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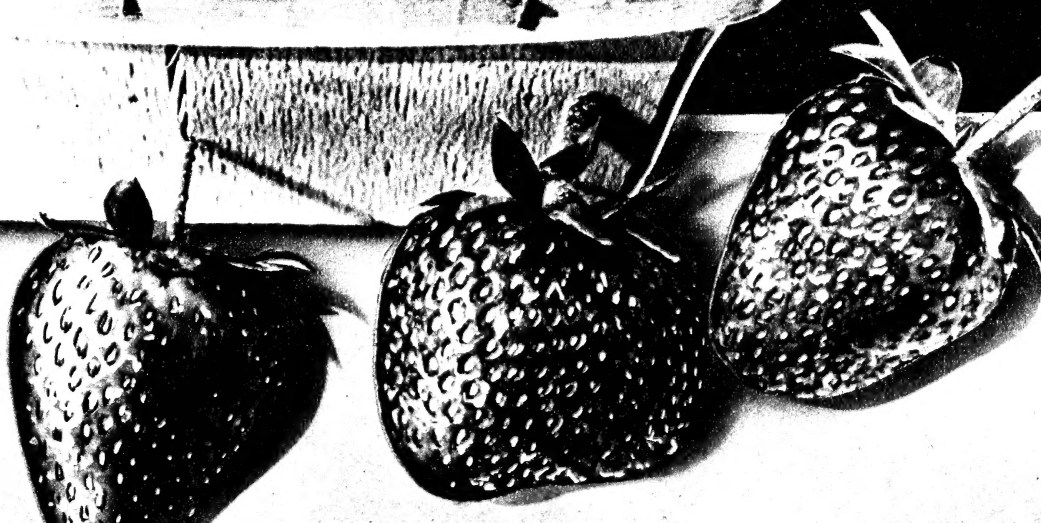


# *Allen's* BOOK OF BERRIES FOR 1944



**FAIRFAX**

Finest  
quality  
of all.





## GOOD PLANTS FOR 1944

Along with greetings to our many friends and customers, we have a timely message about strawberry plants for setting this spring, 1944. Four things stand out in the present plant situation.

1. The quality of plants available is excellent.
2. The total supply is very small and the price high.
3. Many varieties will not be available at all this year.
4. Two new U. S. Department of Agriculture varieties are being offered in small quantities.

The thin plant beds have allowed plenty of room for the full development of individual plants. Plenty of fall rains, following the summer drought, have resulted in very strong crown and root growth. What plants we have are extra nice.

The drought this summer was not as long as that of 1930. It was more severe because it started earlier and more of it was during the hot summer months—together with severe drying winds. Anyway, the result has been that from about the same acreage as last year, we have about 15% as many everbearers and 25% as many standard varieties as we actually sold last year, not counting about forty acres that we had left for fruiting. Our supply is as good or better than the average. So the conclusion is inevitable—that there will not be enough plants to go around. Remember the early bird—and do not delay sending in your order!

Of the varieties we usually grow in small quantities, several cannot be offered at all this year. These include Klomore, Klondyke, Missionary, Maytime, Northstar, Daybreak, Hebron, Massey, Aroma, Eleanor Roosevelt, Julymorn, Green Mountain, Champion, Gemzata, and Wayzata. Others including Fairmore, Ambrosia, Senator Dunlap, Gem and Mastodon are offered in smaller quantities than usual.

In line with our policy of having the best new varieties just as soon as they are available, we are offering small quantities of Midland and Fairpeake. These were originated by the U. S. Department of Agriculture and were chosen for introduction after years of selecting and testing. Worth trying.

Some of you have sent us just one order, others many orders, during the years since Mr. W. F. Allen started our business way back in 1886. To all we say many thanks. From all we ask for more orders as you need more plants. For all we pledge good plants, extra good this year. Our suggestion about ordering early is not to scare anyone, but to tell you about the real shortage of plants and to help you avoid disappointment if you really want plants this year. Please let us hear from you.



*A fruiting bed like this will be a real moneymaker this year.*

## \$\$ STRAWBERRIES PAY \$\$

**PRICES HIGH??—Here's Why—BIG DEMAND—small supply!!**

That is our eight word story about strawberries for 1944 and 1945. A review of the facts and circumstances makes the story seem logical and reasonable.

**Prices** were high in 1943—many berries selling as high as 40 to 50c per quart and whole truckloads as high as 25 to 35c. Even with increased costs growers can make a good profit at these prices. In addition to the fact that the masses of people have pockets full of money to buy what they want, all the factors of supply and demand which made prices high in 1943 are present again—stronger than before. The only question mark in the picture is the possibility of unreasonably low price ceilings.

**Supplies** of berries will be short again—shorter than last year because the acreage is less and fruiting beds in commercial areas are generally poor. In spite of the urgings of ourselves and others who sell plants, the short supply will continue into 1945. Most old beds are not good enough to be very productive if carried over for another crop. New plantings will be small for several reasons.

1. *There are not enough plants available to set a large acreage.*
2. *The high price of plants this year will discourage some.*
3. *Labor will be even less plentiful than last year—the armed services have taken many and high industrial wages have attracted many more from the farms. This includes not only workers but many who would otherwise be growers of berries.*
4. *Uncertainty about labor as well as actual labor shortage will cause some to turn to crops which require less labor and less investment risk per acre even though the probable income is also much less.*
5. *Many of the berries that are grown will not reach the commercial markets—they will be produced in small victory garden plantings for home use and local distribution.*
6. *Acreage reduction will be most drastic among the larger growers. Pickers are not available. Large acreages must be reduced or growers will see many berries rot in the fields.*

## BERRIES TO SELL

You can't make any money out of strawberries, no matter how high the price, unless you have some to sell. The best way to have some to sell is to get plants this spring and get them in **EARLY**. In March or as early in April as weather permits.

There will be a big demand for all the strawberries produced in the next few years. Everybody likes them and the civilian demands for fresh berries have not been fully met in the last year or two. Preservers and other processors have had very short supplies. More berries are needed or the armed forces and for shipment in cold pack or preserve form to our allies and liberated countries. It is predicted that the use of preserved fruits or spreads will help increase the use of cereals (breads) and thus simplify the feeding of great numbers of people. This will be even more important if the present shortage of butter continues. In the long run strawberries will create their own demand because they are delicious to eat, nutritious, healthful and are being more and more recognized as an important source of Vitamin C. But for the next year or two the big demand is there—piled up and waiting. Growing strawberries is not only profitable for you—the fruit is badly needed as **FOOD FOR VICTORY**.

Keep in mind the picking problem and don't overload—but grow all the berries you can for yourself and for your country. It's pleasant It's profitable!! It's patriotic!!!



# VICTORY GARDENS

**STRAWBERRIES** stand head and shoulders above any other *fruit* crop for your VICTORY Garden.

No fruit is better liked. Every Member of the family will be crazy about fresh strawberries, the kind you can grow with our improved modern varieties.

**STRAWBERRIES** come into bearing more quickly than any other fruit crop.

**STRAWBERRIES** are easy to grow—any good garden soil is suitable.

**STRAWBERRIES** are not only delicious to eat, they are good for you, being one of the best of all sources of Vitamin C.

**STRAWBERRIES** ripen early—coming on in spring before many other garden crops are even planted.

**STRAWBERRY GARDENS** provide fresh fruit for the table, the "makings" for strawberry shortcake and other delicious dishes, including preserves, jellies and marmalades. Those who are fortunate enough to own or rent freezing units may have fresh strawberries for Christmas.

**STRAWBERRY GARDENS** provide also the ideal crop for *extra money*. No fruit crop is more healthful or interesting to grow, more attractive or easier to sell, more profitable or satisfactory to handle.

**STRAWBERRY GARDENS** fit in with so many conditions. Small areas often return large profits. A good crop to encourage young people. To employ part time profitably. Where older folks can help out. Think of it! With one crop you can get some exercise, take in some sunshine, make some money, feed your family healthfully, conserve ration points, ease the family budget and help with the war effort. Decide now to start a strawberry garden this spring and order your plants quickly, because there are not enough plants this year to go around.



# VICTORY GARDEN LETTERS



- **California**—Mendocino Co., Calif., October 8, 1943. Three years ago I bought a very small order of plants from you, 25 plants each of four different varieties which were Dorsett, Fairfax, Gem and Mastodon. I honestly do not believe that any plants in the world, even if grown across the road could have done better than these plants did. They have been the finest part of our garden, and we have picked quart after quart from all varieties. Gardening is just a hobby (although a rather profitable one these days) with us, but one which we enjoy greatly, and the strawberry bed is really the most enjoyable part of it.  
Mr. R. M. Parker
- **Connecticut**—New Haven Co., Conn., March 3, 1943. Premiers, Catskill and Gems did wonderfully and last year I sold \$40.00 worth of strawberries from a plot 20'x45'. The berries were so beautiful, and so good, the demand exceeded by far my ability to supply it. That is the most I have ever received from such a small plot. I lost only a few plants and that was due to my inexperience with setting out the plants. Your stock surely is wonderful.  
Mr. George H. Sablitz
- **Maine**—Knox Co., Maine., April 27, 1943. Your plants have done better with me than any others that I ever had. Down here on the coast of Maine the 600 plants gave me clear, 200 Premier \$30.00, 200 Fairfax \$15.00, 200 Catskill \$16.00.  
Mr. Allen M. Conary
- **Maryland**—Baltimore Co., Md., March 8, 1943. I bought 250 Catskill plants. The second year I picked 550 quarts of berries. Those berries were beautiful, and the best that I have ever grown. In this section most people like Catskill berries because they have such a wonderful flavor and are lovely table berries. They will sell at all times.  
Mr. Howard E. Bates
- **Missouri**—St. Louis Co., Mo., April 12, 1943. The plants arrived in very good condition. They are nice, healthy plants. Last year I had a wonderful crop of Catskill berries. They were the largest and prettiest berries I have ever seen. We had a long picking season.  
Mr. A. F. Kreutzer
- **New Jersey**—Essex Co., N. J., Sept. 17, 1943. My little strawberry patch was a source of great satisfaction this year, providing me with berries for jam and canning that I could not have possibly obtained even if I had cared to pay the 55c to 60c per quart asked by the stores here. And now I am especially interested in the fine behavior of the Gemzata ever-bearing plants set in the spring. I have been getting quite fine berries from my few plants.  
Mrs. Daniel H. Bender
- **New York**—Monroe Co., N. Y., Sept. 9, 1943. My friend, Mrs. Frank Stein, of New York, wants me to tell you that the plants she purchased from you last year, were a grand success. She had over a hundred quarts and they were quite the highlight of her victory garden.  
Mrs. Esther M. Brock
- **North Carolina**—Buncombe Co., N. C., Feb. 22, 1943. Enclosed find check for \$1.10 for fifty Mastodon everbearing strawberry plants. The 400 plants which I got from you last spring have done wonderfully well.  
Mrs. E. B. Hemphill
- **Ohio**—Hamilton Co., Ohio., Feb. 1, 1943. Last summer 1942, I picked a fine crop of berries. I had purchased the plants from you the year before. I had the largest berries grown here in this district. When taken to market buyers fought each other trying to buy them first.  
Mr. James Stranzins
- **Oregon**—Lane Co., Oregon, March 27, 1943. Plants received promptly on March 10th. They arrived in perfect condition and were the finest I have ever seen. Every last one is growing, and seem to like our mild Oregon climate. Thought you might like to know how they came out.  
Mr. V. J. Nugent



*Future Victory Gardener  
(Erie Co., Penna.)*

- **Pennsylvania**—Erie Co., Pa., April 26, 1943. The Dorsett and Fairfax plants came in fine shape and I don't think I lost one plant. Also want to thank you for the extra 25 Starbright plants, am watching them to see results. If they are any superior to Dorsett or Fairfax (I mean your Dorsett or Fairfax) they will have to go some. Am sending you a small Kodak picture, part of the field, set them 3 ft. by 18 in. Will set new ones 4 ft. by 24 in.  
Mr. Arthur L. Sears
- **Virginia**—Culpeper Co., Va., June 9, 1943. I purchased 150 strawberry plants from you the spring of 1942, fifty each Fairfax, Catskill and Redstar. I have picked to date 185 quarts with more to come. All three varieties are loaded down with berries. The Redstar probably bore fewer berries, but this is more than made up by their extremely large size. I also find them a most excellent berry.  
Mr. L. Seigner



# PREMIER

*27 YEARS! 27 CROPS!!  
The Safest Berry You Can Plant!!!*

Premier is a sure cropper because the blooms are so very hardy and because there are enough to make a crop even though frosts or insects should kill half of them.

More records for high yields and big profits have been made with Premier than with any other variety. It is adapted to all the middle and northern states, and on higher altitudes as far south as North Carolina and Tennessee.

In plant growth, Premier is healthy, moderately vigorous and extremely productive. Berries are of good size and appearance, quality and firmness, but they are brighter, firmer and of better quality from Pennsylvania north than they are in the lower middle states.

The weakest point about Premier is a result of its strongest point. The plants set so many perfect berries that later pickings become rather small in dry seasons unless they are irrigated or the crop reduced by frost or insects.

Proof of Premier's popularity is the fact that for years we have sold twice as many Premier plants as any other variety. We cannot do that this year because we haven't got the plants—but what we have are nice.

Premier is also known as Howard 17. This is the original name and is still largely used in New England where the variety originated. Whichever name you use, Premier or Howard 17, the variety is "true-blue," safe, steady, sound and sure. Price list, page 23.



*Premier berries—record breakers  
for yield and profit.*

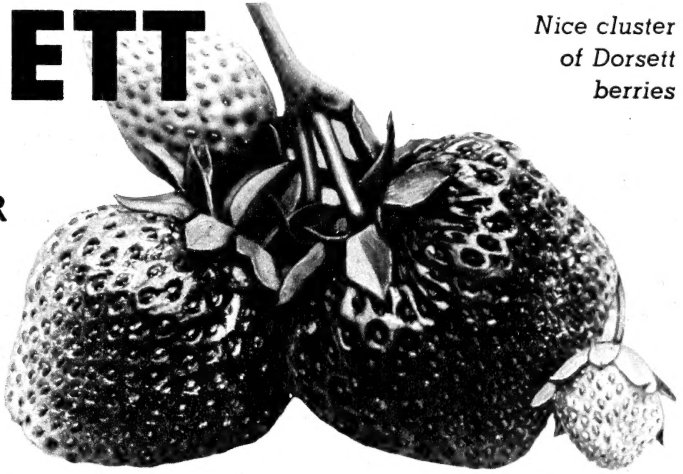


# DORSETT

Nice cluster  
of Dorsett  
berries

AT ITS BEST  
THERE IS NO BETTER

Dorsett is usually at its best in the latitude of Virginia, Maryland and New Jersey. Even farther north on the New England coast and in the Hudson River Valley, as well as in states as far west as Missouri, some growers rate Dorsett as one of the best.



Where it grows well there is plenty of reason to put it at the top. The plants are more vigorous and just as productive as Premier. The berries run larger in size, are brighter and more attractive in appearance and will outsell Premier on most markets. Dorsett berries are extra fine in quality, better than any except Fairfax and Starbright, and about equal to them as a dessert berry. Dorsett is excellent for home garden and local market and is firm enough to ship if picking is kept up reasonably well.

In spite of being better in so many ways, Dorsett will never be universally popular because of two weak points. It is not as hardy as Premier, Catskill or Fairfax. When planted far north or on cold frosty sites it is more susceptible to injury from winter cold and from late spring frosts than most other good varieties. Also, Dorsett is a fairly weak pollenizer. It is so vigorous that it often sets far too many plants which not only cuts down the size and yield of fruit by excessive competition for water and plant food, but also by making damp, shaded conditions where proper pollination is difficult.

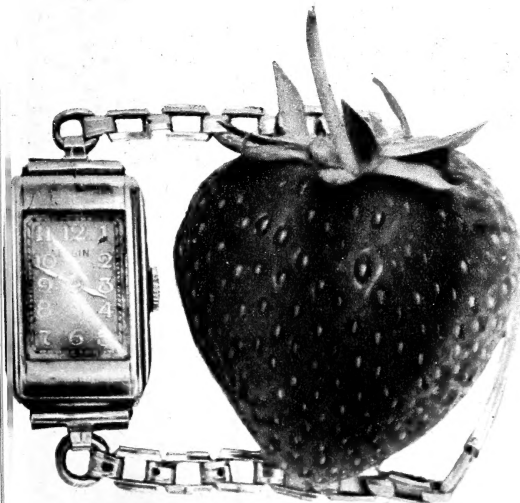
Fairly well thinned beds enable Dorsett to set the tremendously heavy crops of which it is capable. Growers who can produce Dorsett at its best are really "sitting pretty." Price list, page 23.

# MIDLAND

A new early variety just released for introduction by the U. S. Department of Agriculture. Midland (U.S.D.A. #1812—Premier X Redheart) is recommended for trial for the general market from Virginia to Southern New England, and westward to Arkansas and Iowa—the northern part of the Blakemore territory and the southern part of the Premier region.

Midland is a vigorous grower, making plenty of plants and large strong ones. The plants are quite productive and ripen early—about with Premier. The berries are of excellent quality—better than Premier but not as good as Dorsett and Fairfax, being somewhat more tart. Slightly raised bright red and yellow seeds, with shiny skin make the berries very attractive. The ripe berries are bright red—later turning dark but not as dark as Fairfax.

Midland is good enough and pretty enough for a home garden berry but it should make a dandy shipping berry because berries are so very firm and average so large in size. It has been widely tested since 1931 and certainly merits a trial, although plant stock this year is limited. Price list, page 23.



On time with  
a New Variety

# FAIRFAX

Typical berries  
of Fairfax

Taste, flavor  
and sweetness

are blended in Fairfax to form the most delightful berries to eat that ever made your mouth water for more! **THEY ARE REALLY GOOD!**

Fairfax is the one variety that **MUST** be in your Victory Garden—or else you won't have the best. Fairfax generates more enthusiasm among those who raise them in home or Victory Gardens than any berry we have ever had. Here's a sample letter.

Montgomery Co., New York, July 31, 1943. I must tell you how delighted we were with our strawberries this June. A year ago this spring you sent seventy-five plants of Fairfax berries. I had prepared the ground well and looked forward to a good crop of berries. I did not expect them to be as large as the picture in the catalog. I thought the picture had been made to induce people to buy. But such berries! They were even larger than the picture. And such flavor! All our neighbors who saw them said they never saw or tasted such berries.

Grace O. Kyle

It isn't just talk, either. Every year since 1932 when it was first introduced an increasingly large percentage of our total sales have been Fairfax. Once known they are always grown.

**FAIRFAX PLANTS**—widely adapted in Northern and Middle states—higher altitudes as far south as North Carolina and Tennessee.

**VIGOROUS GROWTH**—as healthy as Premier, making fewer plants but larger, stronger ones. Plenty of plants for good fruiting row, but rarely needs thinning.

**HARDY**—stand frost and cold like Catskill as well as any except Premier.

**START RIPENING SECOND EARLY**, almost with Premier in Maryland—becoming midseason with Catskill as far north as New York and New England.

**VERY PRODUCTIVE**—not quite as productive as Premier and Catskill, but under favorable conditions Fairfax has yielded from 5,000 to 8,000 quarts per acre.

**FAIRFAX BERRIES**—Beauties! When first ready to pick they have a rich medium red color, resembling Chesapeake. Prominent golden yellow seeds help protect the berries and add to their showiness. Keep picked closely to avoid mottled effect of mixing lighter, just ripening berries with dark, though still solid fruit.

**FIRM**—Fairfax berries are as solid and will keep as long as Blakemore. However, after several days they turn dark, almost purple. Even then they stand up for several more days unless conditions are so wet that no berries will keep.

**LARGE**—First berries are often very large in size. Rich soil and heavy manuring are quite effective in bringing the whole crop to good marketable size.

**PROFITABLE**—Poorly grown Fairfax sell with other ordinary berries—but fancy well-grown Fairfax almost always top the market in price. Price list, page 23.

Cuyahoga Co., Ohio, April 5, 1943. Enclosed is a check for more of your wonderful, healthy strawberry plants. Three years ago we bought 100 plants from you and had wonderful strawberries. When the last plants came the ground was so hard we could not plant them, so kept them in my refrigerator for a month before we could plant them. We never lost a plant. The Fairfax is the finest berry, both for size and flavor we ever ate.

—Mrs. A. B. Stoeckel

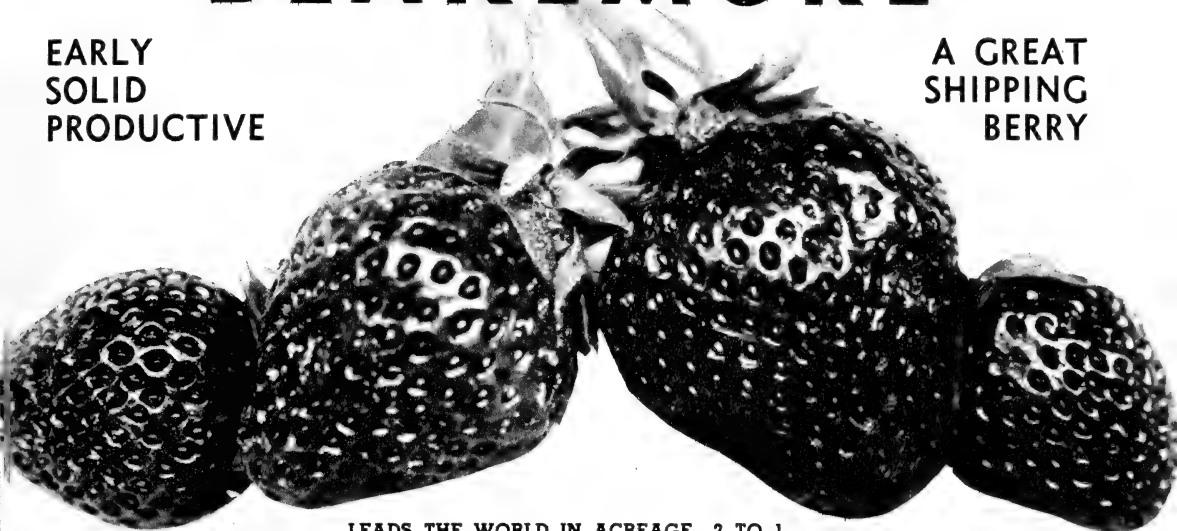
Mercer Co., Pa., December 1, 1943. We purchased from you a year ago last spring 1000 Fairfax strawberry plants. The spring of 1941 here was very dry and we came out with only 800 plants. The spring of 1942 here was ideal for strawberries. We think we lost a few of the earliest berries on account of frost. However, the patch produced 1376 quarts. The berries were the nicest that I have ever seen, especially the first half of the crop. Needless to say we were very much pleased with the plants and the results that were secured therefrom.

Mr. A. B. Richardson, Mgr.

# BLAKEMORE

EARLY  
SOLID  
PRODUCTIVE

A GREAT  
SHIPPING  
BERRY



LEADS THE WORLD IN ACREAGE—2 TO 1

*More than twice as many acres are planted to Blakemore as to any other one kind. In fact with scores of varieties being grown, 25% of all commercial strawberry acreage is Blakemore!*

Blakemore is the best early shipping berry the Southern States have ever had. It does well as far north as Maryland, Southern New Jersey and the Ohio Valley. With few exceptions, it is not recommended farther north. The remarkable popularity of Blakemore in these Southern and lower Middle States is based on performance alone. It has revived the industry in many areas. Here are some of the reasons:

*Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.*

*Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money, for the grower.*

*Berries are very firm—ideal for long distance shipping.*

*Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.*

*Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are*

*quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.*

*Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.*

*Yellows resistant plants—Our stock of Blakemore this year is not large, but it is your best bet for steering clear of the yellowing which is common to most Blakemore. Due to the nature of this yellowing, it is not possible to promise yellows-free plants. We can say, however, that the field from which our stock plants were set did not show any yellowing at all.*

**Southern Growers**—Set Blakemore for productiveness and profit. Protect your profits with Allen's Yellows-resistant Blakemore plants. Price list, page 23.

*On account of the severe Summer 1943 drought we cannot offer the following early varieties this year.*

**KLONMORE  
MISSIONARY  
KLONDYKE**

**MAYTIME  
NORTHSTAR  
DAYBREAK**

# The BEST MIDSEASON BERRY

## BIG BERRIES BIG YIELDS BIG PROFITS

These have made Catskill the BIG BOSS of all midseason varieties. For years we have sold at least three times as many Catskill plants as all other midseason varieties combined.

Catskill is a native of New York. It is adapted to all Northern, Central and Middle States. It does well as far south as Virginia, Tennessee and Missouri and in higher altitudes even farther south.

Catskill is the perfect running mate for Premier, coming in with a flood of big luscious berries as Premier begins to taper off both in size and yield. Catskill normally carries on for a long season and if moisture conditions are favorable will continue bearing until most good late berries, except Redstar, are about through.

### **Here's why Catskill stays in the lead--**

**Berries are large.** Catskill will produce more big berries than any variety we have ever grown. This is in addition to the many medium sized berries with which Catskill finishes up its long bearing season.

**Berries are firm.** They are firm enough for local and nearby markets. As firm as Dorsett but not as firm as Blakemore for shipping. As grown in the north they are firm enough to stand any shipment strawberries are normally given.

**Berries are good.** As good as Premier in quality but not as good as Fairfax, Dorsett and Starbright.

**Berries are attractive.** First berries are sometimes ridged but later ones are fairly smooth. An attractive light red color which darkens very slowly on holding makes Catskill look well and sell well.

**Plants are vigorous.** They make a vigorous growth with plenty of strong plants for a good fruiting bed. A little leaf spot appears as grown in Maryland and farther South, but not enough to affect the yield.

**Plants are productive.** The heaviest crops of any variety that we have ever known here have been Catskill. In New York and other northern states yields up to 15,000 quarts per acre have been reported several times.

**Plants are sure croppers.** Catskill has been almost as hardy and as consistent a cropper as Premier for the last 11 straight years.

That Catskill is the safe and sure midseason berry for both commercial plantings and Victory Gardens we consider proved by experience. New ones should be tried—but depend on Catskill and Allen's Healthy Catskill stock. Price list, page 23.

"Last year I set out 300 Premier and 300 Catskill strawberry plants. We have just finished picking and 670 quarts were harvested."

Mr. C. J. Hamman  
Pendleton Co., Ky.

"I really like the Catskill strawberries. I grew some of the largest berries last year we had ever seen. Neighbors went wild over them. I want to set a new bed this year."

Mr. A. T. Newberry  
Bland Co., Va.

"Our strawberry patch has been the delight of both ourselves and our friends, and the size and beauty of the berries are the wonder of the neighborhood. We like Catskill best for all around flavor, long bearing season and high productivity in good and bad weather. We have never had a failure, even in a year of serious drouth, and in a good year we average over a quart for every original plant set out. We should like to express our appreciation for your promptness in filling orders and the excellent quality of your plants."

Mrs. Winton Patnode

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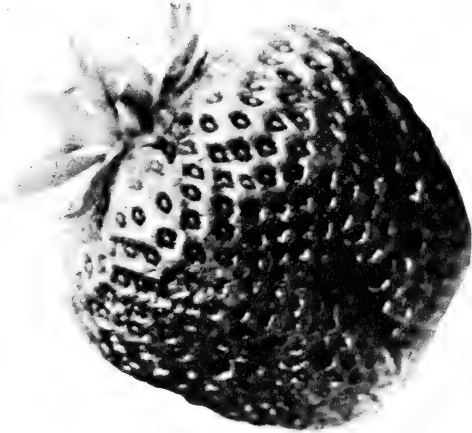
## BIG JOE



Big Joe, also known as Joe and Joe Johnson, makes a strong vigorous plant growth. The individual plants are quite large and usually do not need spacing. They are moderately productive and under favorable conditions may be very productive. The blossoms are rather susceptible to frost injury, so that plants should be set on sites where frost damage is unlikely.

The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry. Big Joe is popular when grown for home use or local market. The fruit is fairly firm and in this shipping section of Eastern Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

Big Joe is an excellent midseason berry and still preferred to Catskill by dozens of good growers all through the middle and northern states as being a more profitable berry. Price list, page 23.



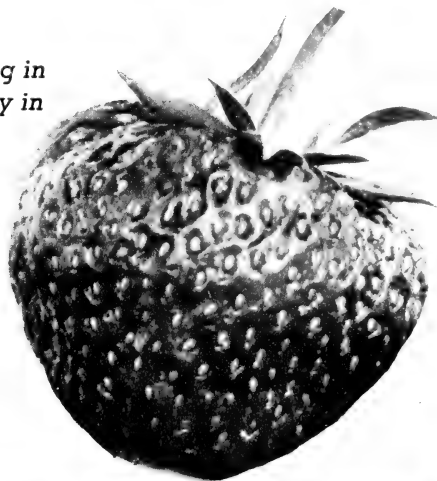
## DRESDEN

Originated in New York. Strong grower. Extremely productive. Berries soft, poor quality, worthless in Maryland. Much better berries, better quality, often quite profitable in New York and other Northern States—but we think Catskill much safer and more profitable even there. Price list, page 23.

## PATHFINDER

Extremely productive, ranking with Premier, Catskill and Dresden. Resistant to red stele and recommended where red stele has infested strawberry soils. Plants large, strong, vigorous, making plenty for good fruiting bed. Berries medium to large in size, ripen unevenly, poor quality and soft here in Maryland. Much better in Pennsylvania, New Jersey, Connecticut and other states farther north. These plants are not only very heavy bearers but berries ripen more evenly with light attractive color and are firm enough to ship satisfactorily. Some Northern growers swear by Pathfinder. We have some good plants. Price list, page 23.

*Increasing in popularity in the north*



*On account of the severe Summer 1943 drought we cannot offer the following midseason and late varieties this year:*

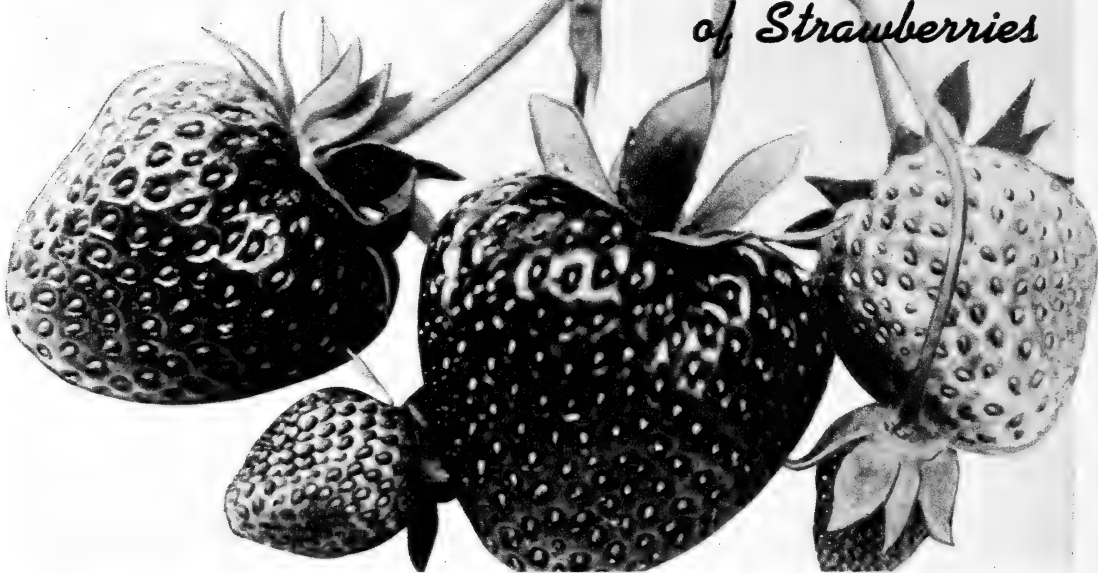
Hebron	Eleanor Roosevelt
Massey	Green Mountain
Aroma	Julymorn

## ABERDEEN

Very vigorous grower, plants red stele resistant. Very productive. Berries large, light in color, attractive, fair quality but quite soft. No good in the south but profitable on heavy soil in some parts of the Northern States. Price list, page 23.

# CHESAPEAKE

*The Aristocrat  
of Strawberries*



Chesapeake has always had, and still has, a host of friends who consider it about the last word in fancy strawberries, in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. But it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce.

Anyway, this is all changed now. The strain of Chesapeake plants we have had for the last six years has made plenty of plants. Even in this very dry year our beds of Chesapeake are just as good as our Catskill, Fairfax, Dorsett and other free-growing kinds. Yields have been better too, because an ample fruiting row has been made.

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

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flash color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a shipping berry Chesapeake stands out.

It's no wonder Chesapeake berries have for years sold at a higher price than any other late berries. They are worth more, these Aristocrats of the strawberry world! Price list, page 23.

## Lupton

"Beauty is only skin deep," but that doesn't seem to matter much. Lupton strawberries are beautiful, but under the skin is a flesh that is quite dry and poor in quality. In spite of

this the beauty of Lupton berries, together with their large size and fine shipping quality, has made Lupton one of the most profitable late shipping berries. Sold also as "Townking" but the varieties are identical. Price list, page 23.

## FAIRPEAKE

U.S.D.A. #2119

Same parentage as Starbri introduced as a sweet, high market variety of great beauty from Maryland to Southern Missouri and Iowa."

Plants are medium in vigor are quite healthy. More productive berries very high, fully as best. Flesh of berries firm,

Being quite late, Fairpeake fasciate may limit its value of plants is available this year.





*The Prettiest Berries You Ever Saw*

Starbright is a cross of Chesapeake X Fairfax, combining most of the best qualities of both. The berries are as good in quality as Fairfax, firmer than Chesapeake and handsomer than either of them. They have a delightful aroma. For the last few years our Starbright berries have sold for higher prices than any variety on our list, not even excepting Chesapeake. Starbright has everything it takes to command top prices.

The plants have a beautiful dark green leathery foliage which is very healthy and vigorous. Starbright makes plants more freely than our old strains of Chesapeake, about the same as our new strain.

Starbright is a moderate but not a heavy cropper. On good land it has produced 4,000 to 5,000 quarts per acre. If Starbright made plants a little more freely and produced as many berries as Premier or Catskill we would go "all out" and say that it was the best variety of any season that we had seen in our entire 59 years' experience with berries.

The berries resemble Chesapeake in many ways but it is slightly earlier and the berries are sweeter and firmer with a tougher, glossier skin. The berries will average fully as large as Chesapeake.

"Starbright is being introduced as a midseason commercial and home garden variety of great beauty. It is recommended for trial from Virginia to New Jersey and westward to Kansas and Iowa." So states the U. S. Department of Agriculture official circular. Starbright has real "class". It should be tried. We have found as much profit in one quart of Starbright as in two quarts of many other varieties. Price list, page 23.

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

**KE**

**Chesapeake**

several days later. "It is some garden and general early and Aroma season, for New England and west to

four number of runners and than Starbright. Quality of Dorsett or Fairfax at their end to the center.

best soil. Its tendency to Maryland. A limited number Price list, page 23.

# REDSTAR

The new very late berry. Reports are coming in and it looks like a "WINNER".

Redstar adds ten days to the season for fancy berries at the time when other berries are about gone and prices generally highest. Several more days can be added by planting Redstar on (1) heavy clay soils; (2) higher elevations; (3) north slopes; (4) with heavy mulching.

Plant growth of Redstar is outstanding—making plenty of strong vigorous, healthy plants!

Plants are very productive. They set a tremendous crop of berries and will mature them to a good large size if sufficient moisture is available. As any late variety runs more risk of dry weather, good soil retentive of moisture should be used with a mulch added to help conserve what water is present. Fasciation sometimes occurs but has not been serious.

Berries of Redstar are large, with the largest ones sometimes ridged as in the picture. They have a bright red color which does not turn dark. Skin is tough and very glossy with raised yellow seeds, making a very pretty berry which holds well and sells well. Dessert quality is very good to excellent. They taste like more.

## REDSTAR REPORTS

"I picked a quart of berries yesterday, August 13th, from a bed of 100 Redstar set in 1942."

Cedric A. Judkins  
Oxford Co., Maine, Aug. 14, 1943

"Fruited Redstar in 1942 and found it an outstanding variety."

Roy C. Gault  
Marion Co., Ind., March 13, 1943

"Fruited Redstar this summer and were very much impressed. First good late berry we have ever seen for this climate. Good plant maker, large berries, good yielder."

Henry T. Schmidt  
Cole Co., Mo., Sept. 20, 1943

"Redstar plants made a magnificent growth and a good yield. Very good quality. All up to your recommendation."

Dr. H. W. Haight  
Middlesex Co., N. J.

"Redstar is a fine berry and a heavy cropper. Had some to cover entire bottom of quart berry cup."

James Stranzins  
Hamilton Co., Ohio., Feb. 1, 1943

You just can't overlook Redstar. It's like having two berry seasons each year. The extra ten to fourteen days will enable every grower to grow more berries and make more profits. Redstar, by extending the season, enables you to handle more berries with less help. It makes another bright spot in the Victory Garden too. Price list, page 23.



*Redstar, delicious berries after others have gone.*





## ALLEN'S PLANTS PAY

### WHAT IS A GOOD PLANT?

It is a plant which is of fair size for the variety with a strong crown and a vigorous, well developed root system.

It is a plant which is true to name and correctly labelled.

It is a plant which is healthy—free from insects and diseases on both roots and foliage.

It is a plant which has the vitality to grow vigorously and bear heavy crops. This vitality must be conserved by careful handling and packing to still be a good plant when it reaches you.

We have had 59 YEARS OF EXPERIENCE in growing, handling and packing good strawberry plants. We grow and sell no other nursery crop. For these reasons we have confidence in our ability to supply you better plants than growers of equal ability who have less experience and who try to handle many kinds of nursery stock.

This year when plants are scarce and high in price, it is most important to get **GOOD plants, DEPENDABLE plants, ALLEN'S plants.**

Ogle Co., Ill., March 24, 1943. I have bought plants for over 40 years from you, and have always been well pleased. I have entered my 83rd year.  
Mr. E. G. Goljenbloom

Marion Co., Ind., March 13, 1943. Your plants are the best I have ever ordered. Had the biggest, finest berries last year I ever raised.  
Mr. Joe H. Davidson

Plymouth Co., Mass., March 29, 1943. Order inclosed. If they are as good as the ones I have always received from you in the past, I shall be more than delighted.  
Mr. George K. Zipf

Montcalm Co., Mich., April 30, 1943. Your plants are the best I have ever used, and I have been growing strawberries 65 years.  
Mr. Frank Fishell

Bergen Co., N. J., April 6, 1943. Received plants in perfect condition.

Mr. F. Haessner

Greene Co., Ohio, March 31, 1943. We have always bought our plants of you, and have always been satisfied.

Mrs. E. O. Thompson

Chester Co., Pa., August 6, 1943. For many years I have been buying from eight to ten thousand strawberry plants from you each spring, and they have been very satisfactory.

Mrs. Mary L. Balderston

Alexandria Co., Va., Jan. 22, 1943. I have got my plants from you for over 30 years, and had such good luck with them I want to order again.  
Mr. Frank Talbott

*Fine Cluster of  
Mastodon  
Berries.*



## MASTODON

Chautauqua Co., New York, February 27, 1943. Last April I ordered Premier, Catskill and Mastodon everbearing plants. They were all wonderful plants, especially the Mastodon with which I was more than pleased. It was surprising and very gratifying to be able to pick berries from the middle of August to late fall. I have never seen any larger berries than the Mastodon we picked the first year planted. I am enclosing my order for 200 more of the Mastodon plants, my only regret is that I did not order more last April.—Mr. A. A. Agnew.

Mastodon is the most popular and widely grown Everbearer. It does well in all the northern and middle states as far south as North Carolina and Tennessee on sites of 100 feet or more elevation.

Mastodon makes a very vigorous healthy plant growth, with strong robust individual plants. This may partly explain its ability to come through under tough conditions. Other varieties may be better or poorer under varying conditions, but Mastodon almost never lets you down entirely.

It bears from late summer until freezing weather. The heavy foliage often protects the berries so that they continue until long after the first frosts have come.

Mastodon is a fine midseason berry for the spring season, entirely apart from its summer and fall crop. This makes Mastodon a safe variety to plant.

The berries from either crop are large, bright red, of good quality and firm enough for local or nearby markets. Price list, page 23.

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Mastodon and Gem plants are VERY scarce this year—not over 15% of normal. There will not be enough for all. So we must limit the number of plants per person and accept orders on a first come, first served basis. We appreciate your business but must warn you to order early for all plants this year—especially everbearing kinds.

## GEM

Essex Co., Mass., March 6, 1943. I would like to tell you about my Gem plants last year. They bore heavily all summer and I picked the last box on the morning of October 28th. We had had several hard freezes before that, but the plants protected the berries so well that they were not hurt.

Mrs. Joseph H. Brooks

While Mastodon is more generally grown, many growers even in northern states agree with us that Gem is a better everbearer. Here in Maryland it produces more late summer and fall berries.

Gem berries are at least equal to Mastodon in size, quality and flavor. They are firmer, brighter, more uniform in size and shape, more attractive in appearance and sell better on the market than the Mastodon.

Although Gem is much better here for the late summer and fall crop, it is nowhere near as good for the spring crop as Mastodon. This may account largely for the greater general popularity.

Gem plants are usually not as large and strong as Mastodon, but the thin beds this year have let even Gem plants get plenty big. Set Gem plants early. Once started they make lots of new plants and berries in abundance.

*Due to the severe summer 1943, drought we have no plants at all to sell of the other Everbearing varieties.*

**Champion  
Gemzata**

**Green Mountain  
Wayzata**

# GROWING EVERBEARERS

## WHY?

- ① Everbearing strawberries make a delightful and useful crop for the home garden. They have become very popular in recent years.
- ② You don't have to wait very long. No other fruit crop can touch Everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.
- ③ Strawberries provide one of the best of all sources of Vitamin C (which cannot be stored in the body). Everbearing varieties make possible a continuing and pleasing source of this vitamin all through late summer and fall.
- ④ Although they have been grown for many years, they still have a novelty appeal. Lots of people still get a real kick out of having nice fresh strawberries from their own vines, so far out of the regular season.
- ⑤ They have a good record as a money crop. Growers who had fairly heavy yields of berries in small garden plots found the surplus so easy to sell at good prices that they increased their plantings. Now many fall berries are shipped profitably even to wholesale markets.
- ⑥ Some everbearing varieties make a very good regular spring crop. This gives the growers a second chance. If the expected summer and fall crop does not come up to expectations (and fall crops are not as sure as spring crops), there is a good spring crop coming along anyway. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

## HOW?

*Everbearing varieties are grown  
just like other strawberries*

They have the same soil and moisture requirements, require the same cultural methods and give the same response to extra care and attention. Inasmuch as Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit as well as to continue growth, it is especially important that they have the good care which all strawberries should have.

*Here are a few of the more important things to keep in mind*

- ① Set good strong plants on well prepared land and set them early. If the plants are not set early your efforts are wasted as far as the fall crop is concerned.
- ② Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.
- ③ Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this system is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture.
- ④ Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.
- ⑤ All the Everbearers have cycles of fruiting. None of them bear every day from midsummer to freezing weather. In Maryland, Gem and Gemzata stand the heat better and are by far the most productive in August and early September. Mastodon and Wayzata are at their best a little later and Green Mountain is the latest to reach its best production. Commercial growers therefore may want several varieties to assure continuous fruiting.
- ⑥ **Yields.** Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.

# COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

## WHERE WILL STRAWBERRIES GROW?

They will grow successfully in every state in the country. When they follow common sense methods, beginners are generally successful.

**WHEN DO THEY BEAR?** Standard varieties set in March, April or early May 1944 will bear their best crop in May or June 1945. 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.

**WHAT KIND OF SOIL AND LOCATION ARE BEST?** Any soil that makes good yields of garden or field crops will produce strawberries 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—Following a hoed crop makes 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. 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 low 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 or 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 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.

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.

**SHOULD CHEMICAL FERTILIZERS BE USED?** On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic 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 of ammonia should not be used in these applications 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.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is 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.

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

**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 get scientific and have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

## WHEN SHOULD PLANTS BE SET?

**EARLY! EARLY! 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 so **ALL IMPORTANT**.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States April or the first half of 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.



**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 excellent condition for many days 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 for a while is in cold storage at 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. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 degrees F. until planting conditions are just right.

**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.

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 ft. you would need about 20 plants.

**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, dibble, paddle, a big spoon or in larger fields a horse drawn transplanter. With plants that have very long roots clipping them off to about 4 or 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.)

**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.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds.** At the first or second hoeing any of the plants' 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

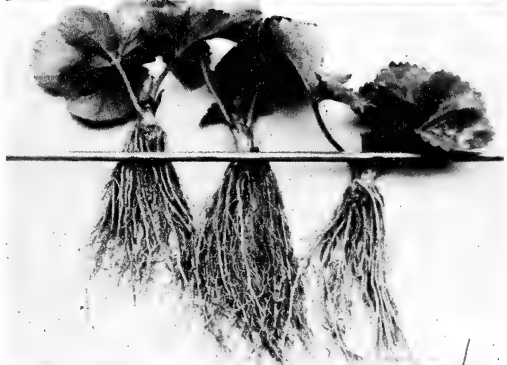
remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(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. Blossoms may be left on plants of Everbearing varieties after July 20th.

(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. Any 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 off or cut off.

#### 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. "	20 "	7,128 "



#### TOO SHALLOW JUST RIGHT TOO DEEP

**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 straw manure and various kinds of hay are satisfactory. 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.

**DO STRAWBERRIES NEED SPRAYING?** When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASES may be helpful in identifying the cause and applying the remedy.

# Collections for your Convenience

## FULL-SEASON STRAWBERRY GARDENS

**DORSETT**—for early berries

**FAIRFAX**—second early

**CATSKILL**—medium to late

**REDSTAR**—extra late

These are the best! They all grow vigorously and produce big, luscious berries in abundance.

**Collection A**—100 plants—25 each of the 4 kinds (4 lbs.).....\$ 4.00

**Collection B**—200 plants—50 each of the 4 kinds (8 lbs.)..... 6.50

**Collection C**—400 plants—100 each of the 4 kinds (16 lbs.)..... 10.00

**Collection D**—2000 plants—500 each of the 4 kinds (70 lbs.)..... 27.50

*These collections are not offered as money-savers, although there is a small saving with each of them. They are selected and offered so that those who do not wish to make a study of varieties can be sure to get the Best without bother.*

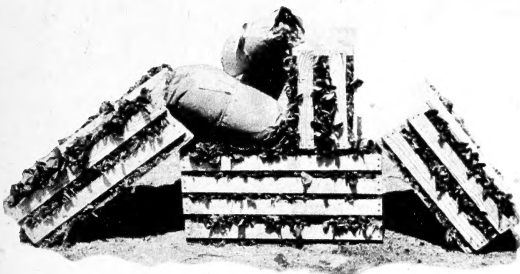
These collections are designed especially for States in the latitude from Virginia and Missouri Northward, and in higher altitudes farther South.

Premier, the hardiest variety of them all, may be substituted for Dorsett in any of these collections at your request. Premier is recommended as a substitute for Dorsett in Northern States or on sites where late spring frosts are likely.

Order by collection number: Collection A, Collection B, etc.

These prices are F. O. B. Salisbury, payment with order. Add postage figured from approximate weight given. Parcel Post table on page 21. The larger collections (400 plants or more) will usually go cheaper by express collect.

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



### Good plants packed to arrive in good condition

#### EARLY SETTING PAYS

Early setting of plants is always helpful in getting a good start. Where late seasons and heavy soils prevent early setting, equally good results can be had by having plants dug in March while still dormant and holding them in cold storage until soil and season are right. Temperature 32 degrees F. Storage preferably at or near point of destination because shipment is then made in cold weather and because plants can be taken out of storage as needed according to weather conditions and help available for setting.

Read Mr. Judkins' letter below.

#### MR. JUDKINS SOLVES A PROBLEM

Oxford Co., Maine, June 7, 1943. You ask me to write and tell you how the strawberry plants which you held in refrigeration and shipped me grew. The plants arrived May 28th. Very few of the plants had

any green leaves showing and on some the only signs of life was the new growth on the roots. These plants were set in the ground on the 28th and 29th of May. On June 6th I looked over the bed and found only 3 plants that failed to grow. The rest have from 3 to 6 good strong, healthy leaves. On a few plants the blossom bud could be seen just starting from the crown. The plants have to date made a very good growth, and are now well established to stand any weather that we may have. The plants I purchased from you last year under the same condition have formed heavy matted rows. The plants will be in blossom in 10 days to two weeks. If (and I see no reason why they should not) the plants purchased this spring do as well as the 1942 ones, I will be one hundred percent satisfied. In past years when I have had plants dug and shipped around May 20th, the plants would arrive looking great with lots of leaves and blossoms, but cutting off lots of leaves and all blossoms and careful care, if 25% lived I was lucky. Those that lived would not make the runners and growth the refrigeration plants do. If you wish I would be glad to report on growth of plants this summer.

Mr. Cedric A. Judkins

Oxford Co., Maine, August 14, 1943. The plants purchased last spring are coming along fine. They are making runners now, so many that some should be removed so the rows will not be too dense next year. There has been less than one percent loss on plants. The Everbearing plants I set last spring are now in full blossom. Mr. Cedric A. Judkins

## 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 23.

**Time of Shipment.** We ship plants from November 1st to May 1st. See paragraph on page 18 "When should plants be set?"

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

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

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

## WHEN TO ORDER—AND HOW TO SHIP

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

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

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

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

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

**BE SURE TO SEND ENOUGH POSTAGE AS ANY EXCESS WILL BE RETURNED.**

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

# PICKING THE WINNERS

**Early Premier** The safe early strawberry. Frost proof. Has produced a crop every year for 26 straight years since its introduction. Very productive, profitable and popular in all Northern and Middle States.

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

**Dorsett** A most profitable early berry for us. At its best equals Premier in productiveness. Superior in size, firmness, beauty. Much better in quality. Avoid very cold frosty sites, far North. **Blakemore** light and quite tart is fine, early shipping berry adapted chiefly from Maryland South.

**Midseason Catskill** The safe midseason berry. Ten years without a crop failure. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada South to Missouri, and North Carolina. Best midseason berry.

**Big Joe** Preferred by many to Catskill—especially in Middle states. It must be good to be among the leaders for so many years. **Pathfinder**—very productive and profitable in Northern states. Redstele resistant.

**Late Chesapeake** The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

**Starbright**, new, similar to Chesapeake in many ways, but handsomer, firmer and better quality. Brings top prices. Worth trying.

**Very Late Red Star** The best very late and the latest real good berry. Plant for late berries and high prices. Good quality. Grow more good berries with less labor. Stretch the season for 10 days with Redstar.

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

**Gem** Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop.

# Price List for Fall 1943 and Spring 1944

Description	25	50	100	200	300	400	500	1000	
Page	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	
<b>Early Varieties</b>									
9	BLAKEMORE .....	\$ .60	\$1.00	\$1.60	\$2.80	\$3.60	\$ 4.35	\$ 5.00	\$ 8.00
7	DORSETT .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
8	FAIRFAX .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
—	Fairmore .....	1.00	1.65	2.60	—	—	—	—	—
6	Howard 17 .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
7	MIDLAND .....	1.55	2.50	4.00	7.00	9.00	—	—	—
6	PREMIER .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
—	Senator Dunlap .....	.75	1.25	2.00	3.50	4.50	5.40	6.25	—
<b>Midseason Varieties</b>									
11	Aberdeen .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
11	BIG JOE .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
10	CATSKILL .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
11	Dresden .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
11	PATHFINDER .....	1.00	1.65	2.60	4.55	5.85	7.00	8.15	13.00
<b>Late Varieties</b>									
12	CHESAPEAKE .....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
12	FAIRPEAKE .....	1.55	2.50	4.00	7.00	9.00	—	—	—
13	Lupton .....	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
13	STARBRIGHT .....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
<b>Very Late Varieties</b>									
—	Ambrosia .....	1.00	1.65	2.60	—	—	—	—	—
14	REDSTAR .....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
13	Gandy .....	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
<b>Everbearing Varieties</b>									
16	GEM .....	1.95	3.15	5.00	8.75	11.25	—	—	—
16	MASTODON .....	1.95	3.15	5.00	8.75	11.25	—	—	—

## W. F. ALLEN COMPANY

### SALISBURY, MARYLAND

Ordering Early is the best way to be sure of getting the plants you want.

The short supply of plants this year makes it important that you tell us on the order sheet, whether to substitute nearest variety or to return your money for varieties sold out when your order is received.

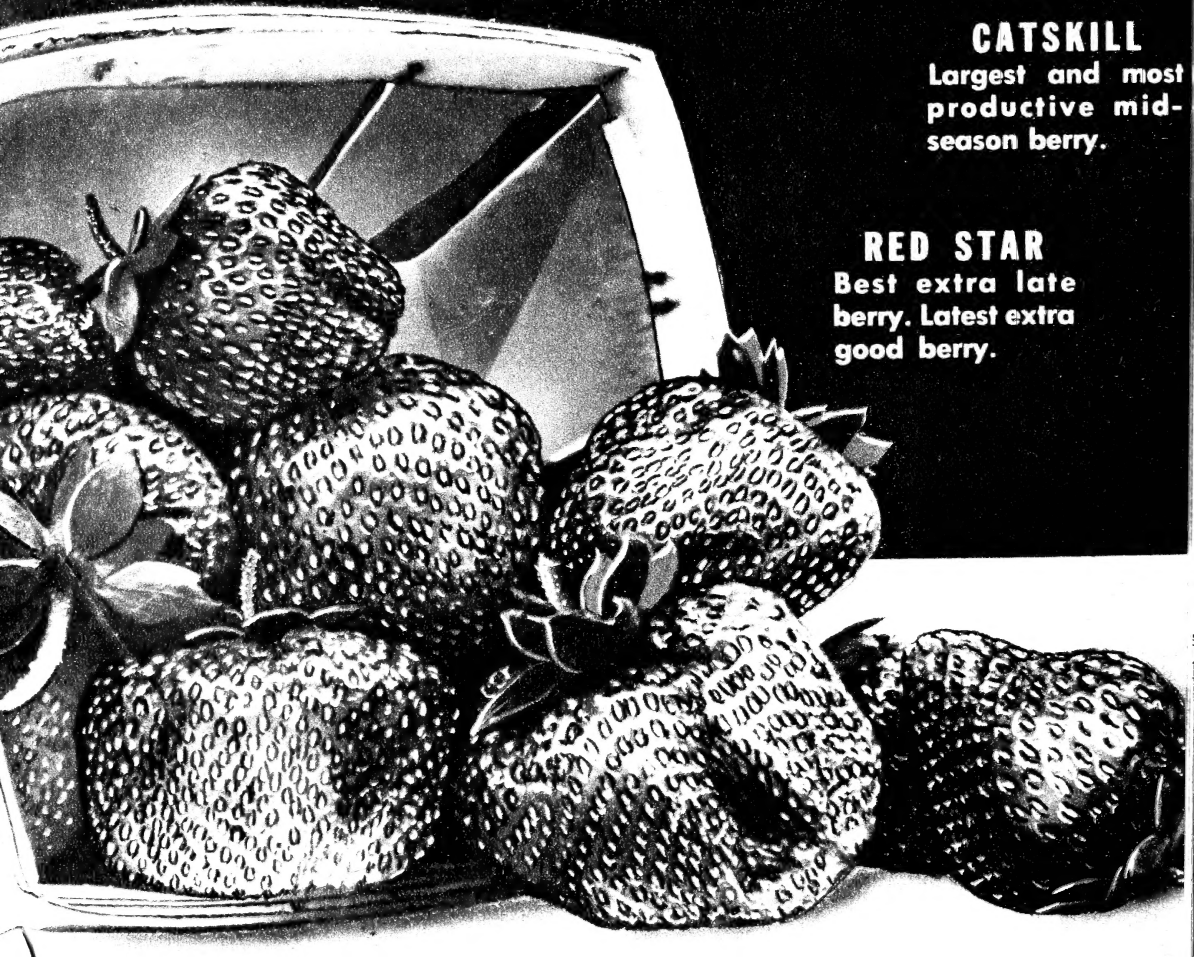
If substitutions are made, available varieties best adapted to customers location will be used. Also, if substitution of a lower priced variety is made, extra plants will be put in to equal full value of original order.

ALL PLANTS F.O.B. SALISBURY, MARYLAND, AT PRICES QUOTED



# W.F. ALLEN COMPANY

SALISBURY, MARYLAND



## CATSKILL

Largest and most productive mid-season berry.

## RED STAR

Best extra late berry. Latest extra good berry.