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# ALLEN'S BOOK BERRIES 1927



Premier-the best of all

## THE W. F. ALLEN CO.

SALISBURY, MD.



One of Allen's Plants

## Our 42nd Annual Visit

This is the forty-second year we have sent greetings through our Book of Berries, to strawberry growers in this country. These years we have tried to make years of service and satisfaction to our customers and friends. That we have succeeded to some extent is attested by the number of growers who bought of us during those first years, that are still using "Allen's Plants". It has also been very gratifying to us to note how large a percentage of the **increase** in our business has been due to recommendations of our friends based on the kind of plants and service they had received, rather than to a direct appeal by us through advertising.

The manufacturer of a popular brand of tooth paste prints the following on each package: "The priceless ingredient of every product is the honesty and integrity of its maker." We believe that is true, and especially so of a product like strawberry plants.

By our efforts to give every one good service, good plants and moderate, fair statements in our catalogs, we hope and believe we have been able to win the confidence of those who have dealt with us. And if we have done that, we feel that we will continue to receive their orders, when wanting berry plants. Don't you?

## Does It Pay To Set Plants From Your Own Fruiting Bed?

There are two main things to consider:

1. The trouble and expense of digging and cleaning your own plants.
2. The money you would receive for the berries produced by the plants you use, including the second crop where they are kept over.

Other factors to consider are, (a) the invigorating effects that often come from a change of soil and climate; (b) the convenience of having plants right at hand when you want them, and (c) the fact that plants well cleaned, with evenly-bunched, straightened roots, makes setting easier, quicker and better.

MR. ALFRED E. SHARP, of Sussex County, Delaware, figured it out and wrote us as follows: "I had 12 rows of Premier and I used one row for planting my bed this year. It took 3,500 plants. That left me 11 rows to pick. They averaged 11½ crates to the row, or 126 crates off of the 11 rows. In all, the 11 rows brought me \$742.00, or about \$66.54 a row (15c per quart). I could have bought my plants (3,500) from you for \$21.00. Then for picking and crates for each row it cost \$13.25. If I had bought the 3,500 plants, I would have cleared \$32.29, besides the work of digging and getting the plants ready to set. And, also, it pays to buy Allen's plants, as they are always true-to-name."

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## Read the Testimonials

Every worthwhile business is, or should be, conducted so that its owners can make a living and earn a profit. But with us, as with many others who earn a living from the soil, not the least of the profits comes in satisfaction of work well-done and in an appreciation of good service by those we are trying to serve. And we want to say that it adds mightily to the "joy of living" to receive the many splendid letters from our customers. They are entirely unsolicited, but are very much appreciated and enjoyed, containing as they do spontaneous expressions of good will and satisfaction with the plants and service rendered by us. We will do our best to merit the continued good will and patronage of those who have dealt with us in the past or will deal with us in the future.

Read the testimonials and enjoy them with us.



Big Joe—a proven Money Maker

## Big Profits

Be Sure to Read All of This Page

We truly believe that a small acreage,  $\frac{1}{4}$  acre, up to 4 or 5 acres, of well cared-for strawberries will yield larger returns per acre or per hour of labor than almost any other crop you can grow. But don't be misled by glowing word-pictures of large and sure profits that have, in the past anyway, been written by plant growers anxious, like ourselves, for plant orders. The strawberry business has been good, and the outlook for the future is good enough without exaggerating. Profits of \$200-\$500 per acre for well cared-for plantings are a reasonable expectation. \$500-\$1,000 are made quite frequently, but profits of \$1,500-\$2,000 per acre, while sometimes made, must have all growing and marketing conditions just right.

We are not pessimists—we believe in the strawberry business and we want your orders for plants, but we don't want to make your expectations unjustifiably high.

**Profits can be increased** by consistently following a few simple methods:

1. Careful selection and preparation of soil.
2. Good cultivation and proper fertilization.
3. Proper setting of plants, including early setting.
4. Selection of the right varieties.
5. Use of good, true-to-name plants of those varieties.
6. Harvesting and marketing advantageously.

Of these six points, we are giving in this Berry Book dependable information based on over 40 years' experience, to help on 1, 2, 3, and 6. On points 4 and 5, our service is complete. We are offering you good plants, true-to-name plants of the right varieties at reasonable prices. Grow strawberries—it's a good crop to grow and this is a good time to start.

Here are reports from some of our customers who have started:

Bennington County, Vt., July 26, 1926. I wish to write you a few lines to tell you of the wonderful success I have had this year with the Premier Plants I bought of you last year. Our season has just come to an end, and I have picked 3,400 quarts of those wonderful Premier Strawberries from a half acre of land. It is quite good, I think, and some credit is due you for the good true-to-name

plants. I live right near a local market of 10,000 inhabitants and have very little local competition, and when my berries were put out, you should have heard the exclamations, as, "Such wonderful berries!" "What kind are they?" "Did you grow them?" I had many baskets that 18 berries would fill a quart basket. People came to the house in droves to buy them and never found any fault with the price. I received 40c at first, then 35c, and all at 25c, so I feel that I have had a most successful year. We started picking June 25th, and today, July 26th, there are a few left. One day we picked 400 baskets and it was 120 degrees in the sun. The plants stood the heat like soldiers, never a one wilted, and I do not have any watering system.—MR. L. C. PIERCE.

New Haven County, Conn., Jan. 7, 1926. I enclose an order for plants and check to cover cost of same. You may be interested to know that from a trifle less than 2½ acres of Premier Berries, 1½ acres of which were old bed, I sold berries to the value of slightly over \$2,500, this being the amount after selling commission was deducted. The 1925 season was short, caused by hot, dry weather, but from about the same acreage, I sold about \$2,100 worth, these from Premier Plants, which I originally purchased from you in 1922. I think it advisable to plant a little new straight stock again.—CHRISTOPHER R. TURNER.

Lancaster County, Pa., April 28, 1926. I received my plants all O. K. and in a splendid condition, Monday, the 26th, and set them with a planter, Tuesday, the 27th. Was fortunate to get a good rain the same evening. The plants were fine and had splendid roots. I wish to thank you for the extra good count, as there were about 1,200 more than I ordered and paid for. I noted each bunch contained 2 or 3 plants over the 25, with some extra bunches which you must have thrown in. I am very much pleased and you can look for future orders from me. It is my aim to become one of the largest growers of berries in Eastern Pennsylvania, if marketing conditions warrant.—CHARLES H. LUTZ.

York County, Pa., April 21, 1926. I must say that the Premier is a wonderful berry. Best I ever had. I got 1,000 Premier Plants from you in 1924, and sold \$115 worth of berries in a very dry season. Late varieties were practically no good at all. My neighbor, John H. Grim, is an experienced trucker and gardner, and he saw my Premier in bloom. It was frosty weather, and he said early berries do not pay. I picked 3 crates the first week at 30c per box. I sold \$100 worth of berries before he had a ripe berry in his patch. Dry weather came and he had late berries and got small crop at 10c per box. He asked me where I got my Premier and I told him. He wants to order several thousand plants from The W. F. Allen Company. I gave him my Berry Book. My father-in-law is an old trucker, 75 years old, and he says W. F. Allen gives you what you order.—STERLING HOFFMAN.

Pike County, Pa., Jan. 7, 1926. In the spring of 1924, I set 350 Premier Plants, which I got from you, but in the spring of 1925, we had quite a late frost when the Premier had begun to blossom. It is true they can stand more cold weather than any other berry in our climate. I had the first berries on the market. I asked 25c per quart, and this town was hungry for them. I did not even get a chance to can some of them for ourselves. Take it from me, the Premier is the best early berry that can be grown in this climate. We are 68 miles west of New York City. I picked the first basket June 2nd, and the last one, June 27th. In the spring of 1925, I set about 1,100 plants of your Champion Everbearers, while I only paid for 1,000. Thanks for your extras. I do not believe I lost 50 plants. On the 3rd of July I cut nearly all the blossoms off, and from July 20th to the 31st, I had picked 21 baskets. The last basket I picked was on October 14th, giving me berries for 11 weeks. From these 1,100 plants, I sold \$90.00 worth of berries. You can use my name as praising both your Premier and Champion Everbearers for Pike County, Pennsylvania, soil.—CHESTER SMITH.

Butler County, Pa., Jan. 10, 1926. In the spring of 1924, I set out 500 Premier Plants in my garden, which I got from you. In the fall, I had the best patch my neighbors ever saw. The rows were solid and about three feet wide. They were in full bloom on May 28th, and that evening the temperature was 28 degrees, and the ground white with snow. Of course, it killed all the flowers that were open, but a few had set which it did not damage. I did not expect to get one bushel, but they blossomed out again, and then we had the dryest June in years. Picked 13 bushels and sold them at 30c per quart, \$124.80 from 500 plants. Mr. Kissick (who bought some Premier Plants from you) and I were the only ones who had berries to sell, with the exception of one-half bushel that came in from the country, and were as large as your little finger nail. Most of the farmers plowed their crop down. Some of my berries were as large as a walnut, and all were good size. In the spring of 1921, I set out 50 Premier Plants and picked 5 bushels berries, over 3 quarts from each plant set. How is that? What can beat the Premier? I do not think there is a better berry grown.—FRANK M. HUTL.

Bradford County, Pa., Mar. 18, 1926. I am enclosing order for 3,000 Premier Strawberry Plants. I ordered several varieties from you 2 years ago, but the Premier was by far the best. Last year I had a wonderful strawberry crop. I sold \$825 from less than one-half acre. I wish you could have seen the patch. The plants made a wonderful growth. We commenced picking June 9th and sold the last July 9th, but we had berries for our own use 2 weeks longer. Right in this section, very few strawberries are raised and my berries were in good demand. Sold most of them for 25c per quart, some less, but some for 30c and 35c. The Premier Berries are the finest berry ever raised here. People come for miles to buy them.—MRS. JOHN R. JONES.

Lycoming County, Pa., June 28, 1926. The berry plants I bought of you in April, 1925, have certainly done well. I have picked over 26 bushels so far and will have good picking for at least one week yet, that is from 2,000 plants. A berry grower near here told me I had made a mistake by buying plants as far south as Maryland. He bought his from a northern grower, and is just starting to pick now with the price dropping, when I sold most of mine for 25c per basket, and he is getting 18c and 20c. I do not feel I have made any mistake.—FRANK H. FORCEY.

## More Reasons

Here are some more reasons why you should grow some strawberries if you have some land available, no matter how small a plot:

1. Many of the large strawberry-growers who grow from 25 to 100 acres in different parts of the country are being forced to discontinue growing berries or cut down their acreage because of labor conditions. It takes lots of help to handle large acreages of berries at picking time. This really gives the man with a small or moderate acreage, just what he can handle properly, a better chance for good profits.

2. A comparatively **large income** can be had from a small acreage. Premier, Big Joe, Chesapeake and other good varieties (page 17) on rich land well cared-for, should yield at least 3,000 or 4,000 quarts per acre. Can you sell them at 20c per quart? Your growing costs including plants, labor and fertilizer, should not be over \$100 to \$200 per acre. If you work them yourself and have stable manure available, the cash outlay can be cut in half. The above figures as to yield and growing costs are no more than a reasonable expectation. You can figure your chances for a good profit, depending largely, of course, on the probable market.

3. **No previous experience is necessary.** Follow cultural directions on pages 8-9, watch and talk with your neighbors if any of them grow strawberries successfully and use ordinary horse sense. If there is some point not covered in this Berry Book, write us. We will answer personally and help you if we can.

4. Any good garden soil or one that will make good yields of other crops will grow strawberries successfully.

5. **Little money is needed to start.** Besides the plants, a dibble or trowel for planting and a hoe and cultivator for working, are all the equipment needed, once the ground is plowed.

6. The **returns** from Strawberry Growing are **quick** and **come early** in the season. No other fruit produces a full crop in 13 or 14 months after planting and no other fruit comes as early in the spring.

7. A **Second Crop** almost equal to the first, can be had at very little additional expense.

8. **Women Berry Growers** are often among the most successful. No other crop is so adapted to being handled by women entirely as strawberries. Even where they are not running the berry business alone, women take an active part in the work. It gives them a break in the routine of housework and affords an excellent opportunity to earn some extra money.

9. **Berry Growing can be made a family business.** A farmer with a family can utilize the labor of his family at light, interesting work, and at a business which will pay well. The work is healthy, the pay is good, and the children can work in the open air and with their parents.

10. The boys and girls can be kept on the farm more easily by getting them interested. A small patch of strawberries of their own will afford an opportunity for pleasant work in the open where industry and diligence will be well rewarded.

11. Real Estate Values are increased by growing intensive crops like strawberries. So much can be done on a small piece of ground, that often rich, high priced land in and near cities and larger towns can be profitably planted to strawberries.

12. As an **intercrop** between fruit trees, strawberries excel. The space can be utilized and made to pay with strawberries, while the trees are getting into bearing.

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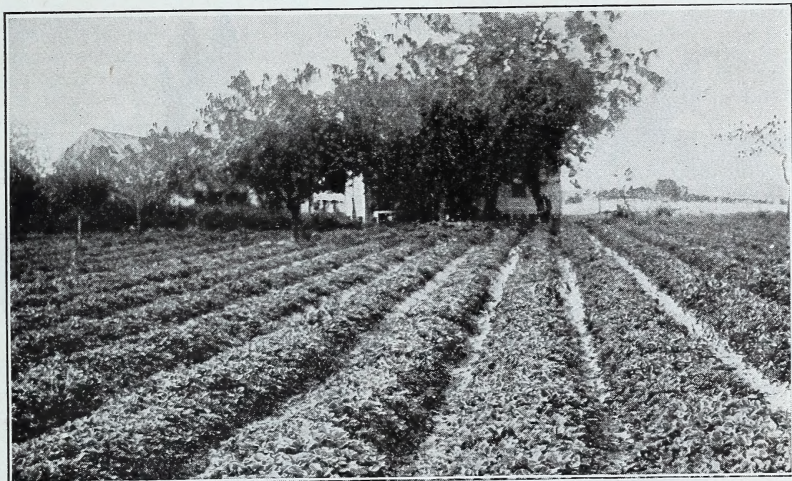
### NEVER RECEIVED BETTER PLANTS

Galveston Co., Texas, Mar. 18, 1926.

Have received the 825 strawberry plants today, Number 1885. I have been growing strawberries for 19 years and I must say that I have never received any better plants than those you have sent me.

WM. STODT





Fine beds of Premier

## Strawberries for the Home

Everyone likes them, and every family should have a strawberry garden, if there is a plot of land available, no matter how small. They will pay big dividends in health, pleasure and profits. The best berries are those grown in your own garden and picked fresh from the vines as you use them. They are delicious and the joy of having nice, fresh berries for your own table every day fully repays for the effort required to plant and grow them. By using the everbearer Progressive or Champion the berry season can be extended through the summer and early fall until freezing weather.

Your grocery bill will be lessened by having your own strawberry garden. Not only do you save the cost of the berries you usually buy, but you have more fine fruit than you ever use when you have it all to buy. You also save the cost of the other things that you don't want or need, now that you have plenty of strawberries.

There are many ways of preparing strawberries. Eating them "right off the vines" is popular with many folks. "Sugared down" for sometime to let the juice come out, is a favorite—perhaps the favorite method of eating strawberries. Strawberry shortcake might well be called the national dish. Fresh berries are used in soft drink preparations, in punch, in ice cream, and in many other ways.

Preserved strawberries are the most delicious of all the sweet foods we eat in winter. They are fine in preserves, marmalades, canned strawberries and strawberry jelly. There are many ways to "do up" berries and enjoy them throughout the year. Do up a lot of them, they will help out wonderfully "when winter comes".

Extra money. Some extra money for the housewife or children can readily be had from the home strawberry garden. 500 to 1,000 plants will produce sufficient berries for a large family and leave a good many to sell. There will be a market for them. If you have room in your garden, try a good big plot. It will pay.

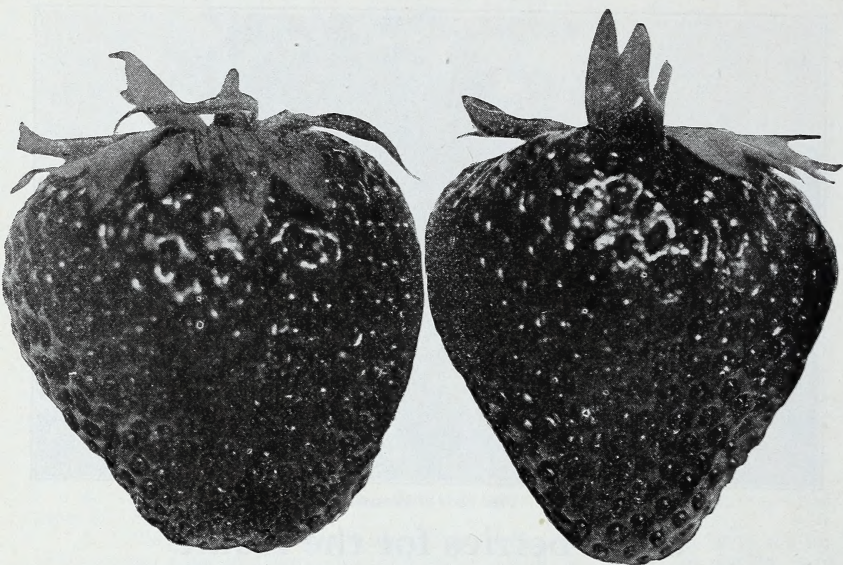
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### FINEST ROOTS

Oldham Co., Ky., May 8, 1926

Received the strawberry plants order O. K. and think they are the finest plants I ever saw. Some were in bloom and all had the finest roots and I am sure they will be an advertisement around here, and I may want more later.

MRS. FRANK SNOWDEN



**Burgess**—a promising late shipping berry

## Cultural Methods

Strawberries will thrive in a wide variety of soils and climates. They are grown successfully from Cuba to Canada and from Maine to California. They will grow in any type of soil that is not dry sand or waterlogged clay. They will often give good crops in soils that have had poor preparation. But, like other crops, they respond quickly to good cultivation and good soil.

One of the first essentials in producing a good crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. A good garden soil that is full of organic matter will almost invariably produce a fine crop of berries. On other types, water may be conserved by cultivation or mulching, and generally there may be enough natural rainfall at fruiting time. Any soil that will grow good garden or field crops will grow strawberries.

**Preparing the land.** Potatoes, beans, tomatoes, cabbage and other truck crops usually leave the ground in excellent shape for strawberries. This is because they are kept well cultivated and free from weeds for a good part of the season and are usually well manured and fertilized. We have noticed that strawberries do well following cow peas or soy beans. If you can plant rye or some other winter covering it will keep the soil from leaching and afford humus to turn under in spring. Not much top growth from rye though, as the ground should be prepared and plants set as early in spring as weather permits. Mowing down a heavy growth of weeds (before they go to seed), or cowpeas or soy beans, or almost any crop,

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### YIELD GREAT WITH PREMIER AND BIG JOE

Muhlenberg Co., Ky., Mar. 16, 1926.

Please find inclosed post office money order for \$12.00, for which please send me 1,000 Premier Strawberry Plants and 1,000 Big Joe Strawberry Plants. I have grown the two varieties and the yield was great, and I want to grow them again.

J. M. DYE

will protect the ground during the winter and leave it nice and mellow for spring planting. The soil should be constantly enriched by turning under green crops, legumes preferred. Avoid, if possible, sod land, as the white grubs winter over in such lands and cut off the young plants when set the following spring. If you have no other land available, plow the land in the fall, harrowing it as often as you can, and many of the white grubs will be killed out.

In some sections where large acreages are planted, a small three furrowed list or row is run up with a plow and then leveled off with a rake or drag. This gives a nice, soft planting bed, but unless the ground is quite moist, the rows should be run up two or three days before planting to allow the moisture to rise, and then rake off just before planting. Plowing, harrowing thoroughly, and marking off rows is the best for small fields and gardens. It is best for larger fields unless the grower is familiar with other methods that have worked well under his conditions.

## TIME TO PLANT

**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.

**Setting the Plants.** Just before planting, the ground should be harrowed and made as level as possible. Then mark out the rows and you are ready to plant. There are a number of different methods of planting, but an ordinary garden trowel or a flat dibble are the best tools to use. Whatever tool is used, try to have the roots of the plant spread out fan-shaped, and be sure to have the crown at the surface of the ground—not below or above. Clipping the roots is not necessary nor helpful, if you can get openings deep enough to have the roots straight when setting. It is better to have roots clipped a little rather than have them doubled up in the ground. Where a horse-drawn transplanter is used for setting, it is necessary to clip the roots so plants can be handled faster and set without doubling-up the roots.

**Manure and Fertilizer.** The old saying "Tillage is Manure" holds true for strawberries. Thorough cultivation is essential.

Barnyard manure is the best thing to use for strawberries. If used heavily on a crop just preceding strawberries, they get a maximum benefit for the residual manure. It is fine to use broadcast on the land and disced into the ground before the plants are set. Coarse manure is also fine to put on fruiting beds in fall to act as both mulch and fertilizer. Green crops turned in help where manure is not available.

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## PLANTS DOING FINE

Davidson Co., Tenn., Mar. 23, 1926.

My plants arrived all right on the 15th, and I set them on the 19th. It rained on them the next morning and they are doing fine. They came in good shape. I received your check for the money not used in postage.

GEORGE W. STEEL

Commercial fertilizer for starting young plants (either broadcast before plants are set or thoroughly mixed with the soil in the drill) should have 2-3% of available nitrogen and 5-10% or more available phosphoric acid. If put in furrow under plants it is likely to injure the plants unless moderate amounts are used, and that thoroughly mixed with soil. As a top-dressing for fruiting beds in spring, a 7-6-5 or 4-8-4 fertilizer is most generally used in this section, although it has never been definitely shown that the crop is benefited by the potash.

We have obtained the best results, the last two seasons, from commercial fertilizer under the plants before setting, that we have ever obtained. It was our own formula made up from a study of all the experimental evidence put out by all our experiment stations. We used 1,500 lbs. of dissolved bone (3-9-0) and 500 lbs. of acid phosphate, 16% to make a ton of fertilizer, analyzing about 2.5-10.5-0. About 400 lbs. per acre of this was used in the drill and cultivated in thoroughly—going twice in each row with horse and cultivator to stir it in well. We planted young trees in one block and the tree rows were skipped. Our results were really remarkable. The fertilized rows started quicker and faster, grew better all season, and now have lots more plants and better beds than the unfertilized rows. There are about 20 varieties in the field and the same results hold on all varieties.

But don't use too much of this. In 1924 one grower in this county learned what we were using and tried it also, but used 1,000 lbs. per acre in the drill, and that not worked in as thoroughly as our 400 lbs. Result, he killed about half of his plants, especially the side of his field which was highest and lightest. He probably could have used that much advantageously had he applied it broadcast and harrowed it in well.

**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"—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 the 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 coarse manure, marsh grass, rye straw or similar material.

**Green Manure Crops.** In many sections where stable manure used to be plentiful and reasonably priced, it is now scarce and high priced. Green manure crops, properly handled, will take the place of stable manure very successfully. Sow soy beans or cow peas in late spring or early summer. We prefer broadcast sowing of these crops. Even though it takes more seed than row planting, you do not need to

Knox Co., Tenn., Feb. 19, 1926.

Enclosed find money order for plants. We had the worst drought in the history of this state, last year, and while very few new plants were made, the Chesapeake and Premier plants I received from you in 1924 came through practically unhurt. I received last year as high as \$1.00 per crate (24 quarts) above the market price for Chesapeakes, and could have sold three times as many if I had had them.

E. B. McBATH

#### GREAT SUCCESS WITH OUR BERRIES

Lawrence Co., Pa., Mar. 13, 1926.

We have had great success with your berries. They are certainly fine. The best in our community. Our berries have advertised you and I think have made you some customers.

WM. M. RANEY

cultivate and you get greater, finer and more evenly-distributed crop of humus, including both tops and roots. Plow under in early fall and plant rye, wheat or some other crops to hold the soil in winter. This fall sown crop should be plowed and disced very early in spring, however, to make room for early planting. Buckwheat in late summer makes lots of humus. Alfalfa, sweet clover, or, in fact almost any crop that makes lots of humus, turned into the ground sometime ahead, leaves the soil in excellent condition for strawberry plants.

**How Far Apart.** We recommend setting plants in rows  $3\frac{1}{2}$  or 4 feet apart. Set the plants from 18 to 24 inches apart in the row. Free-growing varieties like Missionary, Dunlap, Paul Jones, etc., should be set 24 inches apart. Varieties like Chesapeake, New York, and others that do not make plants freely, should be set only 18 inches apart in the row. When set in rows 3 feet, 8 inches apart, and plants, 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.



Clearing new land, Fall, 1925



Same field, Fall, 1926, producing fine crop of good, true-to-name plants



Good plants, correctly labeled, well packed

## Good Crops Require Good Plants

Good plants may not always assure success, but poor plants are practically certain to mean failure. We believe our selected, true-to-name plants are good, and this is why:

1. **Allen Plants are Grown Right.** Good soil, plenty of organic matter, many of them grown in fresh, new land. We encourage the young runners to take root just as early as possible to insure proper development and the fine root system for which our plants are famous. Clipping of the blossoms is another of the things we do to put more "pep" into our plants, by conserving the vitality that would have gone into the development of bloom and berry. Our young plants, except sometime, Everbearing, are never allowed to bear fruit.

MR. B. C. CAIRNS, of Kent County, Texas, says, "The shipment of strawberry plants arrived here yesterday evening in excellent condition and I am very well pleased with the looks of them. I am agreeably surprised to notice that their root-system is so well developed for plants of this season's growth, in fact they are as good as any that I have ever had shipped to me in late spring."

2. **Young Beds.** All of our plants are dug from young beds. We never have dug, and never expect to dig, plants from old beds to fill our orders.

3. **Root System.** Our plants are grown in a light, sandy, loam soil. In this type of soil any plant can develop its root-system to the fullest degree. And, having a light soil, we can dig plants without breaking off any of the great bunch of roots. With plants grown in heavier soils, the roots cannot penetrate the earth and make the root-system they do here; and, even if they could, it would not avail in giving fine plants, as plants are not removed from heavy clay soil without breaking off many of the fibrous roots, the kind necessary to start plant growth. We repeat, the root-system of our strawberry plants is never bettered, seldom equaled.

MR. JULIUS IDECKER, of St. Louis County, Missouri, says, "Received my strawberry plants in wonderful condition. They had nice hearts and roots and are all ready to grow. I also received my returned postage check."

MR. S. D. CROCKETT, of Jackson County, La., writes, "The Strawberry plants I bought of you reached me on the 6th, and I set them out that evening. They were the finest plants I ever saw. They reached me in the very best of condition, and I never lost a single plant. I set them just as you instructed."

MARY M. SINGLEY, of Nassau County, N. Y., wrote us, "Thank you for your promptness in sending the 200 plants ordered five days ago. They arrived today in perfect condition, with very wonderful roots. I am surely grateful to the friend who told me of your business."

MRS. S. W. HARRIMAN, of Lycoming County, Pa., says, "In 1924, I ordered 1,600 plants from you. To begin with, they were the finest, best rooted plants I ever saw, and nearly every one grew. For productiveness, Premier, Big Joe and Chesapeake cannot be beat. Inclosed find order for 2,400 more plants."

**4. Allen's Plants are Healthy and Well Cleaned.** Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well-cleaned; the dead and decaying runners and old leaves around the stems are trimmed off so that it would be very hard to transmit diseases even if they were present. Plants that are sold at "bargain" prices of \$2.50 or \$3.00 per thousand are seldom well-cleaned. They must neglect this as well as many other things.

MR. JAMES W. PUMPHREY, of Anacostia, D. C., says, "The Premier Strawberry Plants ordered from you were received in due time, and on date specified. Please accept my thanks for such clean and healthy plants, and also for the stamps sent me in lieu of change due me for over-paid parcel post. Thank you for your promptness in filling my order."

**5. Hardiness.** Our plants are producing fine crops of berries in every state in the United States. We have numerous testimonials from Maine to California, from Florida to Michigan, and from Vancouver to Nova Scotia in Canada. We supply many thousands of plants to Cuba and the Bermuda Islands. Wherever strawberries are grown successfully, you will find many of the most successful growers using Allen's plants. They are hardy everywhere.

Read the testimonials through this book and you will see that we have satisfied customers in Minnesota, Michigan, Maine, Vermont, New York and other Northern States. Read especially letter of Mr. Frank Forcey, of Lycoming County, Pa., on page 5.

**6. True-to-name.** The following free will testimonials show how we have been succeeding in living up to our reputation for true-to-name plants.

Green County, Tenn., Jan. 7, 1926. I am just in receipt of your Book of Berries. Thanks. I was just about to write for it. But the main object of this letter is to try to express a long year's postponed resolution to write to you sometime and tell you how glad I am that there is one firm that I have the utmost confidence in when it comes to getting good strawberry plants, True-To-Name. The last time I bought plants, I split my order, sending part to a firm whose plants proved to be mixed—early and late together, Mitchell's Early and Aroma—and St. Louis labelled Premier. I ordered Premier. The other part of the order I sent to you (several thousand), and I did not find a single mixed plant. But the worst part of it was that I figure I lost one thousand times the difference in the cost of the plants that I got from the cheap firm and those I got from you. I am writing this because I am grateful to you and appreciate your method of doing business. We are always ready to write and tell a firm how crooked they are, but we seldom think to express our appreciation of the fellows who "deliver the goods".—MR. R. M. KINGSLEY.

Davidson County, Tenn., March 11, 1926. I have been ordering plants from you at intervals for 30 years and have always found them as represented in your catalogue, and true-to-name. Enclosed find another small order which I hope you can fill this month.—MR. W. F. FANNING

Oakland County, Mich., Feb. 17, 1926. Enclosed find P. O. Money Order for plants. I have previously bought plants of you and have always found them true-to-name and the best there is.—MR. C. M. BROWNE.

**7. Grading and Packing.** Our plants are dug fresh for shipment each day. Practically all of them are shipped out within 24 hours after they are dug. The plants are counted and bunched in our packing houses which have dirt floors. This prevents the wind and sun from drying out the roots, and the dirt floor also helps keep them fresh and moist. But the roots of all our plants are moistened before packing, which aids the plants in keeping fresh and "plump" in transportation, rather than dry and withered. The counters are instructed to throw out

any broken, immature, poorly rooted plants, and close supervision is given to see that this is done. Twenty-five good plants are in each bunch. The plants are packed in light, strong crates. The tops of plants are packed outside to give air and prevent possible heating. The roots inside are well packed in light sphagnum moss, to help keep the plants and roots fresh and moist. Neatly tied bundles and well straightened roots make planting easier, cheaper and better.

Here's what some of our customers think of our grading and packing:

Coffee County, Tenn., Dec. 11, 1925. Received my strawberry plants. Every one was a good plant and they were in fine shape. They were the best plants I ever bought. If I do not have success, it will not be your fault. Many thanks for your nice plants. I am telling others about your fine plants and how nice you fix them to ship.

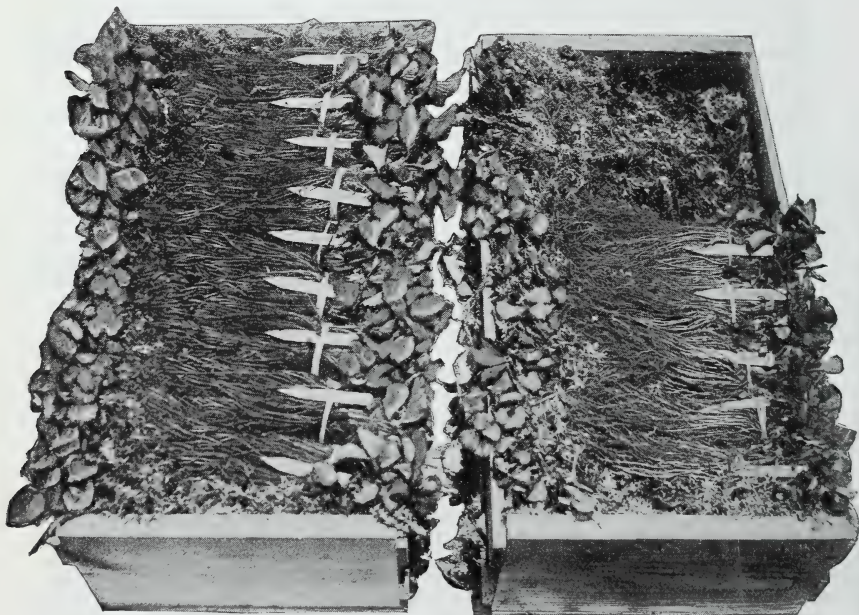
Wishing you success with all your crops, I am, MRS. P. C. BROWN.

Vigo County, Ind., Feb. 2, 1926. Enclosed find check for \$21.00 for plants. I have friends south of town who bought Premier plants from you and they certainly were the finest berries I ever saw. They said the way you pack plants they could go to Hong Kong, China, and then be in fine shape. You know better than we do when to ship them to us, as this is our first attempt.—MRS. C. E. RHEA.

Bradford County, Fla., Feb. 12, 1926. Enclosed you will find \$1.10 for which please send me by express 200 Klondyke Strawberry Plants. I want to thank you ever so much for the plants that I received last Saturday, P. M. They sure were the best put-up plants that I ever did see. I had my beds ready to set them out when they arrived here. I hope I will have good luck with them.—MRS. W. M. MOUDEN.

Jackson County, Ill., April 2, 1926. The strawberry plants which I ordered from your firm were received March 23rd, and I must say it was the finest-packed crate of plants I have ever received, and you certainly deserve all the praise that can be given you by your customers.—MR. JOHN J. SEXTON.

**8. Promptness.** It adds something to the value of your plants to have them at hand at the proper time. We have the climate, the help and the personal super-



Good packing puts them to you in good condition



vision and interest in our business that gets things done on time. We can make prompt shipment of your order.

Read what these folks say about prompt shipments:

Lancaster County, Pa., May 3, 1926. Inclosed please find money order of \$5.10 for the plants you sent us. They arrived in good shape and we thank you for the prompt service.—MOSTES Z. ZOOK.

Cumberland County, N. J., April 16, 1926. I received the strawberry plants today. They arrived in very good condition and were very nice plants. I am sure pleased with them. I thank you for your prompt attention to my order.—RALPH M. HUSTED, JR.

Owen County, Ind., April 13, 1926. The strawberry plants came in double-quick time, and can truthfully say they were the best plants I ever bought.—JOE HOCHSTETLER.

Morris County, N. J., April 7, 1926. Received the strawberry plants in best condition, and they do look fine. I also want to thank you for the prompt and quick delivery. I was almost afraid that my order would be too late. A Satisfied Customer.—MR. A. KNICKEL.

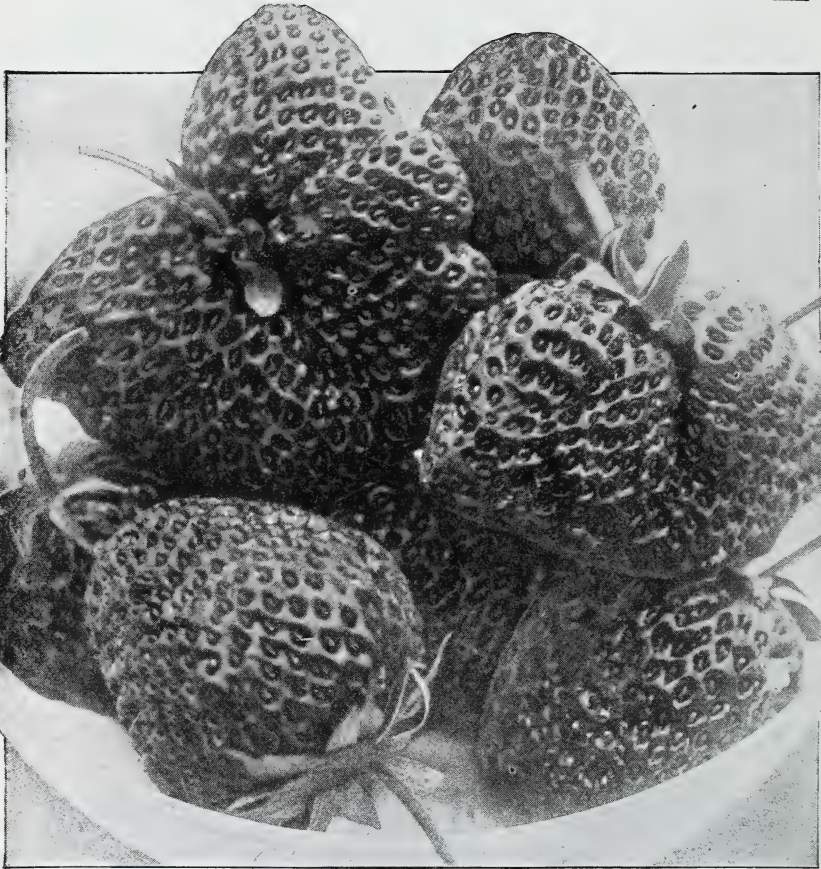
Fayette County, Ky., April 12, 1926. Plants received all O. K. and in fine condition. I have set them and they are all living and starting off nicely. Accept thanks for promptness.—S. S. KELLY.

**Personal Interest and Supervision.** As our old customers know, this business is run by Mr. W. F. Allen and three sons, Fulton, Lee and Albert. In "plant season" we are all on the job all day long, and usually well into the night. We personally supervise the digging, cleaning, counting and grading of your order. We actually do the packing ourselves, practically all the time. We see to it that you get good, true-to-name plants, properly put up, and packed to reach you in thrifty, growing condition. We believe this personal interest by men who have a lifetime experience in the business will be reflected in your results.

Allen's Selected True-to-Name Plants are your insurance against (1) under-sized, poorly rooted plants; (2) mixed plants; (3) plants dried out by exposure to sun and wind in handling; (4) plants received in poor condition due to improper packing and other things which detract from the value of Strawberry Plants.



Good, true-to-name plants, packed, ready to go



**Wm. Belt**—unsurpassed in quality

**OUR PLANTS RECOMMENDED BY COUNTY AGENT**

Schuylkill Co., Pa., Feb. 15, 1926.  
I am interested in strawberry plants. The county representative told me to write you for a catalogue, as he recommends your company for best plants. I am looking for a catalogue and will place my order immediately.

RAY H. HERB

**THIRTY YEARS OF SATISFACTION**

Allegheny Co., Pa., April 12, 1926.  
Inclosed please find order. I have bought plants from you for more than 30 years, and have always got satisfaction.

T. T. HIBBEN

**SPLENDID RESULTS UNDER UNFAVORABLE CONDITIONS**

Washington Co., Pa., Mar. 20, 1926.  
Received 250 Champion from you last season. All lived and gave splendid results, although the season was very dry.

H. W. BEST

**CHESAPEAKE A WONDERFUL BERRY**

Cook Co., Ill., May 15, 1926.  
I want to tell you that your Chesapeake Berry has lived right up to the advertisement, in our garden. It is a wonderful berry for this soil and climate.

MRS. CHAS. HUNTINGTON

## Best Varieties to Plant

You will find the variety descriptions in this Berry Book accurate and dependable. Where we have given a variety high praise, it is well deserved. In other cases we have told the weak as well as the strong points of the variety, even suggesting others as being better than the one we are describing, although we have a good stock of all varieties offered.

All our varieties are good, being selected from a large number grown and sold by ourselves and other growers. But you need have no hesitation as to what to plant. Our recommendations are definite.

For the man who wants great quantities of large, fancy berries, of fine appearance and quality for home market or nearby shipment, we unhesitatingly recommend Premier for early, Big Joe for midseason and Chesapeake, Wm. Belt, or Big Late for late. Read what we say of these varieties and get your order in early. You cannot go wrong with any of them.

Other varieties of proven worth, favorably known and grown by many good strawberry growers, are Gibson, Eaton, Sample, Haverland, Lupton, Gandy, Sen. Dunlap, Paul Jones and McAlpin.

Burgess and Cooper are most promising among the newer varieties.

Klondyke, Missionary and Aroma are the great southern, long distance shipping berries. Aroma is a fine late variety, north or south.

Champion is the best Everbearer for the home, although those who expect to grow everbearing berries commercially, should also try the new variety, Mastodon.

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### EVERY PLANT LIVED

Washington Co., Miss., Mar. 25, 1926.

The strawberry plants arrived in fine shape. I put them out immediately and they are doing fine. Every one of them lived.

GEORGE B. ALEXANDER

### PLANTS IN GOOD SHAPE TO OREGON

Columbia Co., Ore., Nov. 9, 1925.

I received my strawberry plants in good shape and also the excess postage refund. Thank you for the same. I think the plants are fine.

C. HURCHEN

### NOTHING EQUAL TO THE CHESAPEAKE

Ramsey Co., Minn., Jan. 7, 1926.

I have been raising berries for 15 years, and have never found anything equal to the Chesapeake. The Premier and Chesapeake were both wonderful, especially the Chesapeake. It combines more good qualities than any berry I ever raised.

C. B. BOODY

### PLANTS JUST AS REPRESENTED

Morgan Co., Ala., Mar. 12, 1926.

The strawberry plants received in excellent condition. Plants are just as represented, and we are more than pleased with them.

H. S. JAMEISON

## Extra Early Varieties

### PREMIER (HOWARD 17)

Last year, and for several years, we have said all the good things about Premier that can be said about any strawberry. Each year we become more firmly convinced that Premier is the best early berry in existence. We are not only quoting our own experience in saying this, but we have letters from our friends all over the country, who have been growing Premier from our plants, who tell us the same things. We have grown Premier on rich land and on poor, on high land and on heavy land, in wet seasons and in dry in seasons of many late frosts and in seasons of no late frosts, and at all times Premier has outclassed all other early berries. In order to tell you more completely about the going points of Premier, we are going to list them:

1. **Soil.** Premier deserves good soil and good care, but it will do well on any kind of soil and in any climate, outclassing other early berries whether given good soil and good care or grown under unfavorable conditions.

2. **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 a maximum quantity of fancy berries desired.

3. **Growth.** Premier makes an abundant plant 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.

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

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

6. **Quality.** The berries are delicious in quality, equalled only by the very best ones like Chesapeake, Wm. Belt, McAlpin and Big Late.

7. **Firmness.** Premier berries are firm enough to stand shipment to distant markets in good condition. We have heard buyers at local shipping stations condemn Premier as being a poor shipper, saying it did not ship like Klondyke, and in a few minutes later, when a load of nice Klondyke and another of nice Premier drove through the auction market, these same buyers would pay from 25c to \$1.00 per crate more for the Premier. If kept picked up closely, Premier will come through a wet season with flying colors.

8. **Picking.** Premier is a fancy early berry which makes it easier for commercial growers to get pickers at the first of the season and keep them for late varieties, than if there were less desirable early berries, or none at all.

9. **Frost Proof.** Premier is the nearest frost-proof of any variety we have ever seen. On several occasions in this section all other varieties except Chesapeake were severely damaged, while Premier came through with a full crop. Of course, when many of the blossoms are open, a frost or a freeze will kill some of them, but Premier seems to come right on with another crop of bloom, so, whatever the conditions, you are sure to get a full crop. We have many letters from our customers telling of this same experience with Premier, that is, other varieties being killed and Premier producing a crop. We want you to read particularly the letter from Mr. Sterling Hoffman, printed on page 5. In fact, growers in many sections where frosts were so likely, have felt that it did not pay to try to grow early varieties of strawberries, but with the coming of Premier this has been changed. Not only can they grow a big crop of fancy early berries in spite of the frost, but they can be more sure of a crop of early berries with Premier than they can of late berries, with any variety except Chesapeake.



**Premier**—the king of profit-makers

10. **Size.** Premier Berries are of large size and hold their size well throughout their long bearing season. As every strawberry grower knows, this is an important factor in getting a good price.

11. **Healthy Foliage.** No variety has healthier foliage, and healthy foliage is essential in maturing a nice crop of fruit. Two recent berry seasons here have given us extremes in weather. One was very dry and one very wet. In the dry year we had no rain during the entire picking season. That year most all of the varieties kept good foliage but were severely injured by the drought. And in a field that had nearly all the standard varieties and many of the newer ones like Eaton, Marvel, Delicious, Big Late, Big Wonder and others, Premier was not only the best early berry in the field, but discarding its early crop it was better than any mid-season berry in the field, and discarding that, it was almost as good as any late berry in the field except Chesapeake. The other year, which was one of the wettest strawberry seasons we have ever seen, a very large part of all the varieties rusted severely, and the size and quality of the crop produced was almost in direct proportion to the way the foliage resisted the rust. Under those conditions, there

were three berries that stood out above the rest of the field. Premier and Chesapeake were vastly better than any other berries, and Big Joe considerably better than any except Premier and Chesapeake.

12. **Profit.** Summing it all up, we would say that if you are going to grow strawberries, you can't afford to leave out Premier. If you can make some money with other varieties, you can make lots of money with Premier. Price-list page 35.

## HOWARD 17 (PREMIER)

This berry is identical with Premier. We recognized this fact several years ago, and we said so in our catalog. It is now admitted by all growers of any standing who have tried them both out, although many held for a long time that there were some differences. We believe Howard 17 to be the best berry in the world, without any doubt. We sell many plants under the name Howard 17 and many under the name of Premier, but there seems to be little doubt that Howard 17 is the original name, and many growers, especially in New England, prefer to use the name Howard 17 partly because they seem to feel that Mr. Howard has not received all the credit due him for originating this wonderful variety. For fuller description, see under Premier, pages 18-19. Price-list page 35.

**Early Davis.** We secured some plants of this variety from the introducer, last year, but we are not offering plants because we believe them to be an old variety re-named, very likely done unintentionally by the introducer. Early Davis we believe is the same as Early Ozark, a variety which we grew for many years and which is a very good variety, but except for the fact of healthy foliage and being a few days earlier than Premier, it does not compare with Premier in any respect. For that reason we discontinued growing it several years ago.

**Red Gold.** We have not fruited this variety, so we will have to quote our description from the introducer from whom we obtained our stock of plants. He says, "Red Gold is a strawberry that has every good feature of the Premier, with a few more of its own added for good measure. Red Gold ripens a week earlier than Premier, and this is undoubtedly its greatest single outstanding feature." Our plants have certainly made a vigorous growth, resembling, as the introducer says, the growth of Warfield. If it proves to be as early and as good as the introducer claims, every strawberry grower will certainly want to try some whether in the home garden or for commercial purposes. Price-list page 35.

### PLANTS JUST AS PICTURED

Maricopa Co., Ariz., Feb. 10, 1926.  
Received the strawberry plants the 8th, and planted them immediately. They were just as pictured.

MRS. E. M. PATTON

### WE APPRECIATE THE CONFIDENCE

Pickens Co., Ala., Feb. 23, 1926.  
Among the many catalogues sent me, I find myself turning back to "Allen's", my old, reliable for so many years. I am laughed at for sending so far to you, but I believe I can be ahead of anything here and I want something extra fine to put in my berry baskets to show what Allen's plants will do.

IDA L. CARLOSS

### TO CALIFORNIA AND STILL BEST HE EVER SAW

San Joaquin Co., Cal., Feb. 22, 1926.  
Thanks for efficiency in filling my last order. These were the finest plants I have ever seen. If this order is equal to the last plants, it may force me to put out more next year.

H. S. FOX

### BERRY-GROWER TWENTY-FIVE YEARS—BEST PLANTS YET

Muscogee Co., Ga., Nov. 20, 1926.  
The plants received in fine condition. I have been raising strawberries for 25 years, and have never seen as fine plants. They are simply splendid.

J. E. YOUNG

## Medium Early Varieties

**Senator Dunlap (Dr. Burrill).** A free-growing variety that does well on any type of soil and in any section. It is easy to get a good fruiting bed of this variety and they always bear a heavy crop of fruit. The plants should not be allowed to set too thickly as they are inclined to do on rich land. The berries are medium in size, bright, rich, red clear through, and fair in quality. In productiveness, Dunlap ranks with Premier, Big Late, Haverland and Paul Jones. The blossoms are perfect. Dunlap is valuable to pollinize varieties like Haverland and Paul Jones. We believe that Premier is a much more desirable variety to set now to cover the Dunlap season, but Dunlap still finds favor with large numbers of experienced strawberry growers. Price-list page 35.

**Cooper.** We have fruited this variety for three years and our results with it have been better each year. The first year was a very wet one during which the plants rusted badly and produced a very small crop of good size berries. In 1925, we had the plants on very high, sandy land and the season was dry. A large crop of berries set on the plants and a great many of them produced large, handsome berries, what we would call a fair crop. In 1926, the season was still dry, but we had the plants on better land and really had a good crop of large, handsome berries. Perhaps it would do still better if it were grown on rich land and weather conditions should prove favorable. The plants of Cooper are very large and strong with long, fibrous roots, and make a vigorous plant growth, but all in all although we recognize it to be a fine berry under favorable weather conditions we are not ready to endorse the extravagant claims made for this variety by many of the Michigan growers. In a wet season it rusts much worse than Premier and Chesapeake, which with us show practically no rust at any time. It is also worse in that respect than Big Joe and Big Late, under the same unfavorable conditions. The berries are very large in size and good in quality, but it is too soft to use as a shipping berry. For home use or local market, Cooper is valuable in producing a fair crop of large size, good quality berries, which are not firm enough to stand shipment and long hauls. For your main crop, we would stick to Premier for early and medium early berries until Cooper had proven its value for you after testing it in a small way.

**Dr. Burrill (Senator Dunlap).** We have insisted for several years that there is practically no difference between Dr. Burrill and Senator Dunlap. We have tried them out side by side several times and can find no difference in either plant growth, productiveness, or in fruit habits. If there is a difference, it is so slight that there is absolutely no reason why a grower should plant one rather than the other. We believe any variation found will be due as much to a difference of soil or treatment as to the varieties themselves. Anyway, Premier covers the same season and is much better in every way than Dunlap and Dr. Burrill. For full description of Dr. Burrill, see Senator Dunlap, page 21. Price-list page 35.

**Sussex.** We saw this variety fruit in Sussex County, Delaware, in the spring of 1924. The following spring we obtained some plants and offered it for sale in our catalog in the spring of 1926. After fruiting it one year on our farms, we discovered what we did not recognize from seeing it one time on the farm in Delaware. Sussex is a strong growing late variety which produces a heavy crop of dark red, high quality, handsome berries. But it is exactly the same as Gibson (Parson's Beauty) which has been grown and sold for many years. We, therefore, are not offering this variety under this name, but you can buy it either as Parson's Beauty or Gibson, one name being used in some sections and the other in other sections. This berry has also been grown and sold as Great Scott.

**Klondyke.** This is a leading market berry in many sections of the South. Klondyke, with Missionary and Aroma, might well be called the big three of Southern strawberry growing, although Premier is working its way in many sections. Klondyke plants make a vigorous, healthy growth, and it is quite easy to get a good fruiting bed on almost any type of soil. On good land the berries are medium to large in size, tending to run down some toward the end of the season unless the ground is quite rich and plenty of moisture present. The berries ripen evenly all over and are rather light in color. But the thing that makes Klondyke most popular is the fact that the berries are firm enough to ship hundreds of miles and still get to market in perfect condition. Price-list page 35.

**Missionary.** Like Klondyke, this variety is very popular in the Southern States. It is the most widely grown berry in Florida and other large shipping sections. Missionary will do well on almost any kind of soil, but it is especially adapted to light, sandy soils where a productive variety is needed and where berries must be shipped some distance. Missionary is considerably more productive than Klondyke, but buyers on most markets will pay a little more for fancy Klondyke than for Missionary. Price-list page 35.

## Mid-Season Varieties

### BIG JOE (JOE JOHNSON) (JOE)

No mid-season berry that we have ever grown comes as near to being a worthy running mate for Premier, the best early berry, and Chesapeake, the best late variety, as does the Big Joe. This variety does well on 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, large, 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 also are 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. The blossoms are perfect which makes it valuable to plant with such varieties as Haverland, Paul Jones, Big Late and Sample. A selection of Premier, Big Joe and Chesapeake for early, medium and late would be a definite step in the right direction for getting pleasure and profit out of your strawberry patch. Price-list page 35.

**Eaton.** Next to Big Joe, Eaton is one of the best mid-season varieties grown. It is not quite so strong a grower as the Big Joe and the berries are not quite as large or as handsome, but it is somewhat more productive and the berries are somewhat firmer. It usually does make plenty of plants for a good fruiting bed, and we believe if given good soil and good treatment, it would prove a valuable variety. If you have tried Big Joe and found that it doesn't quite suit your soil and climate for any reason, we would try Eaton or Big Late as the most likely mid-season or late berries to take its place. We have a fine stock of plants of this variety and we would like for our friends to give it a trial. Price-list page 35.

**Glen Mary.** An old standard variety well and favorably known to many commercial strawberry growers in the North. Price-list page 35.

**Haverland.** This is one of the best of all the old standard varieties. There are very few that equal it in productiveness. The blossoms are imperfect and exceedingly hardy, making it very desirable where late frosts are likely. We have found Big Joe and Eaton the best varieties to plant with Haverland as pollenizers. The berries are large size, long, conical in shape, rather light in color and firm





**Big Joe**—pretty, productive, profitable

enough to stand shipment moderate distances. The plants should be well mulched if possible, as the fruit stems are not able to hold the great crops of berries off the ground. This variety has proven very profitable with many customers. One customer tells us that he regularly makes over a thousand dollars per acre, growing Haverland, because of its great productiveness and because the berries sell at a premium over other varieties on his market.

Haverland is mostly grown by experienced strawberry growers. We have a fine stock of plants for them or any others who want to try it. Price-list page 35.

**Paul Jones.** Except, possibly Premier, Paul Jones is the most productive berry we have. It is a very vigorous grower and makes a strong, healthy plant bed under almost all conditions. In any sections where great quantities of berries are wanted, Paul Jones should be quite valuable. It will produce tremendous crops of medium size, dark red berries, fairly good looking and fairly good in quality. It should be fruited with Big Joe or McAlpin. The berries are rather long in shape, somewhat resembling the Haverland, but are darker in color. We believe that, to get the greatest satisfaction and profits from your berry plantings, it would be better to plant the larger, fancier berries such as Premier for early, Big Joe or Eaton for mid-season, and Chesapeake, Big Late, McAlpin or Wm. Belt for late. We have a nice stock of Paul Jones plants and they sure do fill the boxes. Price-list page 35.



Chesapeake—the best late berry

## Late Varieties

### CHESAPEAKE

We believe Chesapeake to be the best fancy late berry ever introduced, and it is the only worthy running mate for Premier that we know of. Chesapeake will outship and outsell any other strawberry grown. It has many good points, and we are going to enumerate them:

1. **Size.** The berries are large in size and hold up their size well to the end of the season. In this respect, it is the best berry we ever saw, even beating Premier in this particular. This past season, which was very dry and therefore hard on late berries which were grown on high land, we had only two varieties which equalled Chesapeake in size. One was Cooper and the other Burgess, neither of which produced as large a crop as Chesapeake.

2. **Quality.** Chesapeake is delicious in flavor. Only a few of the very best varieties like Wm. Belt, McAlpin and Big Late, equal Chesapeake in quality.

3. **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. On our local auction markets, solid carloads of Chesapeake will often bring \$2.00 or \$3.00 per crate of 32 quarts more than any other variety except Gandy, which sells with Chesapeake.

4. **Appearance.** The berries are handsome in appearance because of their large size, beautiful, rich, red color, uniform shape and bright green cap.

5. **Growth.** The one weakness of Chesapeake is that it is sometimes difficult to get sufficient plants for a good fruiting bed. Unlike Premier, which will do well on all types of soil, rich or poor, Chesapeake needs land that has been well manured and it needs good care. Given these, it will produce enough strong, heavy-rooted plants for a good fruiting bed. Chesapeake produces a medium number of large, strong plants rather than great quantities of smaller ones. It is hard to get great numbers of plants. That is one of the reasons why many plant men do not push this variety, and the plants for the same reason can never be cheap as compared to free-growing varieties, but the results are well worth paying a little more in order to get true-to-name Chesapeake.

6. **Healthy Foliage.** Next to Premier, Chesapeake has the healthiest foliage of any variety on our list. During the very wet picking season of 1924, Chesapeake and Premier were the only varieties we had that were almost entirely free from rust. They both produced a fine crop and were the only ones that did. Big Joe and Big Late ranked up well among all the other varieties in condition of the foliage and crop produced.

7. **Frost-Proof.** Chesapeake is almost frost-proof. Premier, an early variety, withstands frost on account of its very hardiness and the fact that the plants keep right on producing blooms after many have been killed. Chesapeake, a late variety, almost always avoids frost because it blooms very late, later than other varieties of the same season. Our attention was first called to this habit of late blooming by Mr. O. M. Taylor, of the New York Agricultural Experiment Station, at Geneva, many year ago.

8. **Canning.** When canning or preserving, Chesapeake will retain the shape and flavor as well as Gibson and the other so-called canning varieties.

9. **Productiveness.** The plants are very productive. They 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 large numbers of small berries were set, which are never matured.

10. **Profit.** Chesapeake is one of the most profitable late varieties you can grow, and it is equally valuable in the home garden. Being a fancy berry, large in size, high in quality, and handsome in appearance, Chesapeake will sell for top prices when the demand is good and sell at profitable prices when many other varieties will hardly sell at all. We are the introducers of Chesapeake and have them absolutely true-to-name.

Our stock of plants this season is very fine, but our estimates show that we do not have quite as many as we actually sold last year, so we advise those who know they want Chesapeake to place their order before too late. Price-list page 35.

**Aroma.** The leading fancy market berry in many sections. Aroma is a vigorous grower and very productive. The berries are medium to large in size, rich in color, and of good quality. They have a perfect strawberry shape, the uniformity in shape and color being one of the reasons why they are so attractive. A handsome, bright green cap increases the beauty and selling price of the berries which are very firm and will carry to market in excellent condition. Blossoms are perfect. In many sections where large quantities of berries are shipped, Aroma is the only variety grown. It is a good one to plant with Sample, Big Late and Haverland, and other imperfect flowering varieties of its season. Aroma has made many a dollar for those who grow it, and will, no doubt, make many more. If any growers have tried Chesapeake and can't seem to get a satisfactory fruiting bed, Aroma and Big Late would make a dandy combination to use in the place of Chesapeake for fancy late berries. Price-list page 35.

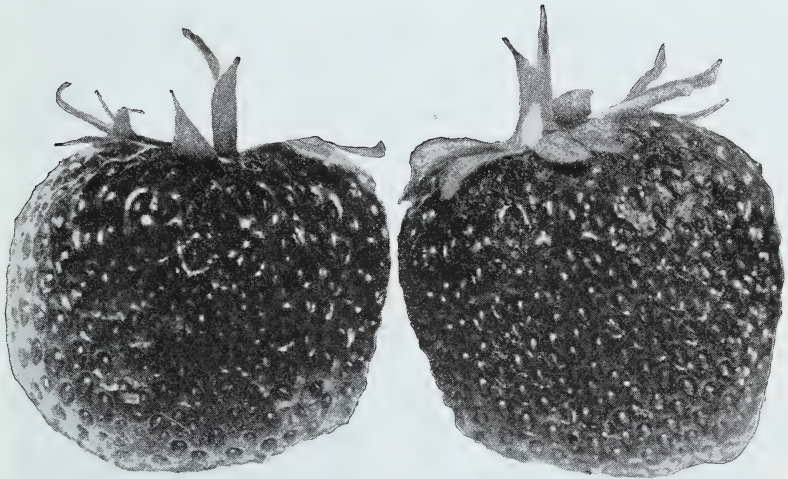
**Big Late.** This is one of the very best varieties on the market today. In vigor of plant growth it ranks high, making strong, healthy foliage which is rather light in color, somewhat resembling the Premier. In productiveness it also ranks at the very top with Premier and Paul Jones. In quality, only the very best varieties like Chesapeake, Wm. Belt and McAlpin, are equal to it. The long, heavy roots which the plants have, make Big Late very valuable in a dry season. In a wet year, the



**Big Late**—a leader in quality, beauty and productiveness

foliage resists rusting better than most varieties, equaling Big Joe in this respect, and surpassed only by Premier and Chesapeake. The berries average large in size and have a bright, glossy surface with prominent seeds somewhat resembling Chesapeake. Every berry is perfect in shape. This, with a bright, red, glossy surface and the attractive green cap, makes Big Late one of the most handsome berries that we grow. It is a good shipper and either for home market or distant market, it is one of the best varieties to plant. Growers who find Chesapeake hard to bed up, will not go wrong if they use Big Late for their main late berry. The blossoms are imperfect and should be fruited with some good variety like Big Joe, McAlpin, or Aroma. All these are fine varieties and mate up well with the Big Late. Price-list page 35.

**Burgess.** This variety originated in Alabama a few years ago. It is claimed to be a seedling of Aroma, but to be superior to that fine old variety in every respect. In plant growth it is superior to Aroma, not that it makes any more plants, but they are larger and more vigorous. We fruited Burgess the past season, but did not have a rain from the time early berries started until the season was over. On high, sandy loam soil this condition is especially severe on late varieties, but under these conditions Burgess produced a fair quantity of very large, handsome berries, being superior to any late varieties we had in the field except Big Late and Chesapeake. They were better in places where the plant bed was not so thick, and we feel that this was quite a big factor in a year as dry as this one, so we would



**McAlpin**—fine quality, vigorous grower

caution growers not to let the plants get too thick in the row. The berries produced this season were fully as large as the Chesapeake in the same field, but not quite as many of them. They were considerably larger than the Big Late, but did not equal Big Late in total production. We feel satisfied in saying that Burgess is a fine late variety and should be given a trial, especially by those growers who have trouble in getting a satisfactory fruiting bed of Chesapeake. Price-list page 35.

**Gibson (Parson's Beauty).** A vigorous grower which makes plenty of strong, healthy plants for a good fruiting bed. The plants are very productive, and bear through a long season. They grow well on all types of soil. The berries are large, a beautiful dark red in color. The quality is fine, and this with a deep red color makes them very popular for canning. The cap or hull parts very easy from the berries making that part of the work very easy when used for canning purposes. Not a shipping berry, but for home garden or local market, it is very valuable in many sections. It is said in some places that you can grow two acres of Gibson and be independent, but we think that is rather overstating the matter. A number of local growers having obtained some plants of Gibson under a different name, thinking it was a new berry, (see Sussex, page 21) have been very much pleased with it, and when we pointed out to them last berry season that they were growing the Gibson, an old variety which has been grown for many years, they said that they were going to continue growing the variety because the great productiveness and attractiveness of the berry made it a money maker for them. Price-list page 35.

**Lupton.** A large, very handsome berry and an excellent shipper. The berries average about as large as Chesapeake, almost as good a shipper, very attractive in appearance but only fair in quality. As quality is not especially important in a shipping berry, we at first thought Lupton might take the place of Chesapeake on soils that were not well manured and where they had difficulty in getting a good bed of Chesapeake. After several years' trial we have concluded that it is no easier to grow Lupton than Chesapeake. For one thing, the foliage is nowhere near as healthy in a wet year. We have some nice plants for those who want to try them. Price-list page 35.

**McAlpin.** A very vigorous grower that will do well on light, poor land, but also responds wonderfully to richer land and greater fertility. Will grow anywhere. The berries are medium to large in size, bright scarlet in color and unexcelled in quality. After a heavy rain, during picking time, the McAlpin will have less sand and dirt on the berries than any variety we know. This is important, especially where mulching materials are scarce and high priced. Its excellent quality makes McAlpin a good one for the home or local market. It is also an excellent shipper, bringing top market prices. Beautiful in appearance, very productive and unsurpassed in quality. For vigor, quality, productiveness and all-round merit, McAlpin is hard to beat. The one weak point of McAlpin is that the foliage rusts considerably during a wet season. McAlpin grows so vigorously and makes so many plants that it is necessary to keep them thinned somewhat or they will get so thick that they cannot produce the best crop of fruit.

**New York.** This is the sweetest strawberry grown. The plant is a vigorous grower. The foliage is very healthy and the plants are quite productive. The berries are medium to large in size, dark red in color, and as stated above, the sweetest strawberry grown. It is the only strawberry we know that is sweet before it gets ripe. It is a favorite with many for the home garden. 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. Price-list page 35.

**No Name.** We obtained plants of this variety from the introducers, B-W-A NURSERIES, last year, but have not fruited it ourselves, so will quote description from the introducers who say: "In our opinion **No Name** is the best strawberry the world has ever known. The plant is large and vigorous. The bloom is perfect. The berries are round and smooth, large uniform size, color brilliant crimson extending to the heart. As a table berry it has few equals. Its canning qualities are unusually good. The firm texture of the berry preserves the shape. For the same reason it is an excellent shipper." Price-list page 35.

**Parson's Beauty (Gibson).** Same description as for Gibson. The varieties are identical, being grown in some sections under one name and in others, under the other name. They produce large quantities of high quality berries which are deep red in color and part easily from the cap, making them very fine for canning and preserving. Price-list page 35.

**Sample.** This is another old variety which had stood the test of time and is still ranked by many as the best late strawberry grown. The berries are uniform, bright red in color, large in size, very fine in flavor and attractive in appearance. They are not real firm, but for local or nearby market, Sample has proven a money maker for many growers. It is enormously productive and does well on a wide range of soils. It seems to be most popular in the Middle and Northern States. It is very hardy and nearly always produces a crop. The blossoms are imperfect and should be planted with Big Joe, Eaton, McAlpin or Aroma. Many growers still get fine results from Sample and will continue to grow it. We have a fine stock of plants for them. We would prefer Eaton or Big Late, but, realizing as we do how much different climate and soil can influence varieties, we can readily see why many still continue growing Sample. Price-list page 35.

**Wm. Belt.** On most markets the size and appearance of strawberries determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown. This variety is the standard of excellence for quality. The 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, Wm. 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 Wm. 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, Wm. Belt should not be left out. Price-list page 35.



Gandy—sells with Chesapeake

## Very Late Varieties

**Gandy.** This variety for years has ranked as a leader among the fancy late shipping berries. If Gandy were only a little more productive, it would continue to hold a place at the very top. Gandy likes black, swampy land or springy land that is not too sandy. We believe Gandy is the only late-shipping berry that equals Chesapeake in size, attractiveness and shipping qualities. It usually sells about with Chesapeake, but is not as good in quality and not as productive. This would be more important on a local or nearby market. Gandy is a good grower and it is no trouble to get a good fruiting bed. Price-list page 35.

**Orem.** This is the latest berry we have. The berries average large in size, are of good quality and handsome in appearance. They sell well because they come after all other fancy, late berries are past their prime. Many growers want Orem because it is so very late, but we feel that Wm. Belt is easier to grow, produces berries equally large and better in quality. It lasts almost as long, but not quite, as the Orem. Our stock of plants of this variety is fine in quality but limited in quantity. Price-list page 35.

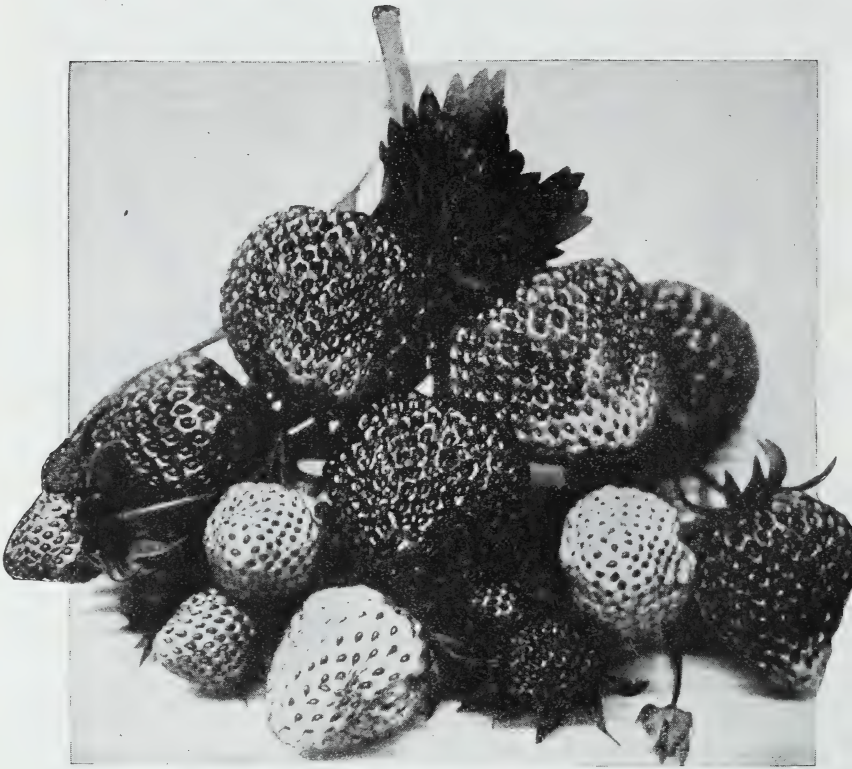
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### ALLEN'S PLANTS "COME THRU" IN KENTUCKY

Fayette Co., Ky., Jan. 7, 1926.

I am in receipt of your nice "Book of Berries", for which accept many thanks. The 600 plants I ordered from you 2 years ago were quite a success to me. I hauled to Lexington, some of the finest berries in the last 2 years that I ever saw in that city. Many others that saw them said the same thing. My bed is in fine shape. If I conclude to set any this spring, I will certainly give you my order.

S. S. KELLY



The real champion of the Everbearers

## Everbearing Strawberries

If there ever was any doubt that certain varieties of strawberry plants actually do produce berries during the summer and fall, we believe that doubt has long since disappeared. It is now an accepted fact that Everbearing Strawberry Plants, especially the best varieties, will produce fine, high-quality berries all through the summer and fall, and those who are growing them often dig them out from under the leaves after snow has fallen. Another popular thing about Everbearing Strawberries is that it is no longer necessary to wait a whole year after the plants are set before having berries in the garden. They can be had from mid-summer to freezing weather, beginning only a few weeks after the plants are set. And it is not necessary to sacrifice quality because the Everbearing Berries are just as good as those borne in regular season. For the home garden, the Everbearing Strawberry is an unquestioned success and indispensable to lovers of strawberries. As a money-making proposition, we have not recommended Everbearing Strawberries indiscriminately. Our advice has been that we doubted if they were money-makers except under very favorable conditions both for growing the fruit and marketing it.



However, we have each year an increasing number of customers who write us that, with small plots of land, they are making really large profits in growing Everbearing Strawberries. Probably as others become more experienced in growing these varieties, and newer, better varieties are introduced, still more strawberry growers will find Everbearing Berries a real money-making proposition. We are glad to know that so many of our customers and friends are making good with them, as a commercial proposition, but our advice still is to try them out in a small way first and increase your plantings gradually if you find they are going to be profitable.

Under good conditions, one Everbearing Plant set in spring should produce about one quart of berries during the summer and early fall. They are grown just as other strawberries except that, after planting in early spring, the blossoms should be cut off until about the middle of July. Soon after they will commence bearing and continue until freezing weather.

We have tested most of the varieties of Everbearing Strawberries. Among others, we have tried Superb, Americus, Peerless, Rockhill, Perfection, Ideal, Lucky Boy, Jewel, Kasota and others. They are all inferior to Progressive and Champion. One new variety, Mastodon, is very promising and is the best of the new varieties. Following our policy of speaking the plain truth about all varieties and offering only the best, we are growing for sale this year only three Everbearers—Progressive, Champion and Mastodon.

## PROGRESSIVE

Progressive is a variety that convinced most of the doubters. Many other Everbearing varieties would bear only a very few berries during the summer and fall, the quantity being dependent somewhat on soil conditions and weather conditions. Progressive was the only Everbearer that did at all well in the South, for a long time, and whatever the section, Progressive always bore some berries and they were always good. The berries are medium in size not quite as large as we used to get from Superb and Peerless, but vastly more productive and simply delicious in quality. If kept picked closely, the berries are firm enough to stand shipment short distances. Keep in mind that with the Everbearers you commence picking your crop of berries only a few weeks after the plants are set. If you and your family like strawberries for table use, you will certainly make no mistake in ordering some Progressive or other Everbearing varieties to plant in your garden. We have a fine stock of plants which we are offering at a very reasonable price. Price-list page 35.

## CHAMPION

This variety is hailed by many as the real Champion of all the Everbearing varieties, and rightly so. We find, however, that it is very similar to Progressive if not identical. There is no difference to be noted in the size, shape, appearance and quality of the berries. The plant growth of one cannot be distinguished from the other. The introducer and other berry and plant growers claims that it is more productive than Progressive. Over a period of several years, we have seen very little difference in this respect or any other. We have had somewhat larger crops at times from Champion than from Progressive, but this was practically always traceable to some advantage in setting and handling the plants. Our stock of Champion was obtained directly from the introducer, so we have it pure. Most of the claims about Progressive and Champion are that Champion is better in some respect. Nobody has claimed that Progressive is better than Champion, so perhaps, to be on the safe side, it would be well to make most of your order Champion and have the best.

## MASTODON

Mastodon is the only Everbearing variety which comes anywhere near challenging the supremacy of the Champion. It is not the equal of Champion in

many ways, but is superior to it in some ways. Mastodon makes plant growth just as freely as Champion and does not seem to require especially rich land, although any Everbearing variety must have plenty of moisture during the summer and fall if it is to produce good crops of fruit. The berries of Mastodon are considerably larger than Champion or Progressive. They are much more productive than any of the large type of Everbearers which we have had in the past, but not quite equal in productiveness to the Champion. The berries seem to be somewhat firmer than Champion, although not quite as good in quality, but, on account of the larger size and its great productiveness, we recommend that you give Mastodon a thorough trial, especially if growing Everbearing Strawberries for profit. One of the largest Michigan growers has this to say of Mastodon: "It is our belief that there never has been and probably never will be, another Everbearing Strawberry that even approaches Mastodon in the qualities that make for perfection." We have a nice stock of the plants, and we feel that it is well worthy of a thorough trial. Price: 25 plants, \$1.25; 50 plants, \$2.00; 75 plants, \$2.75; 100 plants, \$3.50; 200 plants, \$5.50; 300 plants, \$7.25; 1,000 plants, \$20.00.



A profitable crop expected

## 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 stocks, 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 well grown, 1 year old Mary Washington roots which we are offering at \$1.00 per 100, \$2.00 per 250 and \$6.00 per 1,000.

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### GOOD PLANTS PRODUCE GOOD CROPS IN VIRGINIA

Grayson Co., Va., July 5, 1926.

I thought I would write you and tell you how my strawberries were, that I ordered from you in 1925. They were just fine. I picked the last of them last week, and I do not think they could grow any larger. I wish I had kept the number of quarts that I picked from them. I am going to set another patch soon. I think they were the finest plants I ever saw, and were packed good. You will always get my order for plants.

Mrs. HALLIE HILL

## Instructions to Purchasers

**Order at once**, as soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. Read "Time to Plant", page 9.

**Remit by Money Order, Registered Letter or Bank Draft.** Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Orders on Salisbury, Maryland, or Bank Draft payable in New York.

**Write Plainly.** Fill in all blanks on the sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

**Time of Shipment.** We commence to fill fall orders Nov. 1st, and ship all winter to sections where the conditions are suitable for fall and winter plantings, as in California and some parts of the South. Early spring, March and April, is by far the best time to set strawberry plants in the Middle and Northern States. **Our shipping season ends May 1st. We will, however, fill a limited number of orders in the first and second weeks of May, and put them in the best possible condition, but at purchaser's risk.** It is very important to have your plants shipped early. Read on page 9, under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after the growth has started. Don't order plants from us during the summer months, excepting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

**On Receipt of Plants.** Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates and bed them in, by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

**Twenty-five.** All plants are tied twenty-five in a bundle and each bundle labeled.

**Packing.** We make no charges for boxing or packing at rates quoted in this catalog. Everything is delivered f. o. b. trains at rates named.

**At Purchaser's Risk.** All plants ordered shipped after May 1st will be packed and shipped in the best condition possible, but at purchaser's risk.

**True-to-name.** While we use every precaution to have all plants true-to-name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

**CLAIMS, if any, must be made on receipt of plants. Call for your plants as soon as they arrive. Protect plants from sun and wind until planted. We pack plants to reach you in good condition. We cannot be responsible for drought, floods, insects, after planting. These things are entirely beyond our control.**

Should there be a shortage in your order, report at once number of packages and number of plants of each variety received. This will enable us to promptly adjust any discrepancy. Often the transportation company will separate a shipment and the balance of your plants will come in on the next train.

## Early Planting Pays Big

In the Middle and Northern States the earlier your plants are set in spring, the better your chances of success. Just as soon as weather permits, your ground should be prepared and the plants set. A difference of a few days in setting will often make more difference in resulting growth and crop than a heavy coating of manure or fertilizer. This is not theory. It has happened with us, and with many others. In a season of low prices, this might make the difference between profit and loss. If high prices, the loss by late planting will be all the greater.

Northern Grown Plants, if properly grown and handled, may be good plants. But if you depend on plants from Northern States, you stand a chance of losing all or a part of the advantage of early planting. Your plants should be on hand to set just as soon as the ground is ready. Your northern plants may or may not be dug by that time, depending on weather conditions. Delays in transportation may hold up early planting. We are fortunately situated to take care of you in this respect. We have hard winters, but our springs open up in time to dig plants and have them delivered to you in time to reap all the benefits of Early Planting.

## Your Money's Worth

Our prices are reasonable and fair for the quality of plants we send out. A dollar or two per 1,000 more for freshly dug plants that are carefully grown, dug, cleaned, graded, handled, straightened, bunched, labeled, moistened, packed and shipped, is not money wasted—nor is it a **saving** when you get plants where these things are done with a "slam-bang", or some of them not done at all.

Our plants are worth what we ask for them. So much so that we cannot give big discounts for ordering before a certain date. The price is the same all season—but it will help us to get your order off promptly and insure you getting the varieties you want if you will order early.

## No Summer Shipments

Knowing that the results from summer and early fall planting are usually unsatisfactory, and having no plants suitable for setting that early, **we make no shipments of Strawberry Plants in the summer or fall, until November 1st.**

### 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 near-by 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 distances given below, or ask your postmaster.

With the zone rate published below, you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. **If sufficient amount to pay parcel post charges are 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 Pound
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	9 cts.....	4 cts. for each or fraction
5th.....	600 to 1,000	10 cts.....	6 cts. for each or fraction
6th.....	1,000 to 1,400	11 cts.....	8 cts. for each or fraction
7th.....	1,400 to 1,800	13 cts.....	10 cts. for each or fraction
8th.....	1,800 up	14 cts.....	12 cts. for each or fraction

# Price List of Strawberry Plants

Description Page	Price Per 1,000	Description Page	Price Per 1,000
<b>Extra Early Varieties</b>			
18 Premier (Per).....	\$ 6.00	26 Burgess (Per).....	7.00
20 Howard 17 (Per).....	6.00	24 Chesapeake (Per)....	8.00
20 Red Gold (Per).....	10.00	27 Gibson (Per).....	6.00
<b>Medium Early Varieties</b>			
21 Cooper (Per).....	\$7.00	27 Lupton (Per).....	7.00
21 Dr. Burrill (Per).....	5.00	28 McAlpin (Per).....	6.00
22 Klondyke (Per).....	4.00	28 New York (Per)	10.00
22 Missionary (Per).....	4.00	28 No Name.....	10.00
21 Senator Dunlap (Per).	5.00	28 Parson's Beauty (Per)	6.00
<b>Midseason Varieties</b>			
22 Big Joe (Per).....	\$6.00	28 Sample (Imp.).....	6.00
22 Eaton (Per).....	6.00	28 Wm. Belt (Per).....	7.00
22 Glen Mary (Per).....	10.00	<b>Very Late Varieties</b>	
22 Haverland (Imp.)....	7.00	29 Gandy (Per).....	\$ 6.00
23 Paul Jones (Imp.)....	6.00	29 Orem (Per).....	8.00
<b>Late Varieties</b>			
25 Aroma (Per).....	\$ 6.00	<b>Everbearing Varieties</b>	
25 Big Late (Imp.).....	7.00	31 Champion (Per).....	\$10.00
		31 Progressive (Per)....	10.00
		31 Mastodon (Per) See	
		Page 32 for Prices	

**If Less Than 500 Plants of a Variety Are Ordered, Prices Must Be Carried Out According to the Following Table. If the Correct Amount Is Not Sent, We Will Send Only the Quantity of Plants You Have Paid For.**

If priced at	\$4.00 per 1,000	\$5.00 per 1,000	\$6.00 per 1,000	\$7.00 per 1,000	\$8.00 per 1,000	\$10.00 per 1,000
25 plants will cost.....	\$ .25	\$ .30	\$ .40	\$ .50	\$ .50	\$ .60
50 plants will cost.....	.40	.50	.60	.70	.80	.90
75 plants will cost.....	.55	.70	.80	.90	1.05	1.25
100 plants will cost.....	.70	.90	1.00	1.10	1.30	1.60
150 plants will cost.....	.90	1.15	1.30	1.45	1.65	2.05
200 plants will cost.....	1.10	1.40	1.60	1.80	2.00	2.50
250 plants will cost.....	1.25	1.60	1.90	2.15	2.35	2.95
300 plants will cost.....	1.40	1.80	2.15	2.45	2.70	3.40
350 plants will cost.....	1.55	2.00	2.30	2.75	3.05	3.80
400 plants will cost.....	1.70	2.20	2.60	3.00	3.40	4.20
450 plants will cost.....	1.85	2.35	2.80	3.25	3.70	4.60
500 plants will cost.....	2.00	2.50	3.00	3.50	4.00	5.00
1,000 plants will cost.....	4.00	5.00	6.00	7.00	8.00	10.00

# *Chesapeake*

OUTSELLS THEM ALL



A GOOD FIELD OF BERRIES



