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ALLEN'S

Book of Berries



CHESAPEAKE
*The Aristocrat
of Strawberries*
TOP PRICES ALWAYS

SEE PAGE 18

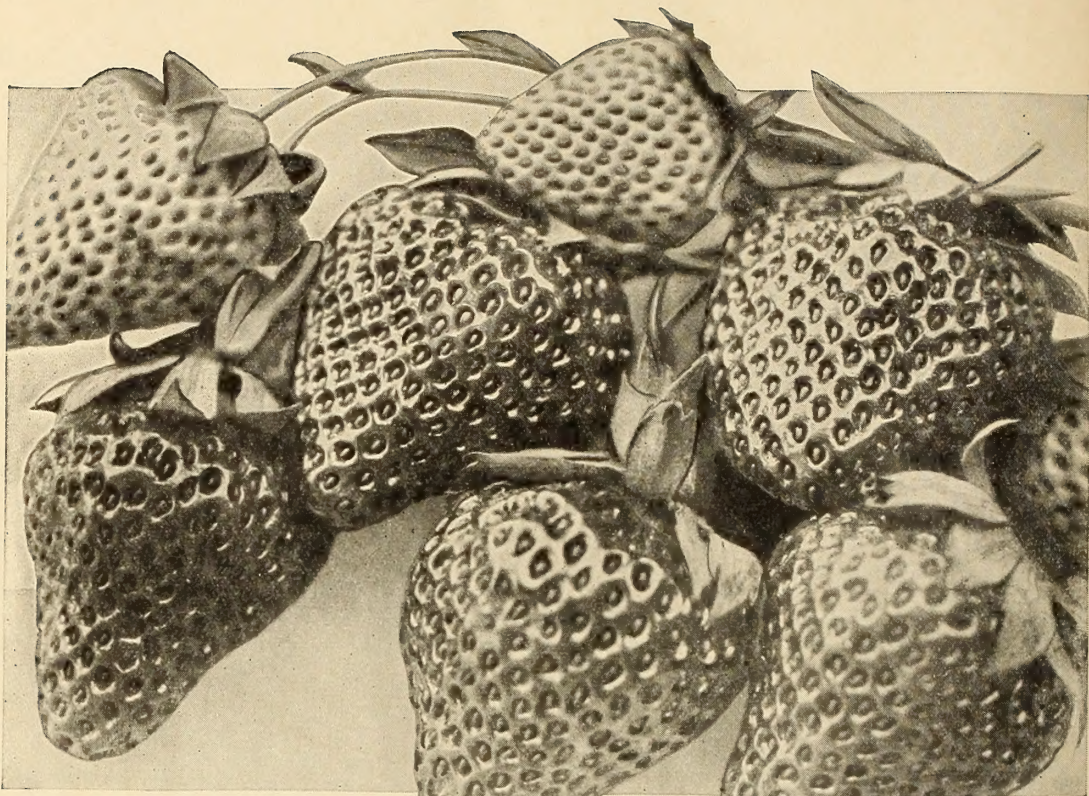
MASTODON
*The
Supreme
Everbearer*

SEE PAGE 10



The

W.F. ALLEN CO.
SALISBURY, - MD.



Premier Berries
—They Pay

Good Business

The main purpose of this Berry Book is, of course, to secure orders for Allen's strawberry plants. And we believe it is good business as well as honest to refrain from making extravagant claims. We feel we should give *probable* as well as *possible* yields and profits in discussing the results obtainable in growing strawberries. We aim to tell the plain truth in our descriptions of all varieties whether old or new, and to state nothing but facts in our efforts to interest you especially in Allen's plants. It is with this attitude that we are presenting to you, this, our Forty-Seventh Annual Catalogue.

Last year we pledged our customers that if the growing season of 1931 was anywhere near normal our prices, which we had raised on account of the drought the preceding summer, would average no higher than they were in 1929. We have had a fairly good growing season, and we have a nice stock of plants of nearly all varieties, and as you will note, our prices on most varieties are about \$1.00 per thousand lower than they were in 1929-1930, and \$2.00 per thousand lower than they were in 1931. We have not attempted to make price the only consideration as we believe most people are willing to pay a fair price for good plants. We know of no more extravagant way to try to save a dollar than in trying to substitute cheap plants for good ones, at a saving of one dollar per thousand in the price.

This Berry Book is not as elaborate as some and at first glance may not catch the eye as quickly as if we had had colored pictures of big red strawberries all through and around it, but we honestly believe that we have on its pages as much helpful information about how to grow berries, the descriptions and recommendations as to varieties, and discussions about the prospect of growing strawberries for profit as in any similar book you will find. As stated at the beginning of this page we have tried to refrain from extravagant statements because we felt that it was both honest and good business to do so. The use you make of the order sheet and return envelope herewith inclosed will determine if we are right.

A Personal Word From W. F. Allen

October 22nd, 1931

Dear Friends:

Forty-seven years ago last spring the writer borrowed fifteen dollars to buy his first strawberry plants. The following spring he sold plants from those and has been selling strawberry plants ever since, our annual sales now running well into the millions of plants. So far as I know the writer has been selling strawberry plants longer than any man now living and has probably distributed more plants of this delicious fruit than any other one person. Three of my sons are now associated in the business with me and a foreman who has been with me over thirty-five years and takes as much interest as he possibly could if it were all his. We believe this enables us to carry on this work as well or perhaps a little better than any other grower by giving every detail close personal attention.

At the present time there are lots of cheap plants in the country being bought up very cheaply from hard-pressed farmers by inexperienced dealers who have not had sufficient experience and training to grade and pack plants properly or to detect mixtures. Such plants are often very costly in the end even though they cost less at the start. You cannot afford to take such chances. Our own stock consists of 160 acres all grown especially for plants under our own personal supervision and we know they are right. The illustration on page four is a fair sample of how our fields look. Such plants are worth more by far, and yet the price this year is very reasonable as you will see by our price list, page 23. We are prepared in every way to take care of your orders efficiently, promptly and satisfactorily. To those who are so situated that they can visit our nurseries we extend a hearty invitation to do so. Come look us over, compare our stock, our personnel, our ability to serve, with any competitor you choose. We welcome you.

And now we want to extend our sincere thanks to the many thousands of patrons throughout the country who have so generously entrusted their orders with us in the past and made this business possible. To them and to those who have not patronized us before, we want to say that we shall strive to merit your confidence and give you the best that money can buy this year and all the years to come. We cannot expect to succeed unless we can help our customers to success. Again we thank you.



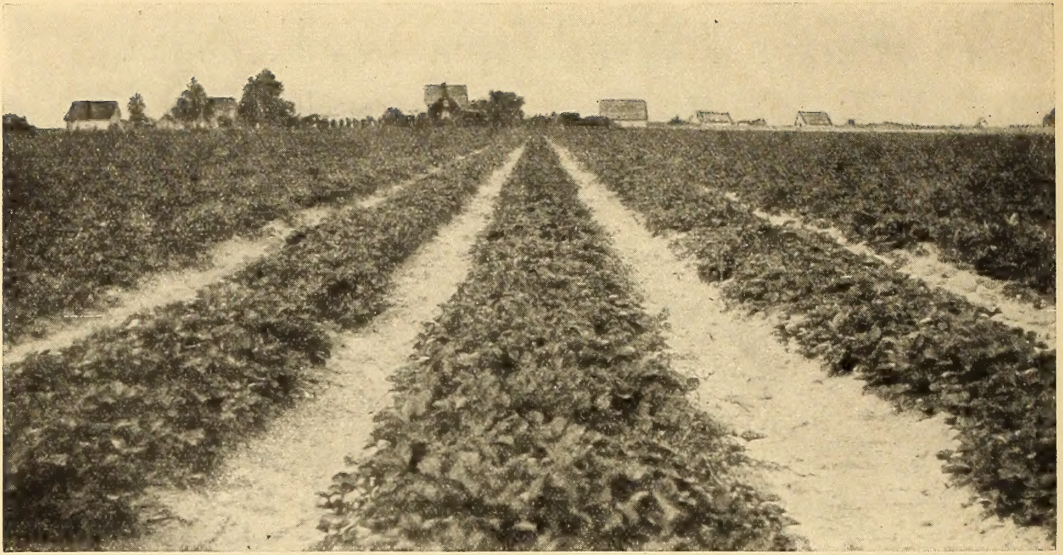
Grow Strawberries
Delicious, Healthful and
Profitable

A handwritten signature in cursive script that reads "W. F. Allen".

Trying Them Out

A section of our trial plot of more than one acre, 45 different varieties, is shown here. We are trying many new varieties, highly praised in different plant catalogs, to see how they "stack up" with the old standards. We want to know and we want you to know. We'll tell you the facts as they are with us. Among others we are trying Bellmar, Blakemore, Jupiter, Southland, Washington, Howard Supreme, May Queen, Red Heart and Wil-Son right along with proven varieties like Premier, Big Joe, Big Late, Lupton, William Belt, and Chesapeake. Visit us at fruiting time, about May 25th, 1932, and let's look them over together. We will be glad to see you.





Premier Plants to Fill Your Orders this Spring

Your Money's Worth in Strawberry Plants

The picture above shows a field of vigorous, well grown strawberry plants. On the back cover of this book there is a group of fine, well-cleaned plants such as can be dug from the field pictured above. On the opposite page you see a picture of four extra fine, well rooted, well cleaned plants such as will convince you at once that they will live and grow and thrive. These plants are the equal of any plants you will find anywhere, and greatly superior to plants less vigorous and well rooted. Allen's plants are grown in sandy loam soil, in which such roots as you see pictured are developed, and from which the plants can be removed without breaking off great numbers of roots. We do not claim to be the only plant growers who can and do produce such plants, but we do believe that you get your money's worth with our plants. Even if two lots of plants are equally vigorous and grown in the same kind of soil, greater value can be added or maintained by the way they are handled.

1. **True to Name.** Plants that are true-to-name should be kept that way and not mixed by careless handling.

2. **Fresh and Moist.** Plants should be kept fresh and moist while digging and handling—and not allow sun and wind to make them dry and withered.

3. **Well Cleaned.** They should be well cleaned and bunched evenly. Dead and decaying leaves tend to prevent plants from reaching you in good condition. And well cleaned plants, bunched evenly, with roots straightened, make setting easier, quicker and better.

4. **Full Count of Good Plants.** Plants should

be selected and any weak, poorly rooted ones discarded. There should be full count of good plants.

5. **Proper Packing**—with roots in layers of moist sphagnum moss and the tops to the outside of the crate, with bunches firm enough to prevent shaking around but not tight enough to cause heating. Plants should be packed to reach you in good growing condition—fresh and moist—but not rotten nor dried up.

6. **Prompt Service.** Plants to be of greatest value should reach you when you want them and not after your best planting season has passed. Prompt shipment from freshly dug plants.

A falling down in any one of these things would detract from the value of the plants, and an assurance that they are done properly maintains to the utmost their capacity for getting results.

We have this year some of the finest, most vigorous fields of plants that we have had for many years. We handle no other nursery produce except Asparagus roots, and the time and efforts of Mr. W. F. Allen and his three sons are concentrated on this business. We believe we can and do more nearly accomplish the things mentioned in the six paragraphs above than can be done where a complete line of nursery stock is handled. We handle strawberry plants only, and we honestly believe we do this one thing enough better to show results for you. Won't you give us a chance to prove it?

7 Ways To Lose

We realize there are times when strawberry growers can use plants from their own fruiting beds to advantage, but there are many disadvantages in doing so. Of course you save the cost of the plants and transportation but you may lose in any or all of the following ways:—

1. The trouble and expense of digging and cleaning your own plants, especially where you are inexperienced at this kind of work and the soil is heavy and hard.

2. The money you would receive for the berries produced by the plants you dig, including the second crop where they are kept over.

3. The invigorating effects that often come from a change of soil and climate. There is often a very marked gain.

4. The convenience of having plants right at hand when you want them.

5. The beneficial results of early planting are well known. You can take advantage of the first "open spell" (in the north) by setting Allen's plants instead of digging your own.

6. Well cleaned plants, with evenly bunched,

straightened roots make setting easier, quicker and better. We have received shipments of plants which were not properly cleaned. Dead and decaying leaves and runners were tangled indiscriminately with tops and roots. It costs from thirty to fifty cents per thousand to get such plants ready for setting. Cheap plants usually come that way even though the plants themselves may be fairly good.

7. Allen's plants are grown for plants, in a light, sandy loam soil. Many of the best strawberry soils are heavy and plants dug there are short rooted and knotty, making them hard to set and less resistant to drought or mechanical disturbances. In many such cases Allen's plants are better plants than your own and will give you better results.

These things are made especially true this year because you can get really good plants at such a reasonable price. Allen's plants or most varieties are priced lower than for over ten years, and the high standards of grading, packing and careful handling have been and will be maintained.

Best Always Cheapest In The Long Run

Otsego County, N. Y., June 2nd, 1931.—I am writing to say how well I liked your dealings with me and the splendid condition of the Mastodons when they arrived. It is easy to see the little things that make you know you are dealing with careful business methods. I had no better plants than yours this spring. I had one lot from Michigan that were cheap in price but out of 1,000 Dunlaps I set only 700 plants. I am old enough to know better but I didn't some way. The best have always been the cheapest in the long run. I wanted to say this word of commendation and assure you of my confidence.
E. E. Benson.

Not One Drooped Its Head

Cecil County, Md., May 7th, 1931.—I received the plants on the 5th instance and set them out late the same afternoon. Really I don't believe one even withered or drooped its head. All the plants are in fine condition. They look like I will have some berries from them as many blossoms as they have on some of them. I am so proud of my plants. I will like a few hundred more plants next spring and will write you early. Please accept my thanks again.
Mrs. L. L. Haskins.

Nice Plants and Liberal Count

Fayette County, Pa., April 15th, 1931.—Received my plants Monday evening and got them out next day. I want to thank you for the nice plants and the liberal count. I always tell my neighbors when buying plants to send to the Allen Company.
Mr. J. G. S. Chalfant.

PLANTS THAT PRODUCE RESULTS



Real **BEAUTIES**
and as good as they look



PROFITS--Probable and Possible

\$1,000.00 from one-half acre. Yes, this is possible as you will note by reading the letter of Mr. Wm. J. Bean, printed on the next page. But we hope you will take our word for it that \$1,000.00 from one-half acre or even \$1,000.00 per acre is not probable. Where everything breaks right, you have good soil, give them excellent treatment, weather conditions favor a good crop, and you have a market for them at a high price, \$1,000.00 per acre is possible. Anyone who attempts to grow strawberries commercially should do their best to make all of these conditions favorable and approach this figure as nearly as possible. Perhaps the suggestions at the bottom of this page would help some. We hope so, but it is only fair to state that a reasonable expectation of profit for average good conditions should not be set higher than from \$300.00 to \$600.00 per acre. Of course that is higher than most other crops and we believe there *are* greater possibilities for profit in strawberries than most any other crop.

Our Recommendations to the berry grower, or prospective berry grower, would be to stay in the business; have some every year whether prospects seem good or bad. It has certainly been true for the past ten or fifteen years that strawberries on the average have paid well, and we see no reason to think the future will be much different. We believe that even in what might be called a bad year you can do better than break even and better than with most other crops, and in a good year there are possibilities of really big profits. So stay in the game, develop your market, and strive to have all the factors of production and marketing working your way.

Here are a few suggestions:

1. Select some of your best land and give it

careful preparation. (See pages 8-9.)

2. Set fancy, high-yielding varieties best suited to your purpose. (See page 22.)

3. Get good, dependable, well-rooted, True-to-Name plants.

4. Grow as many as you can produce and market properly, but no more.

5. If marketing locally, advertise a little either by a small ad in your local paper or by a display in somebody's shop window. (Note letter from Mr. Donald Bowie on next page.)

6. Do not forget that the motor trucks put all cities within one hundred miles or so in your market territory.

7. Try the Roadside Market if on or near a well travelled Highway. (Read letter of Mr. R. W. Varrill on page 7.)

Big Crops From Allen's Plants

Sold On Premier—It Always Yields Well!

Mahoning County, Ohio, July 13th, 1931.—From 100 Premier plants which I purchased from you in April, 1930, I picked 127 quarts of fine berries. This may not be a record but I think it is good for an amateur. I am sold on the Premier. Mr. F. L. Elliott.

Allen's Fine Premier for Record Yields.

Tucker County, W. Va., April 15th, 1931.—The 500 Premier strawberry plants came the 13th and I got them planted in good shape and if weather conditions are favorable expect a good stand as the plants were in as fine shape as any I have gotten in the past forty years. In the spring of 1926 we picked from 400 Premier plants the previous year over 250 gallons, 1,000 quarts. This is the best I have ever done in our more than forty years of raising strawberries. Thank you for your prompt shipment, fine plants and liberal count.

John A. H. Swisher.

100 Mastodon—A Roadside Market—\$48.00.

Strafford County, N. H., October 9th, 1931.—I have a roadside stand with quite a call for strawberries. I would like to know what kind of plants to set for continuous fruit. Everybody around here grows Premier or Howard 17 and after these are gone that is the end. The one hundred Mastodon plants that I bought from you in April have paid me about \$48.00 in August and September. Not so bad for a start. Our land here is rather heavy and more or less clay which of course is wet but plants seem to do well. My Mastodon have probably multiplied about ten or more to one. My Premier better than that, and my Chesapeake not so good. Mr. R. W. Varrill.

A Fine Yield. 5,000 Quarts From 4,000 Plants.

Harford County, Md., November 26th, 1931.—The 4,000 plants bought of you in 1929 yielded 5,200 quarts. Mr. Howard C. Coale.

2,000 Plants. 3,520 Quarts. Some Yield!

Perry County, Pa., March 16th, 1931.—In 1929 I bought 2,000 Premier Plants of you and I planted them. Every one grew and in 1930 I picked 110 crates of them but that was the best crop I ever had. In 1930 I bought 5,000 Premier of you. Every one grew. 500 Mastodon and they all grew. Mr. F. B. Gish.

High Prices For Chesapeake—They're Worth It.

Montgomery County, Md., February 2nd, 1931.—The plants I bought of you in 1929 were fine. Last spring they produced the finest berries you ever saw. We tried to sell at advance prices. The highest price 30c per quart, the lowest 20c per quart wholesale. On June 23rd this town saw the finest berries ever seen there. They looked like wax berries and were put on show in our best restaurant window. People came in and asked if they were wax. Everybody was told that I raised them. The next day at least 50 people complimented me on them. They were your Chesapeake. I received 30c a quart wholesale, Allen's plants are best.

Mr. Donald Bowie.

\$1,000.00 From One-Half Acre. That's Tip Top.

Lebanon County, Pa., February 9th, 1931.—In the spring of 1929 I bought plants from you to put out slightly less than one-half acre. The plants made a thick bed and we sold some to our neighbors. The strawberries were a delight to see. We picked 177 crates which we sold for almost \$900.00 leaving, with the plants sold, over \$1,000 from less than one-half acre. Of course this was the best crop I ever had. I like Allen's plants and have always recommended the same to my neighbors and I do not think there are many other plants coming into this vicinity. I should have said that we put about 400 pounds of fertilizer on this patch in the spring. Mr. Wm. J. Bean.

Strawberries Pay

AND THEY FIT IN

—To make the most out of a small plot of land.

—As a rather sure money crop to fit into your other farm plans.

—To round out your income if you have a part-time job.

—To make some really worth while extra money by having a larger garden.

—Little money needed to start—a real business opportunity.

—The boys and girls can help—and at light, pleasant, profitable work.

—Where women are the bread-winners—with responsibilities to keep them at home.

IN THE GARDEN

We gain nothing worth while without some effort, but that spent on a small strawberry garden is certainly well repaid. A small plot with from 200 to 500 plants will assure you of many things.

1. Plenty of luscious berries over a long season, right fresh off the vines.

2. All you want for table use, "sugared down" or otherwise.

3. Strawberry shortcake, strawberry ice cream, cool drinks from strawberry juices—and other ways.

4. Plenty of berries to can and preserve for winter use.

5. Enough to share with your friends.

6. Ready money from the Salable surplus.

7. With the Everbearers, berries for use all through the late summer and fall.

Order the plants now for your strawberry garden. We will send them when you say. You'll be surprised how little it takes for so much benefit and pleasure.

How to Grow Strawberries

SELECTING and Preparing the Land. No one should hesitate to set strawberry plants on account of climate or soil. They are grown successfully in semi-tropical Florida and as far north as Canada and Alaska.

They are grown successfully on light sandy types of soil and on heavy clay soil, altho, like most other crops, they respond very quickly to fertile, well-drained soils that are full of humus and retentive of moisture.

If your neighbors or others in your locality can grow strawberries, you can, too. But even if no one in your section does grow them, that is no reason why you should not attempt it. It may even be an added reason why you should, because it might leave a better market for your crop or surplus over what you need for home use.

In selecting a soil, keep well in mind that any good garden soil will produce strawberries successfully. If planting a larger acreage, it is well to select a field that has been planted to some hoed crop such as potatoes, beans, cabbage, where the growth of grass and weeds has been kept down and not allowed to go to seed.

It is also well to remember that one of the most essential requirements for strawberries at fruiting time is plenty of moisture. Any soil that has had good crops of cow peas, clover, rye, or any other cover crop turned under will be full of humus, and, therefore, more retentive of moisture, as well as looser and more easily worked in the case of heavier soils.

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

The land selected should be plowed in early spring. If the field has been selected the preceding fall and rye planted, a heavy sod of rye plowed under in early spring will help, altho, of course, it is not necessary. After the ground is plowed in the spring it should be harrowed thoroughly. If stable manure is to be used (see manure and fertilizer below) we like it best spread broadcast on the land just after it is plowed. Then the land, either with or without the manure, should be disced thoroughly, and, if necessary, dragged to level it up so that a nice, soft, even planting bed is available.

Our ideal one year's preparation for a given piece of land for strawberries would be to broadcast the land with stable manure as heavily as

possible for the preceding crop. In this section, that crop would be sweet potatoes, because they are usually kept free of weeds and grass, and when dug there is a very helpful quantity of leaves and vines left in the ground. If dug early, there is also opportunity to plant rye and have a good sod to turn under in spring. The special point we want to make here is that the residual effect of stable manure (especially if quite coarse) applied to previous crop has given us just as good (perhaps better) results as when applied same year plants are set.

Another point. If you want to plant strawberries and have no field following a hoed crop available, plow down grass and weeds before they go to seed and while they are still green. Green weeds and grass plowed under are valuable in adding humus and retaining moisture but dried out growth is of little benefit. If this kind of land is used, though, watch the hoeing closely the following summer.

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

Clipping the roots is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better, however, to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used, it is probably better to clip the roots any way to expedite handling the plants, unless they are very small.

TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready. In the South, February and March and early April. In the Middle States, March and April. In the Northern States, April.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Cultivation and Training. The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants which might have been planted too deep. If this is not done very early, these plants will not recover in time to amount to anything, even though they might live along all summer. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds.

We believe in the well-spaced matted row system of training strawberries, and with this system the first runners from the plants should be encouraged to take root, forming from 10 to 20 or even more young plants from each plant set, paying some attention as the hoeing is done to see that the plants do not become crowded too thickly on the bed. If the plants can be spaced in training them so that each plant is a few inches from any other plant, but with a well filled-in row 15 to 18 inches wide, you will have a very favorable condition for getting large crops of fancy berries. Of course, a wider bed is O. K. where the rows themselves are set 4 feet or more apart, and a narrower bed might be more desirable where the rows are only 3½ feet apart. But in any case, make sure of your fruiting bed by letting the first runners root, cutting off surplus late runners if desirable.

If you desire to use the hill system, the plants should be set considerably closer together and all the runners kept off. We feel that the hill system, if used at all, should be only in cases where the ground is very limited or perhaps with the Everbearing varieties.

Manure and Fertilizer. Barnyard manure spread broadcast on the land after it is plowed and thoroughly disced in is the best thing you can do to add fertility to the land to get a better growth of strawberry plants and fruit. However, this is not necessary. Green manure crops and fertilizer will give very good results. We have had some remarkable results in plant growth from using a mixture composed of 1,500 pounds dissolved bone and 500 pounds of acid phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds per acre of this mixture thoroughly harrowed in before the plants are set, can be used to advantage. Not more than 500 or 600 pounds of this mixture should be used per acre in the drill. We have seen 1,000 pounds per acre used in the drill and not thoroughly mixed with the soil, with the result that a great many of the plants were killed by the fertilizer.

As a top dressing to be used in late summer, or in early spring before growth starts, we have seen 4-8-4 and 7-6-5 fertilizer give excellent results. In a very dry season on very light soil, we have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture. Moist soil, full of humus or naturally springy, would have made the fertilizer application a paying investment even that year.

Nitrogen and phosphorus seem to be the most necessary elements for plant and fruit growth, but potash probably helps with the coloring of the berries and their shipping qualities, although this has not been definitely proved.

Except in very acid soil, lime should not be used for strawberries. An excess of lime in the soil is likely to have a very detrimental effect on the growth of the plants.

Perfect and Imperfect Varieties. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

Mulching. A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start, this is raked to the center of the rows and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use marsh grass, rye straw, wheat straw or similar material. Coarse manure can be used but any heavy lumps must be beaten up or they will smother the plants in the spring.

Distance to Plant. We recommend setting the plants in rows 3½ to 4 feet apart, or even as much as 4½ feet, if the soil is very fertile. The plants should be set 15 to 20 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Aroma which make large number of plants should be set farther apart than varieties like Chesapeake, Mastodon, Lupton and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

Care of Plants. Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for sometime before setting, perhaps over night. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days. If weather is too warm to keep plants, or too cold to set them out they should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done.

MASTODON

The Supreme Everbearer

Mastodon Stands out among the Everbearing varieties just as Premier does among the spring bearing kinds. It is rightly called the Supreme Everbearer. Here are some of the reasons for its superiority.

1. Large Size. The berries are larger than any other Everbearing kind. See Front Cover.

2. Mastodon will bear a heavier crop of large berries than any other Everbearing variety.

3. The berries are firm enough to ship or haul moderate distances to market.

4. The berries are handsome in appearance and good in quality. Perhaps not quite as sweet as the Champion but superior in every other respect.

5. The plants are more vigorous than any other good Everbearing kind. They make foliage enough to protect the berries from the sun in summer and from the frost in late fall.

Every strawberry garden should have Everbearing strawberries, and part or all of the Everbearers should be Mastodon. You can set plants in March or April and enjoy strawberries fresh from the vines all summer and fall.

Money in Everbearers? As a profit-maker we have never pushed any Everbearing variety. If, however, you can make money with any of them, Mastodon is the one. We feel that under certain conditions there are good possibilities for a fair profit. (Read letter of

Three Crops? Some plant growers, we notice, claim three crops for Mastodon. That is, the crop the same summer and fall after the plants are set in the spring, a crop the following spring, and a third crop the second summer and fall. This probably has been done and will be done again, but we do not believe you should count on it. Irrigation, if available, would make three crops more possible. In our opinion Mastodon is good enough without over-stating its possibilities. Get Allen's good, well-rooted, True to Name plants and you will realize the possibilities of Mastodon Everbearing to the utmost.

Champion (Progressive) This variety introduced first as Progressive and later as Champion was the first really good Everbearing variety, and is the one which put the Everbearer in popular favor in the home garden. Champion remained the outstanding Everbearing variety until the introduction of Mastodon. As compared with Mastodon, Champion makes a less vigorous plant growth, it is equally productive, although the berries average smaller in size, and it is better in quality. On account of its better quality it is still liked by many in the home garden. Seems to be better in many parts of the South and in some localities growers further North are using it in commercial plantings. Both Champion and Mastodon are good for the home garden. Take your choice. We have some nice plants. Set them in March or April and enjoy luscious berries all summer and fall.

R. W. Varrill, Page 7). The ground should be rich and moist and a ready market at good prices should be available. There are two things which make the venture attractive: One is that your returns would come quickly as compared with any other fruit crop. Another thing is that if your soil should not be especially adapted to growing Everbearers and you did not make a good profit from them, you still have the possibilities for a spring crop. Entirely apart from its Everbearing qualities, Mastodon is an excellent spring fruiting kind, bearing big crops of big handsome berries suitable for market.

Hill System. Years of observation have convinced us that you will get more and better berries from your Mastodon plants if the runners are kept cut off. At the most do not allow more than five or six well spaced runner plants to form. Big, strong, individual plants always seem to have more berries than those which make runners. The blossoms have a better chance to become pollinated and produce large, perfect berries and the effort of the plants is concentrated on fruit production rather than making runners. Set plants 15 inches apart in rows 2 to 2½ feet apart.

Yield. A crop of one quart during the summer and fall for each plant set is not unusual, although above the average. The better the conditions under which plants are set and grown, and the better, stronger plants you start out with, the more nearly you can approach this yield.

Berri-Supreme A new variety which originated in Utah, highly praised by the originator and undoubtedly a money maker for him. Our limited experience indicates that the plant growth is not quite as vigorous as Mastodon; the berries average almost as large as the Mastodon, and as high in quality as Champion; productiveness about the same as Champion and Mastodon. Well worth trying. Further test may prove it to be equal or superior to Champion or Mastodon. Price list, page 23.

Super Giant A new variety which we obtained from a Michigan grower. Our trial plots indicated that it was very similar to the Berri-Supreme. Further test may show marked differences but up to now Super Giant has shown up about the same as Berri-Supreme in comparison to Champion and Mastodon. Try a few. Price list, page 23.

BLAKEMORE

*Early · Solid · Productive ·
A Great Shipping Berry*

A great new early shipping berry developed by the United States Department of Agriculture. See illustration back cover. It is a scientific cross of Howard 17 and Missionary. On the basis of two seasons' experience we can say definitely that with us Blakemore is much superior to either Klondyke or Missionary and in sections where these varieties are grown in large acreages we feel that Blakemore is certainly worth trying out in a large way. With us Blakemore makes an even more vigorous growth than Klondyke or Missionary. The berries are prettier and make a more attractive appearance in the crate than either Klondyke or Missionary. Blakemore berries are firmer and will ship long distances to market and be in better condition than either Klondyke or Missionary. If bad weather or shortage of labor makes it impossible to pick fruit as often as it should be picked Blakemore can be picked twice a week or even once a week with little or no loss in fruit due to rotting or over-ripening. Blakemore grows so very vigorously that the plants must be kept thinned out for best results.

We still consider Premier the best early berry in existence for all around worth, but the berries are certainly not as firm as Blakemore. Where long distance shipments are to be made, or where some condition of your soil or locality does not suit Premier, or where weather and lack of help prevent keeping Premier picked up closely, then by all means try Blakemore.

We feel that this variety is primarily a fancy early shipping berry for the southern and middle states, destined primarily for the areas where Klondyke and Missionary have been favorites. We believe further that in sections where the Aroma has been the main market berry, Blakemore can be used as an early berry to come in ahead of the Aroma and prove its equal in size, appearance and shipping quality. The only caution is, do not let the plants get too thick on the bed.

We have a nice stock of plants, the price is reasonable and the opportunity is yours. Try some. Price list, page 23.

Other Early Varieties

Howard 17 (Premier) This variety is identical with Premier and the same description applies. Many growers feel that Mr. Howard, who originated this variety, has not received the credit due him for it, but the facts are that it was first introduced as Premier and advertised extensively under that name so that most growers know it and buy it as Premier. It is significant, however, that in all their experimental work the officials of the United States Department of Agriculture consistently refer to this variety as Howard 17 and not as Premier. Under whatever name you buy it you will get the best early berry there is. Price list, page 23.

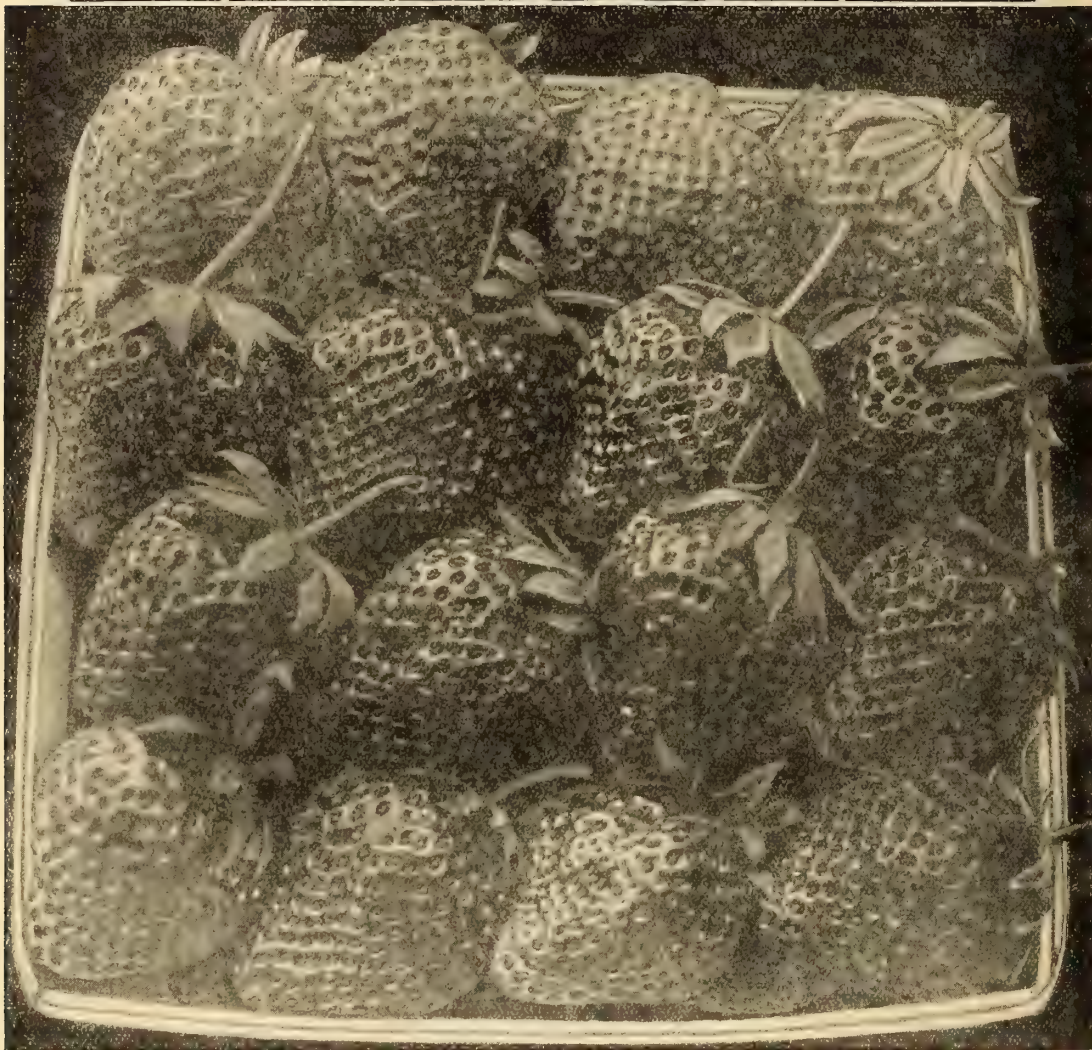
Red Gold Ripens early, medium in productiveness, medium to large in size, oval in shape and very, very fine in quality, resembling the old "Americus Ever-bearing" and to some extent the new Washington in quality. Red Gold makes plants freely and in a garden or under irrigation where they can be kept watered it would have its greatest value. Under field conditions it does not seem to have the stamina to stand up under conditions of drought, or hot, dry winds. The distinctive quality of Red Gold is its biggest asset. Price list, page 23.

Southland An introduction of the United States Department of Agriculture which has done so well at different points in the South, where it has been tried, that it is highly recommended as a home garden berry for the South. Very vigorous in plant growth, making adequate numbers of very large plants instead of great numbers of tiny ones. In the South the plants are very productive, and ripen their fruit early. The berries are very large in size, handsome in appearance and very high in quality. Not firm enough for market purposes. Subject to frost injury north of Maryland, but for the southern states it seems destined to become the outstanding home garden berry where real quality is appreciated. Price list, page 23.

Success An old variety grown chiefly in New Jersey. Productiveness, size and quality as well as vigor and health of foliage are the main points of merit about this variety. Its usefulness is confined to the home garden or local market. Price list, page 23.

PREMIER

Early - Unequaled as a Money-Maker



Premier Is still unchallenged as the real money maker among early varieties of strawberries. It has given more general satisfaction than any other variety ever introduced. For the home garden, for local market, or for shipping moderate distances it outclasses them all. For long distance shipping, Premier does not seem to be quite as popular as some of the smaller, firmer varieties, but for heavier production of large, high-quality, fine appearing berries, Premier has no equal. Premier is the one variety that excels in so many respects that we feel we can talk enthusiastically without danger of exaggeration in telling about it.

Soil. Premier responds wonderfully to good soil and good care, but will do better than other varieties on poor soil and with indifferent care. Where other varieties fail Premier will probably succeed. Where other varieties are good, Premier is better.

Productiveness. The plants are immensely productive, ripening early and bearing through a long season. No variety yields more quarts per acre. This is especially important where land is limited and the maximum quantity of fancy berries is desired.

Growth. Premier makes an abundant growth for a good fruiting bed, making a plentiful number of nice strong plants rather than great numbers of small, weak ones which require extra labor in thinning and hoeing, although on very rich soil it is sometimes necessary to keep the plants thinned somewhat.

Appearance. The berries are beautiful in appearance, having uniform shape and a glossy, rich, red color, extending clear through the berry.

Attractiveness. The berries have a bright green cap which stays green to the end of the season even in dry weather. This is not over-size, but just right to add the proper touch of beauty to the fruit. This attractiveness makes for a larger selling price.

Quality. The berries are delicious in quality, equaled only by the very best ones like Chesapeake, William Belt, Big Late, and Red Gold.

Firmness. Premier berries are firm enough to stand shipment considerable distances and arrive in good condition. Most of the local Premier however are shipped on trucks running from one to three hundred miles. It is probably true that where berries must be shipped in iced cars for two, three, four days, or even longer, some of the smaller, more solid berries would carry better. In wet seasons it is best to keep Premier picked up closely but if growers get behind with their picking of Premier occasionally in wet seasons most of them seem to remember that they can lose quite a few from over-ripeness or even rotting and still pick from two or three times as many good berries from them as they can from Klondyke and some of the other "shipping" berries.

Frost-Proof. Premier and Chesapeake seem

to be the nearest frost-proof of any varieties grown; Premier, because of its very hardiness and persistent blooming, and Chesapeake because of the fact that it blooms very late, usually after the frost period is over. You are practically sure of a good crop of fruit regardless of late frosts. In many sections where formerly early berries were not profitable because of late frosts they are now growing Premier and finding it even more profitable than their later varieties. In this section there has not been a crop of Premier lost, or even materially cut down by frost since it was introduced into this section more than ten years ago. This has not been true of any other variety grown locally except of Chesapeake.

Size. Premier berries average large in size and hold their size well throughout the long bearing season, being much better in this respect than any variety we grow which approaches Premier in productiveness. Chesapeake yields a medium crop and sizes up practically all of them. Premier yields a tremendously heavy crop and sizes up a very large percentage, but will run down somewhat toward the end of a very dry season.

Healthy Foliage. For any variety to produce a big crop of berries healthy foliage is essential. Premier and Chesapeake, equalled only by Blakemore, have the healthiest foliage of any two varieties we are growing, and this, we believe, is largely responsible for their outstanding success as profit makers.

Profit. If you are going to raise strawberries at all you cannot afford to leave out Premier. If you can make any profit at all from most other varieties you can make a good profit with Premier.

Our Premier plants are fine this year. Price list, page 23.

Premier for Big Crops and Big Prices

Warren County, Ohio, March 5th, 1931.—Enclosed you will find money-order for Premier plants. I have bought plants of you for several years and a few from others, but Allen's plants are finer, have a better root system, grow better and produce a finer, larger crop of good berries than all others together. Have tried several other sorts but Premier are the best of all for a big crop of finer berries and command a better price than all others. I raise about a hundred bushel a season and since the first season with your Premier haven't peddled a quart out of my own town. Don't have to as it is hard to fill orders at the door. You may depend on me for an order each year as I can not get finer, better plants anywhere else. Wishing you a good season for 1931, I am
Mr. E. W. Hopkins.

Wants Premier or His Money Back

Schuylkill County, Pa., April 1st, 1931.—I hope you can fill my order at once. If you are sold out of Premier you could substitute Howard 17 or return check. Trusting you can take care of this order as I always received good strong plants, I am
Grover N. Reber.

Send Premier or Return Check

Tucker County, W. Va., March 12th, 1931.—I am sending you a small order for Premier strawberry plants which I hope you can fill. If you cannot please return check as I want to get Premier. I have bought plants of you almost every year for nearly forty years and have always found them true to name and good plants which is more than I can say for a few orders I have sent elsewhere. The plants I got of you last year came in good shape and nearly every one started to grow but the drought killed a good many of them.
John A. H. Swisher.

Liked Premier Years Ago

Spartanburg County, S. C., February 27th, 1931.—The strawberry plants received in fine shape. They are splendid plants. If they do as well as the Premier which I got from you several years ago I shall be entirely satisfied.
Emma P. Rogers.

Premier Plants Pretty, Packed Perfectly

DeKalb County, Ga., March 17th, 1931.—The "Premier" strawberry plants arrived yesterday at 12 o'clock and we have about finished setting them in the field. They sure are pretty looking plants and they were certainly packed neatly and in such a way that they arrived in perfect condition.
Mr. R. F. Sams, Jr.

We Have Premier, and They're O. K.

Floyd County, Ind., January 30th, 1931.—Find enclosed \$14.00 for which send 2,000 Premier strawberry plants. If the plants are as good as in the past they will be all right. If you do not have Premier do not send any other kind.
Mr. William J. Reilly.

Always Bring Top Prices

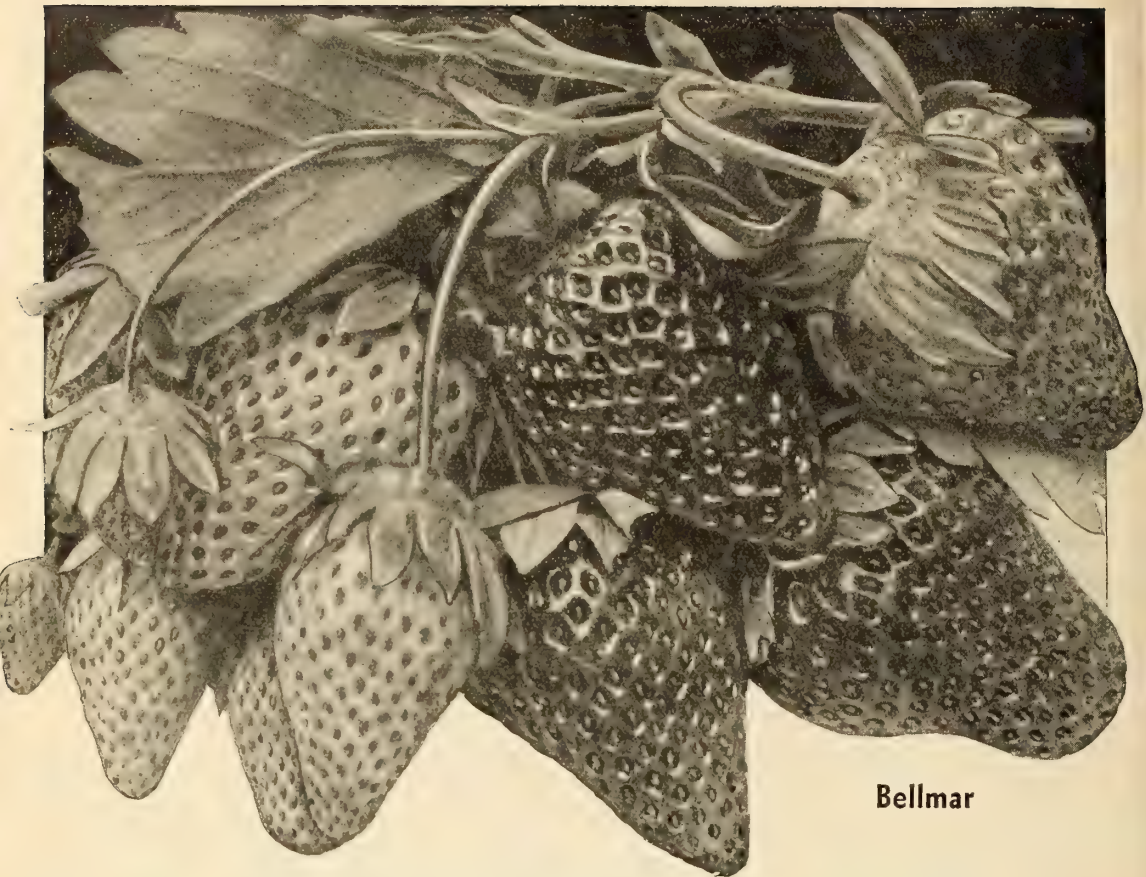
Carroll County, Md., April 13th, 1931.—Your plants have been giving me wonderful results, so much better than I can get any place I ever tried and I grow some of the best berries that go to the market here. Always bring top prices. I would be glad if you could come here some time and see what I am doing.
Mr. Geo. M. V. Wantz.

Premier Plants All Grew

Orange County, N. Y., May 1st, 1931.—The Premiers shipped me this spring were indeed as good plants as any one could wish for. All are set and growing fine. Lost practically none. Been cultivated once so far this season.
Mr. William Acker.

Fine Condition—Not a Plant Even Drooped

Cecil County, Md., May 7th, 1931.—I received the plants on the 5th instance and set them out late the same afternoon. Really I don't believe one even withered or drooped its head. All the plants are in fine condition. They look like I will have some berries from them as many blossoms as they have on some of them. I am so proud of my plants. I will like a few hundred more plants next spring and will write you early. Please accept my thanks again.
Mrs. L. L. Haskins.



Bellmar

Bellmar Like Blakemore, this variety is a scientific cross of Premier (Howard 17) and Missionary made in 1922 by the United States Department of Agriculture. It has been tried in a number of different places and in many of them has shown up exceedingly well. A Department circular states, "Because of superior characteristics Bellmar is recommended for trial in Maryland, Delaware and New Jersey and should be tested in comparison with the Premier wherever it is adapted for the general market."

As Bellmar has been suggested for conditions under which Premier succeeds and has been grown in the territory where Blakemore has been most widely grown we will describe Bellmar largely in comparison with these two varieties.

Plant Growth. Bellmar is an exceptionally vigorous grower making more plants than Premier and practically as many as Blakemore. The foliage is healthy, though perhaps not quite as good as Blakemore and Premier in this respect. The plants should be kept thinned for best results.

Productiveness. Bellmar has produced heavy crops of superior fruit in Georgia and North Carolina and other places where it has been tried. With us in 1930 Bellmar was about as productive as Blakemore, but not as productive as Premier although the crop averaged better in size and appearance.

Quality. The berries rank high in dessert quality being less acid than either Missionary or Blakemore. Bellmar is too dark and not acid enough to be a commercial preserving sort.

Firmness. The berries are firm in texture. One prominent New Jersey berry grower carried some berries from North Carolina to his

home in New Jersey and kept them for several days. He found that the Bellmar stood the ride and held up fully as well as the Blakemore. The berries will ship well, but the dark color gives them an appearance of being much riper than they are and this fact may count against Bellmar as a long distance shipping berry.

Color and Appearance. The berries are beautiful in appearance, rather bright red in color when picked at the proper stage but becoming dark red for several days before they decay. The handsome green cap gives the berries a striking appearance. This cap or hull incidently parts very easily from the berry making them easy to prepare for eating or cooking.

Size. Bellmar berries average large in size being fully as large as Blakemore and probably as large as Premier if the whole crop is counted.

It is likely that Bellmar will be found adapted to a wide range of territory when further trial is made. It should be tried wherever Premier does well and in places where Premier does not do so well if there are any such places. We have a nice stock of plants and we have put them at a popular price so that everyone can try them out at very small expense even though it is a new variety. Price list, page 23.

Medium Early Varieties

Cooper This variety was introduced a few years ago by Michigan growers. It does not seem to have lived up entirely to the wonderful claims and predictions made for it, but Cooper is a good variety. It makes a few strong healthy plants rather than a real thick bed of smaller plants. The berries average very large in size and the quality is excellent. Its main value, we believe, will be for local market where growers want a berry a little larger than Premier, even though not quite as productive. Otherwise we can see no reason for planting Cooper when a variety like Premier is available. We have a nice stock of good true to name plants for those who know and like Cooper. Price list, page 23.

Dr. Burrell (Sen. Dunlap) This variety is either identical with Senator Dunlap or so nearly like it that there is no reason for growing them as separate varieties. For description see Senator Dunlap. Price list, page 23.

Senator Dunlap (Dr. Burrell)
An old standard variety that has been widely grown in the middle and northern states for many years. It is gradually being replaced by Premier because Premier berries are earlier, larger fruited, better quality and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality. Price list, page 23.

Fruitland A new early berry, popular around Fruitland, Maryland, as a shipper. The plants are vigorous, healthy and the berries are firm, large in size, and show up well as a shipping berry. Starting in medium early, runs well into midseason. Those who have grown it most claim that it will out-sell Premier and compare favorably with it in yield. Price list, page 23.

Klondyke The leading market berry in many sections of the South. Uniform shape, medium size, light in color and an excellent shipping berry. Plant growth is vigorous but only medium in productiveness. Berries ripen evenly all over and this, with the uniform shape and firm texture, has made Klondyke a favorite with canners and preservers. As stated on page 11, we believe Blakemore would be superior to Klondyke in every particular, but a variety as popular as Klondyke has been will not be dropped in only one or two years. Many growers will still want Klondyke and we have some extra good plants at very moderate prices. Price list, page 23.

Missionary Leading berry in Florida and popular in Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Price list, page 23.

Mid-Season Varieties

Marshall One of the oldest varieties now being grown. Has always been known as a fancy garden berry. Rather hard to grow perhaps, but well worth the effort. In the past Marshall has taken many prizes, on account of its size, quality and appearance. Price list, page 23.

Harvest King This variety must have some merit as it has been introduced enthusiastically by responsible growers in Michigan. With us in two seasons' trial, however, it has been very disappointing. The beds, clear up until blooming time and after, look quite promising, but with the warmer weather and the maturing of the crop both plants and berries seem to dry up and become practically worthless. Perhaps like Glen Mary, Harvest King must be kept pretty well north to be of any value. The introducers say that it resembles Premier in size, color, shape, quality and productiveness; that it defies late frosts like Premier; sells above other good varieties, and is one of the greatest canning berries on record. We would not recommend it even for trial except in latitudes as far north as Pennsylvania and Ohio. We have a moderate stock of fine, well rooted plants. Price list, page 23.

Glen Mary Old standard variety, well and favorably known to many commercial strawberry growers in the north. A vigorous grower, producing large crops of good-sized, irregular-shaped berries. Glen Mary has many times produced as much as 10,000 quarts per acre under good conditions. It does not do well in the South on account of leaf spot or rust. Price list, page 23.

New Hope A new variety grown in the late strawberry section of this county. Claimed by the two or three growers who have it to be larger and more productive than Big Joe and a better money maker than even the Chesapeake. Any variety that has a chance of being that good is worth trying out in a small way. Price list, page 23.

Red Heart Another development of the United States Department of Agriculture. A vigorous, healthy grower, moderately productive. Berries large, high quality, rich red clear through. Recommended by the Department as a canning berry for the Northwest and for trial as a high quality dessert berry or canning berry on the heavier and richer soils of the middle and northern states. Price list, page 23.



Aberdeen
Very Productive
Berries Large

Aberdeen This variety originated in New Jersey. It is a strong grower, making plenty of healthy, dark green foliage. The plants are immensely productive of good size, good looking berries. Aberdeen is very popular in parts of New Jersey, and tests conducted by the Department of Horticulture in Pennsylvania in 1929 indicated that it was the heaviest yielding variety in that state. The berries commence ripening in early midseason. We do not feel that Aberdeen can replace Premier to any appreciable extent but we do feel that it may have special value as a midseason berry where Big Joe is not at its best. Big Joe sometimes is affected too much by late frosts or unfavorable soil conditions. In such cases Aberdeen should be thoroughly tried. Probably no variety makes a stronger, healthier, or more vigorous rooted plant and this may partly account for the big crop of fancy large berries which they produce. We were forced to turn many orders for Aberdeen down last year, but we have a very nice lot this season and believe we will be able to take care of all our orders for this excellent variety. Price list, page 23.

Has Fine Berries Now

Providence County, R. I., August 10th, 1931.—I received my strawberry plants and put them out as you advised and I have some mighty fine berries now. I am glad to recommend your plants to anyone wanting fine stock.
 Mr. Edward P. Boothe.

Great Satisfaction From Allen's Plants

Suffolk County, N. Y., March 30th, 1931.—Your strawberries have given great satisfaction and I am ordering the same varieties again and inclose check for \$6.00 for same.
 Augusta S. Kalbfleisch.

Thinks Premier and Big Joe Best

Henrico County, Va., April 15th, 1931.—Have been growing strawberries for the last 53 years for market and have gotten plants from a good many, but Allen's plants beat them all. Premier and Big Joe are the best I ever tried.
 Mr. J. M. Eanes.

Depends On Our Description

Summer County, Tenn., March 9th, 1931.—I haven't had your berry catalog this year. I learned years ago to depend on your descriptions and recommendations. We in this territory have used thousands of your plants. However at this time I am anxious to have your opinion of the Blakemore as a commercial variety in competition with Premier and Aroma.
 Mr. W. H. McGlothlin.

Good Luck With Allen's Plants

Lancaster County, Pa., April, 1931.—You will again find our order for plants. We find them true to name and always have good luck as we have had plants from other companies and have had black root and very poor plants. We have had wonderful berries already since we buy from you.
 Mr. John H. Snively.

Beauty This new variety is a dandy. See illustration page 6. The plants and foliage are large and strong with long fibrous roots reaching way down into the soil. The berries are real Beauties, every one being almost perfect in shape and with more gloss and shine than any other variety we know of except Big Late. The flesh of the berries is light red rather than a dark red in color. They are very fine in quality and firm enough to ship or haul moderate distances. The blossoms are very resistant to injury by late frosts. Beauty is good enough to be grown for its own sake, but like Aberdeen it is also recommended where Big Joe has been tried and found wanting in some particular. Unquestionably Big Joe, Aberdeen and Beauty are the three best midseason berries we have. Comparing Aberdeen with Beauty we would say that the plant growth is equally vigorous. Both are top notchers in this respect. The plants are equally productive in both varieties. The berries of both run large in size. The berries of Beauty are more regular in shape and rather more attractive in appearance although the flesh of Aberdeen is a deep, rich red clear through and that of Beauty as stated above is a light red rather than a deep red. Beauty is somewhat better in quality. Try them both and decide for yourself which is the best. You will find it a tough job. This year for the first time we can offer Beauty at a very popular price. See list, page 23.

Big Joe No mid-season berry that we have ever grown come as near to being a worthy running mate for Premier, the best early berry, and Chesapeake, the best late variety, as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and

very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside markets or, in fact, anyone who can get a premium for large, handsome, high-quality fruit should include Big Joe in their plantings. Price List, page 23.



Big Joe—A Fancy Market Berry

CHESAPEAKE

The Aristocrat of Strawberries

Chesapeake Is the Aristocrat of Strawberries. See illustration, front cover. It will not stand abuse, but given suitable conditions and good care Chesapeake is the equal in all around worth of any berry we have ever seen. This holds even for Premier. In one big strawberry producing center near us, growers always make money if they have been able to make a fruiting bed and in that section they can grow Chesapeake to perfection. A black, sandy loam seems to be the most uniformly successful, although highly manured soil of any type suitable for making a good garden will usually grow Chesapeake successfully.

Size: The berries are very large and hold their size well to the end of the season. In this respect, it is the best berry known.

Quality. Chesapeake is delicious in flavor, equalled only by a few of the very best ones like Wm. Belt, Big Late and Beauty.

Firmness. The berries are firm enough to stand shipment to distant markets. In fact, they will ship better than any large berry we have ever grown.

Growth. To get sufficient plants for a good fruiting bed Chesapeake needs land that is well manured, and needs good care.

Healthy Foliage. This is essential for profitable crops. Chesapeake, Premier and Blakemore have the healthiest foliage of any varieties on our list, Big Joe almost as good.

700 Quarts of Chesapeake—250 Plants

Harford County, Md., April 10th, 1931.—Enclosed you will find order and check for berries. Two years ago we bought 250 Chesapeake strawberry plants from you. Last year we picked 700 quarts off the patch. They were big fine berries. Mr. John W. Macklem.

Feels Lost All Over Without Some Chesapeake

Chester County, Pa., April 28th, 1931.—I would like to have about 500 Chesapeake for I feel lost all over in berry season without them. My husband ordered all Premier from you two years ago and has set his own plants again this year. Premier is an exceptionally fine berry but more perishable than Chesapeake. You have to use great care in picking Premier when real ripe but I can pick Chesapeake and keep them one week and they were still good to eat. I tried it myself. Mrs. Wm. H. Washington.

Frost-Proof. Chesapeake and Premier are both practically frost-proof; neither ever miss a crop on this account.

Productiveness. The plants do not set enormous numbers of small berries, but they do set plenty for a fine crop, and for this reason they can size them up better and hold the size throughout the season better than if larger numbers of small berries were set.

Profit. We believe growers who have learned to grow Chesapeake right average at least \$100 more per acre per year than most growers realize from any variety. Well-bedded Chesapeake will produce an abundantly large crop of berries and the size, quality, firmness and appearance of these berries make them sell at highest market prices. Price list, page 23.

10,000 Chesapeake Planted

Lebanon County, Pa., April 27th, 1931.—Enclosed please find check of \$7.00 for which please send me at once 1,000 Premier berry plants. I have the 10,000 Chesapeake plants planted and it did not quite fill my patch so have sent this order. Plants I received were nice. Mr. Ammon G. Ebersole.

Never a Single Mixed Plant

Franklin County, Ohio, March 6th, 1931.—We are having a few calls for berry plants, and would be pleased to have you book the inclosed order for later shipment. We will very likely add to this a little later. Your plants have always given good satisfaction, and one important part is this—never have found a single plant that was not true to name. A great satisfaction to know of a firm that does not get their stock mixed up. Mr. E. E. Lynn.

New York This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large healthy plants. The berries are medium to large in size, dark red in color but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. As an indication of its popularity as a home garden berry is the number of times New York has been introduced. It has been grown and sold as Hummer, Uncle Jim, Armstrong, Oswego, Corsican and other names. Buy New York and you get them all. None sweeter or less acid. Price list, page 23.

Haverland One of the best of the old, standard varieties. Equalled in productiveness among the better varieties only by Premier, Big Late and a few others. Blossoms are imperfect, and, as they are hardy, makes it very desirable where late frosts are likely. Big Joe, Senator Dunlap, Aberdeen, or any good perfect blossoming, midseason variety can be used as pollinizers. Haverland is largely grown by experienced growers. The berries are of large size, long, conical in shape, rather light in color and fairly firm if kept picked closely and shipping distances are moderate. Price list, page 23.

Aroma One of the best late shipping berries. Has been and still is a favorite on account of its vigor and productiveness, but most especially due to its bright, attractive appearance, large size and excellent carrying quality. Aroma will ship long distances and go to market in practically perfect condition and will equal Chesapeake or Gandy in this respect. Aroma is a real money maker in many sections. Our plants of this variety are very nice this year and anyone wanting Aroma will be well pleased with them. Price list, page 23.

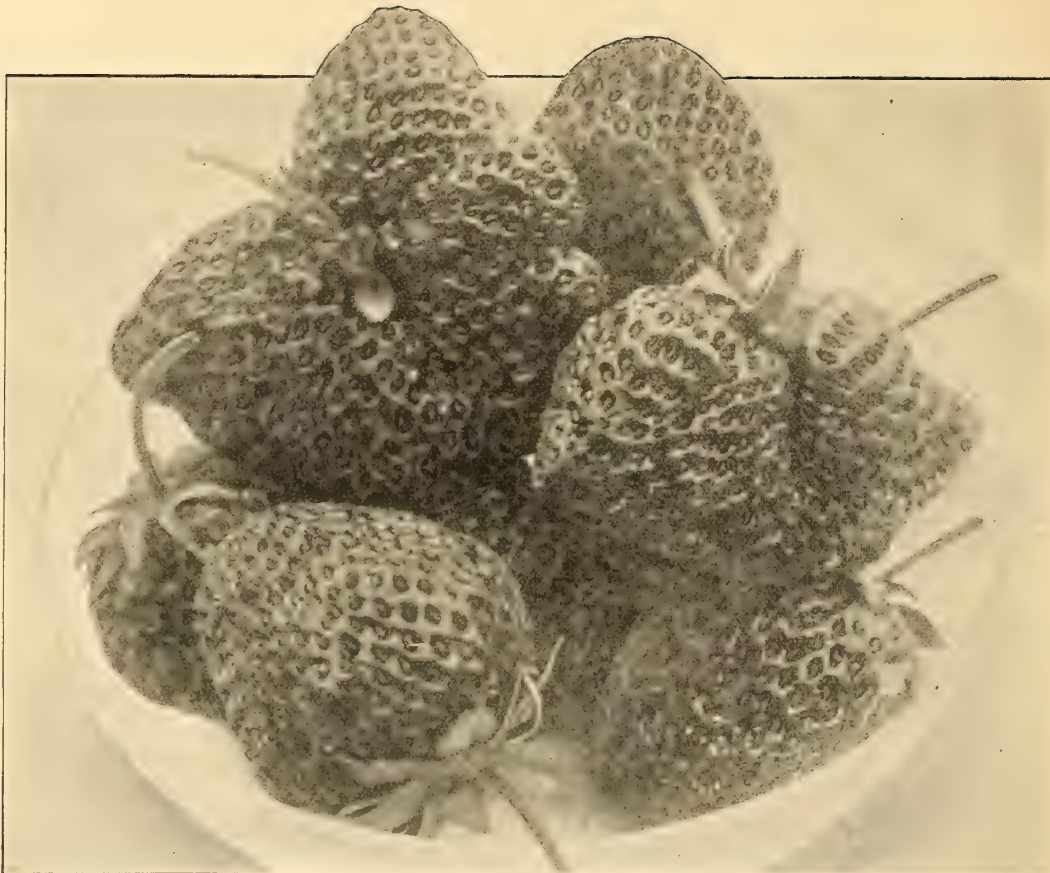
Sample An old standard variety still popular in many sections of the middle and northern states. Plants are vigorous growers and very productive. Berries are uniform in shape, medium to large in size, of good flavor and attractive appearance. We would much prefer Big Late but can realize the reluctance of some to pass up an old faithful like Sample. Blossoms are imperfect. Pollenize with Aroma, Big Joe, Gibson or Dunlap. Price list, page 23.

Lupton A fancy late shipping berry. Growers often make \$500.00 per acre or more from this excellent variety. It is for its own worth and also at times where growers have trouble in getting a satisfactory bed of Chesapeake. It usually, though not always, makes plants more freely than Chesapeake. Lupton is similar to Chesapeake in many respects. The berries are just as large and like Chesapeake are very attractive in appearance. The quality is only fair, being milder and rather dry. As a fancy, large, late shipping berry Lupton stands very close to Chesapeake. Lupton was grown first in New Jersey and the extent to which it has been spreading through Delaware, Maryland, Pennsylvania and other nearby states is an indication of its worth as a profit maker. Lupton is also sold as Town King, although if bought under that name the plants usually cost two or three dollars more per thousand. We have the finest stock of Lupton plants we have ever grown, and we know we can please you with them. Price list, page 23.

Gibson (Parsons Beauty) An old favorite in many strawberry growing sections. Plants very productive, berries very good in quality and excellent for canning. One proof of its worth is the fact that it has been used so much as a standard of comparison with so many varieties which have been newly introduced. Price list, page 23.

Wil-Son A new berry from Michigan which is very highly recommended by the introducers. It is said to be a cross of William Belt and Gibson, with all the good qualities of both these varieties and some more of its own. Vigor and size of plant growth, adaptability to poor as well as good soils, productiveness, size and appearance of the berries, all have combined to make Wil-Son ideal for canning, local market or shipping, according to their descriptions. We have a small stock of plants which have made a very nice growth and any variety that can make reliable plant growers write so enthusiastically certainly should be worth a trial. Price list, page 23.





William Belt—Unsurpassed in Quality

William Belt On most markets, size and appearance of strawberries determine the selling price, but where quality is counted in addition to large size and handsome appearance, William Belt should be grown. This variety is the standard of excellence for quality. Berries average large in size, somewhat irregular in shape as shown in the picture, but they have an attractive cap and the berries themselves are a bright, glossy red which makes them very handsome. This variety does best in the middle and northern States, and whether used in the garden, for local market, or nearby shipping, William Belt is a friend to the strawberry grower and, on account of its quality, an even better friend to the strawberry consumer. Many growers are using William Belt to extend the season after Chesapeake, or to take its place where they have tried Chesapeake and found the land not suited to that variety. When grown in the home garden or for local market where real eating quality is appreciated, William Belt should not be left out. Price list, page 23.

Big Late (See illustration next page.) If the blossoms were perfect and a little more hardy, Big Late would be equal to Premier in all respects. The foliage is strong, vigorous and healthy. The plants are tremendously productive and hold their size well considering the large crops of berries produced. The berries are the most beautiful of any variety we have ever seen. They are bright, glossy red, with prominent yellow seeds like the Chesapeake, and the shiniest berry we ever saw. For growers who know how to handle imperfect varieties we doubt if any late variety will prove more profitable, not even Chesapeake or Aroma. If you have tried to grow Chesapeake and failed to get a good fruiting bed by all means try Big Late, fruited with Big Joe, Beauty or Aberdeen. In quality the Big Late berries stand at the top with Chesapeake, William Belt and two or three others. We have had growers write us that they needed a pistillate variety on account of the weevil. In such case Big Late certainly should not be passed over. This is the same variety that is sold by other growers as Kellogg's Big Late or Townsends's Big Late. Our stock of plants is absolutely straight and we can send you real Big Late plants. Price list, page 23.

Very Late Varieties

Gandy A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries sell with Chesapeake. Makes plants freely but needs springy land for big crops. Price list, page 23.

Orem The latest berry we have. Berries average large in size, good quality and handsome appearance. They sell well because they come after other fancy late berries are past their prime. Many growers want Orem because it is so very late, but we feel that William Belt, Aroma, Gandy and possibly Washington are easier to grow and are almost as late. We have a small stock so order if you want Orem. Price list, page 23.

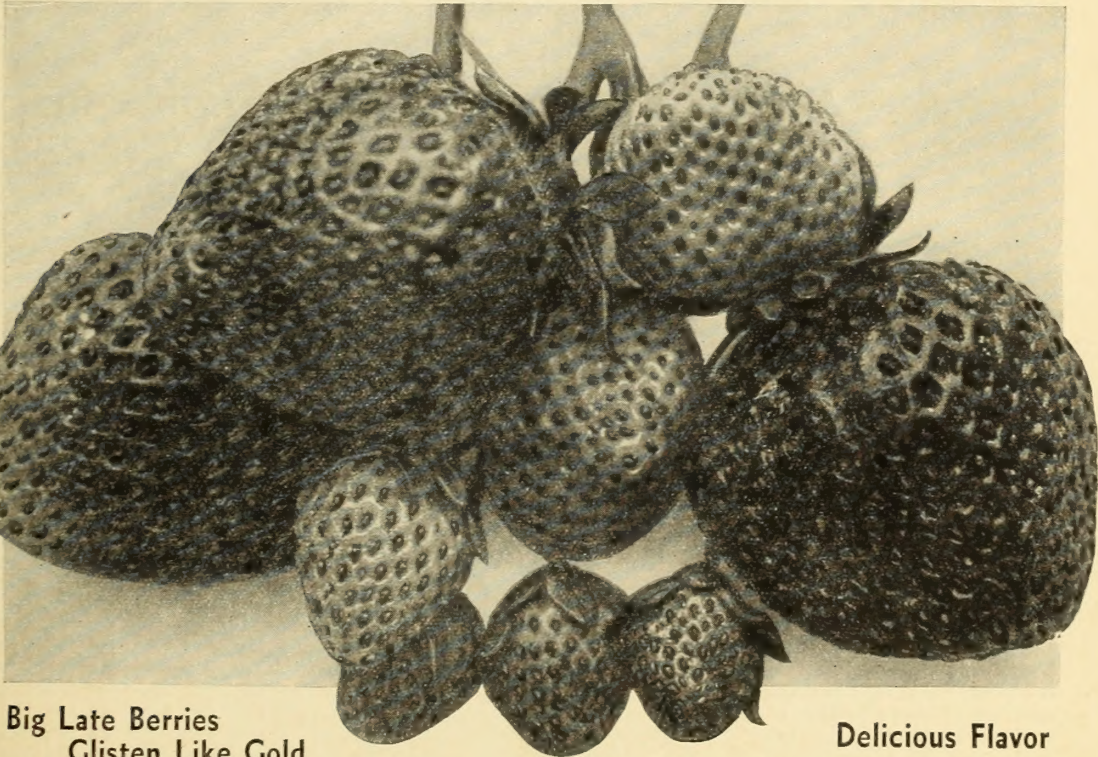
Pearl Like Chesapeake, Pearl blooms late and escapes frosts. The plants are vigorous growers, very productive, and less particular as to soil than Orem. The berries are large, firm and attractive, somewhat resembling Chesapeake. The season is very late and Pearl should be valuable where it is important to extend the season of fancy berries. Price list, page 23.

True to Name For 40 Years

Jefferson County, Ky., February 14th, 1931.—I have been buying plants from you for 40 years, never bought anywhere else and won't buy anywhere else, for I cannot get as good plants as yours. Always true to name. None better.

Mr. W. H. Beeler.

Washington Called the honey sweet strawberry by it's introducer. Both last year and this year they have made a vigorous, well set bed of plants for us. The past season we had a short piece of row left for fruiting, hardly enough to give a fair trial to any variety, but we confess that we were somewhat disappointed. The foliage did not stand up during the fruiting season and the berries were irregular in shape and smaller than we expected. They were certainly excellent in quality. Perhaps like William Belt, Washington is more suited to climatic conditions further north. Responsible growers like the introducers of Washington certainly must have some experience with big crops of Honey Sweet strawberries which yielded big profits from this variety or they never would have given it the publicity and the recommendations that they have. Our stock of plants was obtained directly from the introducers and they are nice, well rooted stock. We feel that they are well worth trying in spite of our rather unfavorable results last spring at fruiting time. We remember for instance that we looked over Chesapeake for two seasons in a trial plot we were running before we picked it out as being worthy of introduction. If Washington can come along like the Chesapeake it will not be long before it will rank up with the leaders. We have the plants, true to name, strong and well rooted. Try some anyway. Price list, page 23.



Big Late Berries
Glisten Like Gold

Delicious Flavor

PICKING THE WINNERS

EARLY

PREMIER

Still the outstanding profit maker. No other is even close to it in all around worth. No variety is perfect, but *Premier* approaches perfection. *BLAKEMORE* is the next best early variety and as a long distance shipping berry even better than *Premier*. *BELLMAR*, the new United States Department of Agriculture introduction combines many of the good qualities of both.

MIDSEASON

BIG JOE

Not as universally popular nor valuable as Premier but still about the best all around midseason berry. *ABERDEEN* and *BEAUTY* come next. Where Big Joe is not at its best either of them may completely satisfy your needs for a profit making midseason berry. *Aberdeen* for shipping or trucking; *Beauty* for local or nearby market.

LATE

CHESAPEAKE

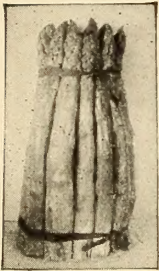
The Aristocrat of strawberries. Where it grows well no variety, not even Premier, will surpass it as a profit maker. Equally good for shipping, local market, or home garden. If your soil does not suit Chesapeake, plant *LUPTON* for a large late shipping berry, *WILLIAM BELT* or *BIG LATE* where attractiveness and quality are most important.

EVERBEARING

MASTODON

This variety stands Supreme among the Everbearers. Excellent for the home garden and the only Everbearer worthy of planting for profit. *CHAMPION*, though not as large as Mastodon is popular for the home garden because of its very high quality.

Aroma, Gandy, Dunlap, Gibson, Sample and others are excellent varieties. Grow these if you know and like them, but if you are inexperienced or uncertain stick to the winners picked above.



ASPARAGUS ROOTS Mary Washington

Washington Asparagus is generally recognized to be the best variety, and Mary Washington the best strain of that variety. Leading asparagus growers say that it starts earlier, produces more and larger stalks, possesses the highest rust-resistance, and will net more money per acre or more satisfaction in the home garden. We have a nice lot of extra-fine one-year-old roots. Price list, page 23.

How To Ship

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

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

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

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

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

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

Zone	Miles	1st Pound	Additional Pounds
1st	0 to 50.....	7 cts.....	1 ct. for each or fraction
2nd	50 to 150.....	7 cts.....	1 ct. for each or fraction
3rd	150 to 300.....	8 cts.....	2 cts. for each or fraction
4th	300 to 600.....	8 cts.....	4 cts. for each or fraction
5th	600 to 1000.....	9 cts.....	6 cts. for each or fraction
6th	1000 to 1400.....	10 cts.....	8 cts. for each or fraction
7th	1400 to 1800.....	12 cts.....	10 cts. for each or fraction
8th	1800 up.....	13 cts.....	12 cts. for each or fraction

Price List of Strawberry Plants

	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties								
Blakemore (Per).....	.30	\$.50	\$.90	\$1.40	\$1.80	\$2.20	\$5.00	\$22.50
Premier (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Howard 17 (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Red Gold (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Success (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00
Southland (Per).....	1.00	1.50	2.50
Medium Early Varieties								
Bellmar (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Cooper (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Dr. Burrell (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Fruitland (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Klondyke (Per).....	.25	.40	.70	1.10	1.40	1.70	4.00	17.50
Missionary (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
Sen. Dunlap (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Mid-Season Varieties								
Aberdeen (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Beauty (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Big Joe (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Glen Mary (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00
Harvest King (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Marshall (Per).....	.60	.90	1.60	2.50	3.40	4.20	10.00
New Hope (Per).....	.60	.90	1.60	2.50	3.40	4.20	10.00
Red Heart (Per).....	1.75	3.00	5.00
Late Varieties								
Aroma (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Chesapeake (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Big Late (Imp.).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Gibson (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Haverland (Imp.).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Lupton (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
New York (Per).....	.60	.90	1.60	2.50	3.40	4.20	10.00
Parsons Beauty (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Sample (Imp.).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Wm. Belt (Per).....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50
Wil-Son (Per).....	.60	.90	1.60
Very Late Varieties								
Gandy (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Orem (Per).....	.50	.70	1.10	1.80	2.45	3.00	7.00
Pearl (Per).....	.50	.80	1.30	2.00	2.70	3.40	8.00
Washington (Per).....	.30	.50	.90	1.40	1.80	2.20	5.00	22.50
Everbearing								
Berri-Supreme (Per).....	1.75	3.00	5.00
Champion (Per).....	.50	.80	1.30	2.00	2.70	3.40	8.00	35.00
Mastodon (Per).....	.60	.90	1.60	2.50	3.40	4.20	10.00	40.00
Progressive (Per).....	.50	.80	1.30	2.00	2.70	3.40	8.00	35.00
Super-Giant (Per).....	1.75	3.00	5.00
Asparagus Roots								
Mary Washington, 1-yr.....	.40	.60	1.00	1.60	2.15	2.60	6.00	27.50

INSTRUCTIONS TO PURCHASERS

When to Order. As soon as you have decided what varieties and how many you want.

Terms. Cash with order. Remit by Money-Order, Bank Draft or cash in Registered Letter.

Write Plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

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

Time of Shipment. We ship plants from November 1st to May 1st, see paragraph on Page 8, "Time to Set Plants."

True to Name. We take every precaution to have all plants true-to-name and we will refund your money if any prove otherwise,

but we will not be responsible for any sum greater than the cost of the plants.

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

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



BLAKEMORE
Early
Solid-Productive

A GREAT
SHIPPING BERRY
SEE PAGE 11

Strawberries Pay!
With plants like these.

SEE PAGE 4



The
W. F. ALLEN CO
SALISBURY, — MD.