry for the north. The fruit in the southern and even lower middle states is not firm enough for shipping and not as good in quality as that grown in the north. There have been good reports on Robinson from nearly all the northern states with some enthusiastic supporters as far south as Missouri and northern Virginia.

Robinson berries are usually rather soft and not considered very high in quality, although there are many who do not agree with this and feel that Robinson quality is good. In this section of Maryland Robinson, in dry years, has been quite profitable but in wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small but they do bear big berries. Robinson did not lose as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson is now entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production.

Another thing that has helped Robinson, we believe, is the fact that like Premier the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease.

Robinson acreage in several northern states has increased during the last few years. The compelling motive for this is the money Robinson has made for its growers.

As a processor Robinson has not ranked high, but is accepted and used widely in areas where large quantities of Robinson are produced.

For a berry that is sure to grow, nothing will surpass Robinson in the north. It usually makes too many plants so that some thinning is necessary. PROFIT is the motive for planting Robinson. Despite some weak points it will soon be planted widely by many growers who remember the dollars that rolled in with Robinson. Price list page 32.



ROBINSON

A Money Maker For Northern Growers

ERIE

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, about with Sparkle. Our supply of Erie plants this year is very limited. Price list page 32.



*Still
a
Money-
Maker
in the
Middle
States*

TENNESSEE BEAUTY

Tennessee Beauty was originated and introduced by the Tennessee Station. It has been grown very widely in Tennessee, Kentucky and other middle states in the succeeding years. Here in Maryland we would plant Tennessee Beauty as a late variety for profit ahead of all others. Although originated primarily as a southern berry, Tennessee Beauty has been very successful in some of the northern states. Sometimes it has been subject to winter injury which in turn reduces the yield. This is particularly true on fairly high, sandy soil.

Highest yields in test after test throughout Kentucky and Tennessee helped gain and hold the high opinion which most growers have for Tennessee Beauty.

Price comparisons for 16 quart crates on the Cincinnati Market with Tennessee Beauty

| | | | | | | | |
|--------------|--------|------------|--------|--------------|--------|-----------|--------|
| Tenn. Beauty | \$5.57 | Pocahontas | \$5.41 | Tenn. Beauty | \$5.42 | Blakemore | \$4.90 |
| Tenn. Beauty | 5.52 | Dixieland | 5.30 | Tenn. Beauty | 5.62 | Albritton | 6.20 |

Comparisons were made only when prices on both varieties were quoted on the market in 1961.

Tennessee Beauty plants are very healthy and very productive. Tennessee Beauty berries are medium to large in size where moisture is adequate and beds are not too thick. Tennessee Beauty berries are very beautiful. (See color picture, center of catalog.) They are excellent for shipping, firm enough so that if bad weather or shortage of help delays picking for a day or two there need be very little loss of fruit. Tennessee Beauty berries are among the best for freezing and processing. They are easy to cap too. In fact they cap so easily that they are sometimes subject to criticism when picked for the fresh market.

We have a fine supply of well-rooted Tennessee Beauty plants. You will like Tennessee Beauty and it will make money for you. Price list page 32.



JERSEYBELLE

Big and Beautiful

Jerseybelle is a very large-fruited variety with a late ripening season. The berries have a shiny skin, a tough surface and rather prominent yellow seeds. The cap is large and showy which helps to attract the eye of the buyer. The flavor of the fruit is best described as mild, even becoming bland when fully ripe. Under our very dry conditions at picking time in Maryland in 1962 Jerseybelle was our highest quality variety. One reason for this is that Jerseybelle does not set up too heavily on the vines and thus the competition for water and nutrients was not as intense as with heavier yielding varieties.

Jerseybelle plants with virus free stocks are vigorous and will make a fair amount of runners under most conditions. Jerseybelle berries are really fancy (see color picture) and so outstanding for beauty and size that they always bring top prices. Jerseybelle fruit should be picked at just the right time and handled carefully and promptly. It is firm enough for retail trade and overnight shipment if kept picked closely while the berries are still bright red, rather than waiting until they get a deep red color.

Jerseybelle was first listed in our catalog in 1957. At that time it had been grown successfully and profitably for several years by New Jersey growers under the name 7A. Growers who have not tried the virus free stocks of Jerseybelle should re-evaluate the variety in the area where Jerseybelle is grown. From our sales we consider Jerseybelle territory to be primarily Delaware, New Jersey and New York but we still get scattered reports from states adjacent to the area mentioned. It is certainly worthy of trial for the grower who has good berry land and a fancy market available.

Our plants of virus free Jerseybelle are vigorous and the runner production has been good even in a dry season. Price list page 32.

VERMILION

Vermilion was originated at the University of Illinois. In addition to being very productive it has shown a high degree of resistance to red stele. Plant growth is strong and upstanding. It makes an adequate number of big, strong plants rather than a great number of small ones. Vermilion has shown great productiveness in the central states of Ohio, Indiana and Illinois but has not been grown widely enough to recommend it much outside of this territory. One grower from Ohio writes, "Vermilion is by far the most successful berry on our heavy soil. It grows more than a foot tall—picking is easy and the plants make long runners and are easy to hoe in between. We get a good crop the second season."

The berries run medium to large in size, somewhat irregular in shape and they ripen very closely to the ground causing some tendency to green sides. Quality is fair to good with well developed berries. It ripens midseason to late and is fairly firm. Price list page 32.

VESPER

(NJ 157)

Brand New

Large

Late

and

Productive



Vesper is a selection of the New Jersey Agricultural Experiment Station which has had five years of single plot observations and four years of replicated testing as NJ 157. It is the result of a cross between Utah Shipper and Jerseybelle. It ripens very late, somewhat later than Jerseybelle but before Redstar. Reports from where it has been grown indicate that it has been the most productive of all the selections or varieties during the time it has been in replicated plots. It has a longer harvest season than Jerseybelle and extends well into the Redstar season.

The fruit is of a rich red color, with a beautiful gloss if harvested at the proper stage of maturity. The berries are very large but the primary fruits are furrowed. The later fruits are smooth but it certainly does not have the over-all smoothness and uniformity of Jerseybelle. The cap is large and showy and the seeds are raised and attractive as in Jerseybelle. (See color picture, inside front cover.)

The quality of Vesper is generally considered to be better than that of Jerseybelle but not as good as Sparkle. Reports indicate it is commercially firm in all areas where Jerseybelle is grown, but it lacks the necessary firmness for commercial shipment in North Carolina. In 1962 Vesper ripened very rapidly and appeared softer than in previous years of testing. In addition, irregular ripening was a factor for the first time.

The plants of Vesper are of medium size and make runners very freely—much more freely than Jerseybelle. Reports from North Carolina indicate that leaf diseases have been a problem but this can be overcome by dusting or spraying with copper or some other fungicide at the proper time. Probably the most serious limitation of Vesper will be the fact that it is not resistant to either red stele or verticillium wilt. Obviously it should not be planted where these diseases have been a problem.

We have a moderate supply of beautiful well-rooted Vesper plants and it is certainly worthy of trial in all the territory where Jerseybelle has been successful as well as adjacent areas. Price list page 32.

AMBROSIA

Ambrosia is a good very late variety that makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light-colored berries, resembling Big Joe very much in size and

appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

REDSTAR



With Redstar you can extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late it is never killed by late frost. These two attributes should be the basis of your decision to grow Redstar.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from moist soil or irrigation. With virus free plants it is easy to get a wonderful fruiting row with healthy, beautiful foliage.

One complaint about Redstar berries is fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and

twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardner you can stretch the season and feed your family wonderful desserts after other berries are gone. Price list page 32.

STREAMLINER

Streamliner, an everbearing variety, seems to be worthy of being included in the virus free plant breeding program. Reports indicate that the plants produce spring crops and bear through late summer and fall. Berries are medium to large, having a red color throughout. This variety is worthy of trial if you know someone who has successfully grown it in your area. Price list page 32.

GENEVA

Geneva is another everbearing variety that has been included in our virus free breeding program. It was originally selected by the New York Station at Geneva where it was known as NY 547. Dr. Slate has indicated the variety shows promise but has one very serious drawback—it lacks firmness. We have not as yet fruited this variety and we suggest it as worthy of trial only where you have first hand information on it. Price list page 32.



SUPERFECTION

World's Finest Everbearer

We favor Superfection over all other everbearers that we have tried primarily because it is the best in producing berries when you want them—in late summer and fall. All everbearing varieties for satisfactory results should be planted in hills with the runners removed. The Ohio System, described on page 30, has enabled many growers of everbearers to have much more pleasure and profit from their plantings. Superfection, under good conditions, makes an adequate number of plants. Under very good conditions they set plants almost like Blakemore. Under conditions of extreme heat and drought they will almost completely die out unless irrigated. Where grown in the hill system, described on page 30, with all the runners removed there is usually little trouble in getting a good stand of plants and fair to good crops of fruit, depending on weather conditions, particularly adequate moisture.

Scoffed at as of little value by commercial growers for many years the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All our plants of Superfection are grown from virus free stocks. They are well rooted, true to name and strong plants, giving you your best chance of having good results with everbearers. Price list page 32.

Rice Co., Minn., June 1, 1962. "The 1,000 Superfection plants were of excellent quality and we were very pleased with them. They were set the day we received them and due to ideal weather (cloudy, cool and wet) they came through in fine shape. We are looking forward to buying more plants from you next year." THOMAS CRAVEN.

GEM

Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate

differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1963 will bear their best crop in May or June 1964. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

In spite of some very good results setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even if good plants were available and they usually are not. However, August and September planting is increasing in the Norfolk, Va. area, as well as the Eastern Shores of Virginia and Maryland and southern Delaware. Mostly the Pocahontas variety is used with some Dixieland.

Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far south. Recent results with the Pocahontas variety in southern Delaware, eastern Maryland and Virginia may provide another exception.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce straw-

berries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are

almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available plants can be set safely at least two weeks later than with freshly dug stock.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZER BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be

stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves, if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O.K. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in the late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

| | Rows | In the row | Total per acre |
|-------------|-----------|------------|----------------|
| 3 | ft. apart | 18 inches | 9,680 plants |
| 3 | ft. " | 24 " | 7,260 " |
| 3½ | ft. " | 18 " | 8,297 " |
| 3½ | ft. " | 24 " | 6,223 " |
| 4 | ft. " | 18 " | 7,260 " |
| 4 | ft. " | 24 " | 5,445 " |
| 3 ft. 8 in. | | 18 " | 7,128 " |

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O.K.

The very best way to hold plants is in cold storage at 28 to 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments as well as much practical experience have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)



HOW FAR APART SHOULD PLANTS BE SET?

In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 (SES) is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter

and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslings or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

INSECTS AND DISEASES. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely overcome on infected soil by using resistant varieties. (See page 30.)

Verticillium wilt, a soil-borne fungus, has been developing as a serious problem of strawberries within the past three years. Selection of resistant varieties and not planting after susceptible crops such as tomatoes, Irish potatoes, eggplant and peppers, are the best controls to date. (See page 30.)

Captan sprays or dusts are proving helpful in reducing fruit rot which is especially bad in wet seasons and can be serious any year. Captan dusts are now a standard practice with us. Spacing of plants (such as the hill system) helps to prevent berry rot. For further information on Captan write for our mimeographed sheet on the subject.

The clipper, frequently present near wooded areas, can be controlled by dusting or spraying with two applications—the first when the

buds show at the crown and the second when the stems have pushed out of the crown. One successful material has been DDT at the rate of 30 lbs. of 5% DDT dust per acre. See your own County Agent for your area. Frequently different dusts can be combined to control both rot and insect pests in the same application.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is borne on the same plants that produced the first crop.

ODDS AND ENDS

1. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.

2. Spittle bugs and tarnish plant bugs that cause malformed berries (nubbins) have been controlled by dusting with a 10% toxaphene dust at the rate of at least 30 lbs. per acre. The first application should be made when the blossom buds first show in the crown and the second application about ten days later when the buds have pushed out of the crown. This material will also control Clipper if applied in this fashion.

3. The use of chlorodane is one of the things a small grower can and should do. It is applied at the rate of about 10 lbs. per acre of actual chlorodane and may be combined with fertilizer for a general application before setting your plants. For further information please write and ask for our mimeographed sheet on chlorodane.

4. Growing strawberries in barrels. The idea of growing strawberries in barrels appeals to those who love growing plants, especially berry plants, but who have only limited space. When tempted to try a berry barrel it should be kept in mind that even if successful it is not an economical way of growing berries. Most of your satisfaction must come from the beauty of the foliage, blooms and berries rather than in the quantity and utility of the berries themselves. For further information write for our mimeographed sheet on this subject.

5. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested.

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered
in these Collections are from
VIRUS FREE STOCKS

Bargains in Gardens—You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. **Postal charges are included in these prices.**

POSTPAID: All Collections postpaid anywhere in continental U.S.A. at prices quoted. Order all Collections by name—Collection A, Collection B, etc.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except northern and extreme southern areas.

MIDLAND—Very early—Freezing excellence.

FAIRFAX—Finest quality; the garden berry deluxe!

CATSKILL—Hardy and productive; our best seller.

TENNESSEE BEAUTY—Best late variety for the middle states.

| | |
|--|--------------------|
| Collection A— 100 plants, 25 each of the 4 kinds..... | \$ 5.40 (Postpaid) |
| Collection B— 200 plants, 50 each of the 4 kinds..... | \$ 8.95 (Postpaid) |
| Collection C— 400 plants, 100 each of the 4 kinds..... | \$14.40 (Postpaid) |
| Collection D—1000 plants, 250 each of the 4 kinds..... | \$28.85 (Postpaid) |



Couldn't be more pleased

Tuscarawas Co. Ohio, Mar. 29, 1962. "We were so pleased with our plants last year. Every plant grew! We had Collection A of 100 plants, the same as we are ordering for this season. I gave my parents six plants and they had berries every day—at least a quart or two daily. We couldn't be more pleased with our berry crop of last year." MRS. CHESTER HARMON.

300 quarts of berries from 125 plants

Baltimore Co. Md., Feb. 26, 1962. "In 1959 I ordered from you one of your Collections of 100 plants plus 25 Catskill. These 125 plants produced over 300 quarts of berries in 1960. The Earlidawn produced 65 quarts; Catskill did equally as well. In 1961 they averaged over two quarts per plant again. Needless to say I am well pleased with your plants." WILLIAM D. GRIFFITH.

Courtesy of Olin Russell, Cuyahoga County, Ohio

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

EARLIDAWN—Earliest of all; frost resistant.

EMPIRE—Good dessert quality; dependable producer.

CATSKILL—Hardy and productive; our best seller.

SPARKLE—Late; excellent for freezing; productive.

Collection E— 100 plants, 25 each of the 4 kinds.....\$ 5.50 (Postpaid)

Collection F— 200 plants, 50 each of the 4 kinds.....\$ 9.10 (Postpaid)

Collection G— 400 plants, 100 each of the 4 kinds.....\$14.60 (Postpaid)

Collection H—1000 plants, 250 each of the 4 kinds.....\$29.20 (Postpaid)

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

REDGLOW—Outstanding beauty, size and quality.

MIDWAY—Good for dessert and freezing—Robust plants.

SURECROP—Midseason; exceptional vigor. Large, attractive berries.

VESPER—Very large and very late. Productive.

Collection K— 100 plants, 25 each of the 4 kinds.....\$ 5.60 (Postpaid)

Collection L— 200 plants, 50 each of the 4 kinds.....\$ 9.15 (Postpaid)

Collection M— 400 plants, 100 each of the 4 kinds.....\$14.75 (Postpaid)

Collection N—1000 plants, 250 each of the 4 kinds.....\$29.60 (Postpaid)

Courtesy S. C. Donohue, Putnam County, W. Va.

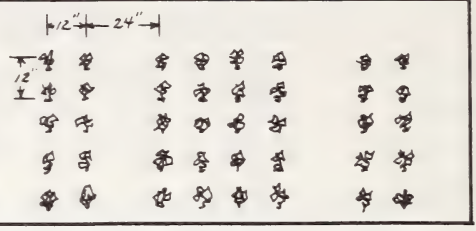
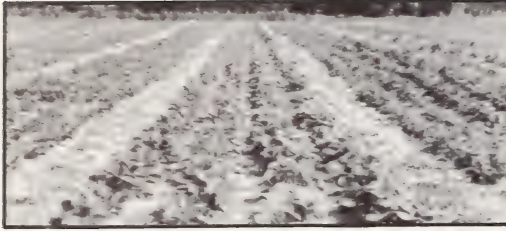


FROM ALABAMA TO ALASKA ALLEN'S PLANTS GROW

Jefferson Co. Ala., May 7, 1962. "Let me first tell you that the strawberry plants that you sent me sometime ago are the finest that I have ever seen. I planted them as you instructed and they are just blooming 'up a storm.' I pinched off the first blooms as you said to do and they are now full of berries." CATLIN C. REEVES.

Sterling, Alaska, June 19, 1962. "The strawberry plants are certainly thriving and I just can't explain in words how well they are doing. Every plant grew. At present over half of the plants are in bloom and buds on the others, ready to bloom. It is surprising how things will grow in this new soil." L. J. ROWLETT.

Shaw Creek, Alaska, June 1, 1962. "The varieties I planted last season were Catskill, Empire, Premier and Sparkle. All of the plants survived the winter and we had minus 60 degrees at times; we also had 92 inches of snow. I did not use mulch on the plants as we had a heavy snow early in the fall and that was protection enough. However, this spring when the snow began to melt and the plants were showing life (we were still having freezing weather at night) I covered the plants with newspaper and left them covered until it quit freezing at night. The Catskill look the best of any so far. My opinion of W. F. Allen Company plants is very high." CLIFFORD E. NEWTON.



FOR BEST RESULTS WITH EVERBEARERS USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant saw dust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and

medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers than they did before. (See page 23.)

VARIETAL RESISTANCE TO STRAWBERRY DISEASES

Based on the New Jersey work of Varney, we have the following information in regard to varietal resistance to verticillium wilt: Among the most resistant varieties that we are listing are Catskill, Surecrop, Robinson, Premier, Temple, Tennessee Beauty and Gem. The varieties with an intermediate degree of resistance include Blakemore, Redglow, Empire, Fairfax and Albritton. The most susceptible variety to verticillium wilt is Earldawn. Among those varieties with a high degree of susceptibility are Dixieland, Redstar, Midway, Jerseybelle, Midland Missionary, Pocahontas, Armore and Sparkle. Verticillium wilt, which causes "summer dying" of strawberry plants, has been particularly bad when strawberry plants have followed a susceptible crop such as tomato, Irish potato, eggplant and pepper. Verticillium wilt is only a problem in some areas of the north and we have never seen it at all on our own farms here in Maryland.

Red stele is a subject of continuing research. At least five different races of red stele root rot have been identified. Among the varieties with resistance to the most common form are Midway, Redglow, Sparkle, Stelemaster, Surecrop, Temple, and Vermilion. Stelemaster and Surecrop have resistance to other races of red stele and seem to be your best bet where red stele is a major problem.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

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 32.

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 ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Indicate on the order sheet the approximate date you want the plants shipped to you. See paragraph on page 25 "When Should Plants be Set?". 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—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the fifth postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of \$2.56 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide on this page. Send enough postage as any excess will be returned to you. **We do not advise**

C.O.D. shipments as they require from 40¢ to \$1.00 additional postage for that service. In addition delivery is delayed by two or more days in many instances. **COLLECTIONS** offered on pages 28 and 29 are **prepaid** and no postage need be sent for these.

Our Guarantee. We guarantee all plants ordered shipped before May 15th 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.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland you are in zone indicated. If convenient ask your postmaster. Zone 2—includes Trenton, N. J., Harrisburg, Pa., Philadelphia, Pa., Hagerstown, Md., Charlottesville, Va., Richmond, Va., Norfolk, Va.
Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Pa., Roanoke, Va., Wilmington, N. C.
Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.
Zone 5—includes the entire state of Illinois, St. Paul, Minn., St. Louis, Mo., Little Rock, Ark.
Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.
Zone 7—includes El Paso, Tex., Denver, Colo.
Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PARCEL POST RATES

| Pounds | Zones 1 & 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---------|-------------|--------|--------|--------|--------|--------|--------|
| 2..... | \$.33 | \$.35 | \$.39 | \$.45 | \$.51 | \$.58 | \$.64 |
| 3..... | .38 | .41 | .47 | .55 | .64 | .74 | .83 |
| 4..... | .43 | .47 | .55 | .65 | .77 | .90 | 1.02 |
| 5..... | .48 | .53 | .63 | .75 | .90 | 1.06 | 1.21 |
| 6..... | .53 | .59 | .70 | .85 | 1.03 | 1.22 | 1.40 |
| 7..... | .58 | .65 | .77 | .95 | 1.16 | 1.38 | 1.59 |
| 8..... | .63 | .71 | .84 | 1.05 | 1.29 | 1.54 | 1.78 |
| 9..... | .68 | .77 | .91 | 1.15 | 1.42 | 1.70 | 1.97 |
| 10..... | .73 | .83 | .98 | 1.25 | 1.55 | 1.86 | 2.16 |
| 11..... | .77 | .89 | 1.05 | 1.35 | 1.67 | 2.02 | 2.34 |
| 12..... | .81 | .95 | 1.12 | 1.45 | 1.79 | 2.18 | 2.52 |
| 13..... | .85 | 1.01 | 1.19 | 1.55 | 1.91 | 2.34 | 2.70 |
| 14..... | .89 | 1.07 | 1.26 | 1.65 | 2.03 | 2.50 | 2.88 |
| 15..... | .93 | 1.13 | 1.33 | 1.75 | 2.15 | 2.66 | 3.06 |
| 16..... | .97 | 1.18 | 1.40 | 1.85 | 2.27 | 2.81 | 3.24 |
| 17..... | 1.01 | 1.23 | 1.47 | 1.95 | 2.39 | 2.96 | 3.42 |
| 18..... | 1.05 | 1.28 | 1.54 | 2.05 | 2.51 | 3.11 | 3.60 |
| 19..... | 1.09 | 1.33 | 1.61 | 2.15 | 2.63 | 3.26 | 3.78 |
| 20..... | 1.13 | 1.38 | 1.68 | 2.25 | 2.75 | 3.41 | 3.96 |
| 21..... | 1.17 | 1.43 | 1.75 | 2.34 | 2.87 | 3.56 | 4.14 |
| 22..... | 1.21 | 1.48 | 1.82 | 2.43 | 2.99 | 3.71 | 4.32 |
| 23..... | 1.25 | 1.53 | 1.89 | 2.52 | 3.11 | 3.86 | 4.50 |
| 24..... | 1.29 | 1.58 | 1.96 | 2.61 | 3.23 | 4.01 | 4.68 |
| 25..... | 1.33 | 1.63 | 2.03 | 2.70 | 3.35 | 4.16 | 4.86 |
| 30..... | 1.53 | 1.88 | 2.38 | 3.15 | 3.95 | 4.91 | 5.76 |
| 35..... | 1.73 | 2.13 | 2.73 | 3.60 | 4.50 | 5.61 | 6.61 |
| 40..... | 1.93 | 2.38 | 3.08 | 4.05 | 5.05 | 6.31 | 7.46 |
| 45..... | 2.13 | 2.63 | 3.43 | 4.50 | 5.60 | 7.01 | 8.26 |
| 50..... | 2.33 | 2.88 | 3.78 | 4.95 | 6.15 | 7.71 | 9.06 |
| 55..... | 2.53 | 3.13 | 4.08 | 5.35 | 6.70 | 8.36 | 9.86 |
| 60..... | 2.73 | 3.38 | 4.38 | 5.75 | 7.25 | 9.01 | 10.66 |
| 65..... | 2.93 | 3.63 | 4.68 | 6.15 | 7.80 | 9.66 | 11.46 |
| 70..... | 3.13 | 3.88 | 4.98 | 6.55 | 8.35 | 10.31 | 12.26 |

WEIGHT OF PLANTS:

25 plants, 1 lb. 100 plants, 4 lbs.
500 plants, 20 lbs. 1000 plants, 40 lbs.

PRICE LIST FOR SPRING—1963

| | 25 plants | 50 plants | 100 plants | 200 plants | 300 plants | 400 plants | 500 plants | 1000 plants | 5000 plants |
|------------------------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|
| Early Varieties | | | | | | | | | |
| ★ ALBRITTON | \$ 1.15 | \$1.90 | \$3.00 | \$5.25 | \$6.75 | \$ 8.10 | \$ 9.40 | \$15.00 | \$70.00 |
| ★ BLAKEMORE | 1.15 | 1.90 | 3.00 | 5.25 | 6.75 | 8.10 | 9.40 | 15.00 | 65.00 |
| ★ DIXIELAND | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ DORSETT | 1.45 | 2.45 | 3.90 | ----- | ----- | ----- | ----- | ----- | ----- |
| ★ EARLIDAWN | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ FAIRFAX | 1.40 | 2.30 | 3.70 | 6.45 | 8.35 | 10.00 | 11.60 | 18.50 | 90.00 |
| ★ FLORIDA 90 | .75 | 1.25 | 2.00 | 3.25 | 4.40 | 5.25 | 6.10 | 10.00 | 45.00 |
| ★ HOWARD 17 | 1.30 | 2.15 | 3.50 | 6.10 | 7.85 | 9.45 | 10.95 | 17.50 | 85.00 |
| ★ MIDLAND | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ MISSIONARY | .75 | 1.25 | 2.00 | 3.25 | 4.40 | 5.25 | 6.10 | 10.00 | 45.00 |
| ★ PREMIER | 1.30 | 2.15 | 3.50 | 6.10 | 7.85 | 9.45 | 10.95 | 17.50 | 85.00 |
| ★ REDGLOW | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ SEN. DUNLAP | 1.15 | 1.90 | 3.00 | 5.25 | 6.75 | 8.10 | 9.40 | 15.00 | 70.00 |
| ★ STELEMASTER | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| Midseason Varieties | | | | | | | | | |
| BIG JOE | 1.45 | 2.45 | 3.90 | ----- | ----- | ----- | ----- | ----- | ----- |
| ★ CATSKILL | 1.35 | 2.25 | 3.60 | 6.30 | 8.10 | 9.70 | 11.25 | 18.00 | 87.50 |
| ★ MIDWAY | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ EMPIRE | 1.45 | 2.45 | 3.90 | 6.85 | 8.75 | 10.50 | 12.20 | 19.50 | 95.00 |
| ★ POCAHONTAS | 1.35 | 2.25 | 3.60 | 6.30 | 8.10 | 9.70 | 11.25 | 18.00 | 87.50 |
| ★ SURECROP | 1.40 | 2.30 | 3.70 | 6.45 | 8.35 | 10.00 | 11.60 | 18.50 | 90.00 |
| ★ TEMPLE | 1.45 | 2.45 | 3.90 | ----- | ----- | ----- | ----- | ----- | ----- |
| Late Varieties | | | | | | | | | |
| ★ ARMORE | 1.25 | 2.10 | 3.40 | 5.95 | 7.65 | 9.20 | 10.60 | 17.00 | 80.00 |
| ★ ERIE | 1.35 | 2.25 | 3.60 | 6.30 | 8.10 | 9.70 | 11.25 | ----- | ----- |
| ★ JERSEYBELLE | 1.35 | 2.25 | 3.60 | 6.30 | 8.10 | 9.70 | 11.25 | 18.00 | 85.00 |
| ★ ROBINSON | 1.25 | 2.10 | 3.40 | 5.95 | 7.65 | 9.20 | 10.60 | 17.00 | 82.50 |
| ★ SPARKLE | 1.35 | 2.25 | 3.60 | 6.30 | 8.10 | 9.70 | 11.25 | 18.00 | 87.50 |
| ★ TENN. BEAUTY | 1.30 | 2.15 | 3.50 | 6.10 | 7.85 | 9.45 | 10.95 | 17.50 | 85.00 |
| ★ VERMILION | 1.20 | 2.00 | 3.20 | 5.60 | 7.20 | 8.65 | 10.00 | ----- | ----- |
| Very Late Varieties | | | | | | | | | |
| ★ AMBROSIA | 1.20 | 2.00 | 3.20 | 5.60 | 7.20 | 8.65 | 10.00 | 16.00 | ----- |
| ★ REDSTAR | 1.50 | 2.50 | 4.00 | 7.00 | 9.00 | 10.80 | 12.50 | 20.00 | 97.50 |
| ★ VESPER (NJ 157) | 1.85 | 3.10 | 5.00 | 8.75 | 11.25 | 13.50 | 15.60 | 25.00 | ----- |
| Everbearing Varieties | | | | | | | | | |
| ★ GEM | 2.25 | 3.75 | 6.00 | 10.50 | 13.50 | 16.20 | 18.75 | 30.00 | ----- |
| ★ GENEVA | 2.50 | 4.25 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| ★ STREAMLINER | 2.40 | 4.00 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| ★ SUPERFECTION | 2.25 | 3.75 | 6.00 | 10.50 | 13.50 | 16.20 | 18.75 | 30.00 | ----- |

★ Our plants of these varieties are grown from virus free stocks.

Regular non-virus free stocks of Premier are available in small quantities.

W. F. ALLEN COMPANY SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

SUPERFECTION

**World's Greatest
Everbearer!**



ALLEN'S PLANTS

Standard of the Industry for

78 YEARS

MIDWAY

Midseason-Productive
Good dessert quality



SURECROP

**TOPS FOR
VIGOR**



W. F. ALLEN CO. 1963

SALISBURY, MARYLAND



CATSKILL

KING OF THE MIDSEASON VARIETIES