

Allen,
W. F.
1919

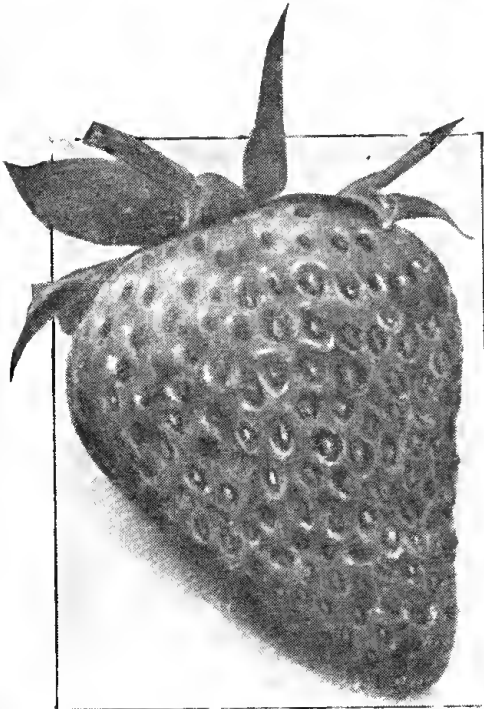
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HAVERLAND

BOOK
OF
BERRIES
FOR
1919

THE W. F. ALLEN
COMPANY,
SALISBURY,
MD.



Kellogg's Prize Strawberry



Picking Big Joe. One of the best

OUR BOOK OF BERRIES—1919

WE have no apologies to make for the size of our 1919 Book of Berries. Rather, we are proud of it. We have just signed a pledge with one of our paper dealers to practice every economy in the use of paper—not only to save it for important war work—but to save also transportation and the labor, materials and fuel used in its manufacture. This alone is reason enough for economizing. But we want to save as much for our customers as possible. By cutting down the size and number of our catalogs, we can sell our plants at a lower price than we could, if we issued a large and expensive catalog.

We have made the Berry Book just as serviceable as we could. Much information as to caring for plants, preparing the land, cultivating, training, marketing, etc., is included, as well as accurate descriptions of varieties as to season, color, size, productiveness, blossoms, etc. We have a number of copies of last year's Berry Book still on hand and we will be glad to send one on request, to those desiring more detailed information.

The stock of plants all over the country is very short. We have a decreased acreage, altho those we have are fine, as robust and healthy as we ever had. For this reason and the fact that last year strawberries sold for the highest prices ever, all over the country, the demand for plants is going to be strong and we advise ordering early, if you expect to get the varieties you want.

We have made some increase in our prices. It was not of our own choice. We had to do it, if we were to continue our business. You all know labor, materials, manure, everything concerned in the production and shipping of plants is out of sight. Our plants are worth the price, because, altho we pledge ourselves to economize on paper, we also pledge to our customers, that we will not economize our quality of plants, good packing, or care in keeping them true-to-name.

Unquestionably, the country needs the fruit. It is a necessity, because it has food value, it helps replace staple, non-perishable foods and it acts—as oil to an engine—to keep the body fit. So, from a patriotic standpoint, we should grow all we can—and from the standpoint of profit the scarcity of plants, fruiting beds and labor, make good prices and good profits for what you can grow almost a certainty.

Yours for the best of plants and service,

THE W. F. ALLEN CO.

INSTRUCTIONS TO PURCHASERS

TIME TO ORDER. As soon as convenient, after receiving this catalog. Late in the season we may be sold out of certain varieties, but if ordered early, the plants are reserved for you, to be shipped when you are ready for them. This is especially important this year when the crop of plants is very short. Our own crop is not one-third that of last year, and reports we have had from other plant-growers indicate that the crop is very short all over the country. The best varieties will be taken first. And, to be doubly sure of getting just what you want when you want it, **order early.**

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 Order on Salisbury, Maryland, or Bank Draft payable in New York.

PAYMENT. Invariably, cash in advance.

WRITE PLAINLY. Fill in all blanks on the order 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 fill orders from November 1 to May 1. Plants should be shipped early in spring, February, March and the early part of April. It is very important to have your plants shipped early. Read on page five, under "Time to Plant." The reason your plants should be shipped early in the spring is that plants are dormant and will stand digging and shipping much better than after the growth has started and the weather has become warmer. Plants are also lighter and express charges are less, early in the season and also stand delays in transportation better. Don't order plants from us during the summer months, expecting 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.

IN THE EXTREME NORTH. Notwithstanding your season is later than ours, we can do business to our mutual benefit. Have plants shipped early, as directed before they are too far advanced. Heel them in, in some protected place, giving a light covering of straw.

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 bunch labeled.

PACKING. We make no charge for boxing of packing at rates quoted in this catalog. Everything is delivered f. o. b. trains at rates named.

AT PURCHASER'S RISK. All plants shipped after May 1 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 goods. We cannot become responsible for stock that is allowed to lie around your station, or express office, for neglect of purchaser or his employees to care for stock after it has been received, or for misfortunes caused by drought, floods, insects, etc. These things are entirely beyond our control.

DEC 8 1939

THE WORLD NEEDS FOOD

And the world is willing to pay for it. Strawberries are food. Not only do they have food value of their own, but they help replace other more staple food, like wheat and meat, and the fruit acids, like oil to an engine, help keep the body fit. So, when we raise strawberries, we are helping to feed a hungry world.

STRAWBERRIES FOR THE HOME GARDEN

Nearly Everybody Likes Strawberries. The best strawberries are those that are 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 fully repays for the small effort required to plant and grow them. By using the ever-bearer, Progressive, the berry season can be extended thru the summer and early fall, until freezing weather.

Your Grocery Bill will be greatly lessened by having your own strawberry garden. Not only do you save the cost of the berries you usually buy, but you have more delicious fruit than you ever buy, especially at the high prices which are bound to prevail for berries the next year or two. You, also, save the cost of other things you don't want, or need, now that you have plenty of strawberries.

Preserved Strawberries are the most delicious of all the sweet foods we eat in winter. When you have them to buy at 20 cents or 30 cents per quart, you are not likely to preserve as many as you need. Have your own strawberry garden and there will be plenty for daily use on the table and for preserving also.

GROWING STRAWBERRIES FOR PROFIT

At no time in many years has the crop of plants and fruiting beds been so small. At no time has labor been so high and scarce. These conditions make it practically certain that what you can grow will sell for a price high enough to yield a good profit. Everybody is making money in the large towns and cities and most people are willing to pay liberally for fancy strawberries, such as our plants, properly cared for, will yield. You can make money now growing strawberries—the amount being limited only to the quantity you can grow.

Little Money is Needed To Start a berry patch. Besides the plants, a dibble, or trowel, for planting and a hoe and cultivator for working is all the equipment necessary.

A Family Business. The small farmer with a large family is in a position to grow lots of berries now. He can utilize the labor of his family at comparatively easy 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.

The Boy Can Be Kept on the Farm by getting him interested. A patch of strawberries, say $\frac{1}{4}$ to 1 acre will afford him pleasant, easy, intelligent work and at this time, will yield profit enough to keep him interested in the farm, a chance that doesn't often happen, as most farm work is less remunerative than other lines of endeavor.

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 large towns, can be profitably planted to strawberries.

Not only will the returns be profitable, but unlike other fruit crops, the RETURNS WILL BE QUICK and a SECOND CROP can be had with very little additional labor.

CULTURAL DIRECTIONS

Strawberries will thrive in any type of soil that is not dry sand or waterlogged clay. They will often give good crops in soils that have been given poor preparation. But, like other crops, they respond quickly to good cultivation.

One of the first essentials in producing a crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. But on other types water can be conserved by cultivation or by mulching, or in most cases there may be enough natural rainfall at fruiting time.

Preparing the Land. Potatoes, tomatoes, beans, cabbage, and other truck crops usually leave the ground in excellent condition for Strawberries. This is because they are kept well cultivated for a good part of the season and are usually well manured and fertilized.

In all cases, sod land should be avoided for Strawberries, as the **white grubs** winter over in such land and cut off young plants when set the following spring. If you have no other land available, plow the land during the fall and many of the grubs will be killed out during the winter.

Time to Plant—Important. In the extreme South **stock plants**, free from nematode and rust, should be planted in February, March, or early April. In the middle states, March and April are the best planting months. In the North—**April**. Plant in early spring, just as soon as you can get your ground in condition. This gives plants as long a growing season as possible and the plants are set and growing before hot, dry weather comes on. **Be sure** to have your plants on hand when you are ready for them. Have your plants shipped early (not later than April 15 to 20—earlier if possible) and heel them in in some protected place and cover with straw until you can plant.

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 just at the surface of the ground—not below nor above.

Methods of Training. We prefer the narrow matted row, because it requires less labor. The extra foliage protects the fruit from scalding, and the yield of large well-shaped berries is usually greater than in the 1 system or hedge row systems.

Cultivation. Young plants should be cultivated frequently after they begin to grow. This is done not only to keep down weeds and grass, but also to save more moisture. After heavy rains the soil (except very sandy soil) will become hard and "bake," causing it to dry out quickly and be very cloddy when cultivated, unless the cultivation is done while soil is still damp. So it is best to cultivate as soon after a rain as condition of the soil will permit.

In seasons of severe drought constant cultivation

keeps a "dust blanket" over the soil and prevents evaporation. So, even if no weeds or grass have started, it is advisable to cultivate frequently.

A hoe and 12-tooth cultivator are the best tools to use. In general, the patch should be cultivated every ten days, or two weeks anyway. Skilful use of the cultivator will make necessary much less hand-labor.

Young plants, set out in early spring, will blossom freely at the regular blossoming season and, if not cut off, will set and bear quite a few berries. But it is best to cut these blossoms off so that the plants can make a more vigorous growth and be in better shape to bear a full crop of fine fruit the following spring.

Manure and Fertilizer. The best fertilizer for a strawberry patch is thorough cultivation. Barn-yard manure is the best fertilizer that you can apply to the field. It can be applied broadcast, as a top-dressing after plants are set, or on the young beds in the fall. If handled this way, it acts as a mulch during the winter and is very beneficial to the plants in spring. Under present conditions, the most beneficial commercial fertilizer would be 150 pounds of dried blood, or fish, and 300 pounds of bonemeal, or ground phosphate, to the acre. Apply this broadcast, before plants are set, or as a top-dressing afterwards. Never put in a furrow under the plants.

PERFECT AND IMPERFECT VARIETIES

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

STARTING RIGHT

Start right—get the best plants possible for setting. The best strawberry plants are those that are dug from young beds that have never fruited, that have the best root system and the largest and strongest crowns, that are hardy in all strawberry sections, and are absolutely true-to-name. Allen's plants measure up to this **STANDARD OF THE BEST.**

1. **Young Beds.** All our plants are dug from beds that have never fruited.

2. **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 pene-

trate 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 soils 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.

3. **Sturdiness.** Our growing season is moderately long, just long enough to secure maximum development of both roots and crowns. Constant hoeing and cultivating and the tons of manure we apply help keep them healthy and in prime growing condition. The large size, good roots, and great vitality of our plants are a form of insurance worth, in itself, the cost of the plants. You want this kind.

4. **Healthy.** Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well cleaned; the dead and decaying stems and old leaves around the stem are trimmed off, so that it would be almost impossible to transmit diseases even if they were present.

5. **Hardiness.** Our plants are hardy anywhere in the United States or Canada, wherever strawberries are grown. We know this because our plants have given and are giving excellent results in the most northern berry growing regions.

6. **True-to-Name.** Characteristic of all Allen's plants—we exercise greatest care in keeping plants straight when planting. All our plants are labeled in the field when dug and the label is never taken away until they are in the fields or gardens of our customers. All plants when dug are tied in bunches of 25 each and every bunch labeled.

7. **Packing System.** Our plants are dug fresh for shipment each day. As stated before, the roots of all our plants are moistened before packing. They 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 with light, moist sphagnum moss, to keep the roots and plants fresh and moist.

8. **Service.** After all, the thing that makes a successful business is plenty of satisfied customers. By good service we mean supply the best of plants, such as we have just been describing. But, more than this, we mean also, courteous treatment, fair dealing, promptness, and a willingness and desire to help in any way we can. These things go to make good plants and get them to you in good condition. That's why we feel justified in asking for your order. May we have it?

EVERBEARING STRAWBERRIES

Everbearing strawberries have been produced successfully wherever spring varieties are grown. They have been tried in every state in the Union, and have invariably delighted the grower. The plants are set early in the spring, just like other strawberries. They are hoed, cultivated and fertilized just as other varieties. For best results, the blossoms should be kept pinched off until the last of June, or middle of July. About August 1, you can commence picking fruit and continue to get it until freezing weather—only a few weeks after the plants are set. The second year, the plants will fruit in the spring and if seasonable, will continue to fruit

all thru the summer and early fall months. Given good land, good treatment and good growing conditions, every plant of Progressive will produce a quart or more of berries. While food prices are so high, it will pay you to plant the everbearers, thereby saving on your grocery bill and enjoying some of the best fruit you ever ate.

PROGRESSIVE. The very best of all the fall-bearing varieties and has been successful wherever planted. It is the only everbearer yet found, which does well in the south. There are a few places in the north, where Superb seems to do better, but our advice to the great majority is stand by the Progressive. It leads them all, because of its remarkable yielding qualities. The richer the land and the more manure you apply, the more good fruit you will get. The berries are medium in size, possibly not quite so large as Superb, but they are produced in great abundance and the berries are simply delicious in quality. If kept closely picked, the berries are firm enough to stand shipment. The most striking feature of the Progressive, is that you will get fruit a few weeks after the plants are set and that they continue to bear until freezing weather. The stock of Progressive is the shortest since the everbearers were first introduced and our advice is that you order early and have them reserved. Price \$12 per thousand.

SUPERB. The fruit of Superb is large, firm and of fine quality, resembling the Chesapeake in many ways. It is not so productive and requires more care and attention than the Progressive, but is larger in size and handsomer in appearance. In addition to its value as a fall bearer, Superb will bear an excellent crop of berries in the spring. They look well, ship well and sell well. Price \$12 per thousand.

Peerless. A new everbearing variety, claimed to be better than Superb, which it resembles. It is a more vigorous grower and more productive of somewhat larger sized fruit and fully as good as Superb in quality. Price \$12 per thousand.

Americus. Unexcelled in quality by any of the everbearers. In many places this variety is very thrifty and has given excellent results, but with us, it is hard to grow and a rather shy bearer. Price \$12 per thousand.

SELECTION OF VARIETIES

We have grouped the varieties as to season of ripening and in the price-list, we have given the page on which each variety is described and also whether it has perfect or imperfect blossoms. In selecting varieties, it is well to consider the purpose of growing the berries. That is, home use, local market, or commercial shipment. Our descriptions are made up from actual observation of the varieties in our field and are as accurate as we can make them. If you are uncertain as to what varieties to plant, write us, giving your conditions of soil and climate and market and we will help you make a good selection.

EXTRA-EARLY STRAWBERRIES

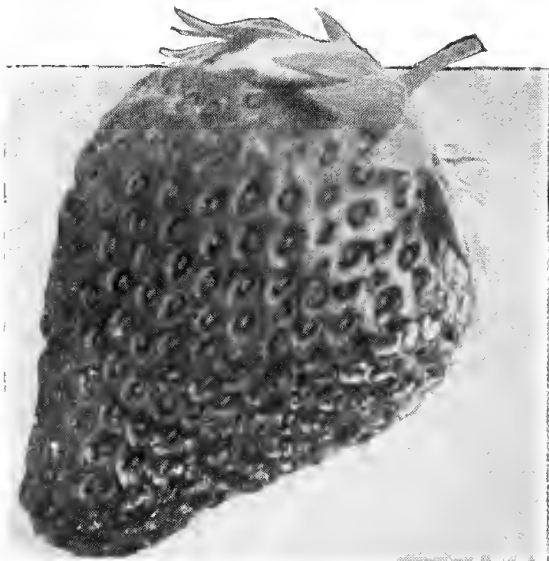
CAMPBELL'S EARLY. The plant is a strong, healthy grower and very productive of large, rich red berries that have a bright green calyx and are very high in quality. On our own place, Campbell's early is not as good as Premier, but in New Jersey, parts of Delaware and other sections, growers are very enthusiastic about it. We have a nice stock of large, well rooted plants. Get your order in early and be sure of some of them. Price \$6 per thousand.

EARLY OZARK. As an extra-early market berry, Early Ozark stands very near the top, surpassed only by Premier and possibly by Campbell's Early. The plants are very tall, green and absolutely healthy. The berries are of large size, good quality, dark red in color. The plants are very productive; the blossoms are perfect and make a good pollenizer for imperfect varieties. Price \$8 per thousand.

Excelsior. An old standard. Fruit is medium size, dark in color, firm enough to ship. The flavor is quite tart, but is liked by some for canning and for syrup. Price \$6 per thousand.

Mitchell's Early. A very vigorous grower. Blossoms

perfect; berries medium size, excellent in quality. Price \$6 per thousand.



PREMIER

Premier. The very best of all extra-early varieties. We have never found anything to equal it. Berries are large, beautifully formed, bright red thru and thru. It is delicious in flavor and a splendid shipper. We have fruited it three years and consider it the money-making king of all early varieties. It produces a very heavy crop and you should plant heavily, whether growing for home use, local market or distant shipment. If Premier has any weak points, we have not found them and we advise all those in sections where early berries are in demand to include Premier, whether setting fifty plants or fifty thousand. We are going to plant heavily of Premier for fruit. That is our recommendation of it. Price \$10 per thousand.

MEDIUM-EARLY VARIETIES

Collins. Fruited by us last year for the first time; bore a good crop of good size, large red berries, which were of good flavor and ripened evenly without green tips. Bears thru a long season. Price \$12 per thousand.

DR. BURRILL. Very similar to Senator Dunlap, but possibly a more vigorous grower and heavier cropper. Dr. Burrill bears well, is a good shipper and good keeper—excellent for canning and very delicious to eat on the table. The blossoms are perfect and its long blooming season make it good for planting with imperfect flowering sorts. Price \$6 per thousand.

EARLY JERSEY GIANT. A very large, medium early berry of the highest quality. It ripens evenly all over and is conical in shape, with pointed tips. The berries have large, green caps which makes the fruit very showy and attractive. Blossoms perfect. Plants large and strong. The berries are firm enough to ship and with its handsome appearance, always commands top prices. It is one of the best medium early fancy berries. Price \$8 per thousand.

KLONDYKE. The leading market berry of the southern states. The reasons it is so well liked are many. The plant is a vigorous grower and quite healthy. It bears a good crop and the berries are medium to large in size, that ripen evenly all over and are rather light in color and most important of all, are firm enough to ship hundreds of miles and still go in market in perfect condition. Not a home-garden, or local market berry, but one of the best for shipping. Price \$6 per thousand.

Lady Cornelle. A strong grower which will do well on almost any soil; especially good in California and parts of the south. Blossoms are perfect. Berries are large, conical in shape, uniform in size, and hold up well until the end of the season. It is firm enough to stand long distant shipments in good condition. Price \$6 per thousand.

Missionary. A good standard market berry for many sections of the south. It is the very best variety for

Florida. The fancy berries which we see on the northern markets in the winter months, selling for 50c and more per quart are Florida Missionaries. It will produce a crop with as little moisture as any variety we know of. The blossoms are perfect and the berries are of handsome appearance. Price \$6 per thousand.

SENATOR DUNLAP. Well adapted to many types of soil and does well in all sections where grown. The plants are rather small, but they have long fibrous roots that make them good drought resisters. The berries are bright red clear thru and exceedingly juicy. Blossoms perfect. One of the best for pollenizing imperfect flowering varieties. If you are an inexperienced grower and in doubt about what to plant, Dunlap is safe. Price \$5 per thousand.

TWILLEY. Vigorous grower, healthy foliage, blossoms perfect, and a good pollenizer. Berries are long, light in color and have large bright green caps which make them very attractive. The fruit is of good quality and firm enough to ship anywhere. Price \$8 per thousand.

MID-SEASON VARIETIES

Abington. An old Standard. Berries large, good quality; blossoms perfect. Price, \$8 per thousand.

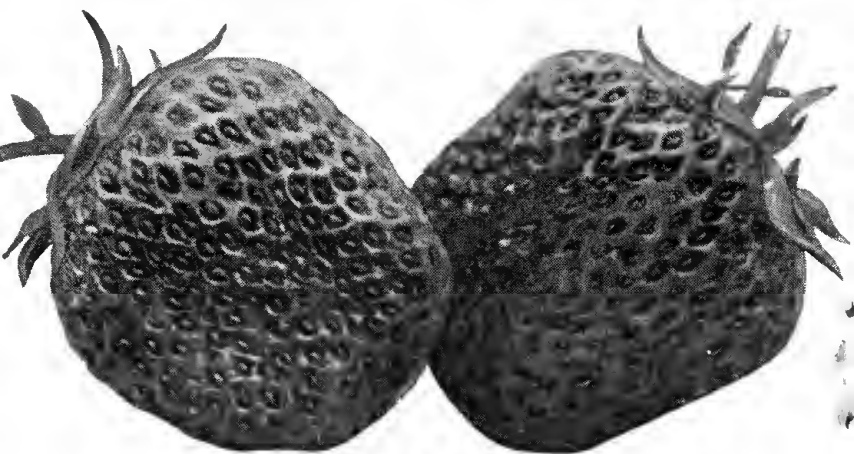
Benson. Vigorous grower, blossoms perfect; very productive of large, scarlet red berries, which are excellent in quality. Price \$12 per thousand.

BUBACH. A fancy old standard, especially popular with many growers in the middle and northern states. The blossoms are imperfect and should be planted with Big Joe, Dunlap, Ekey, or Twilley. Price \$8 per thousand.

BIG JOE (Joe JOHNSON) (Joe)

Big Joe ranks with Chesapeake as one of the highest priced and most popular berry on the New York City and other markets. It is a strong grower and makes plenty of plants for a good fruiting bed. It is very productive of large, handsome berries. The large, light green cap helps show off the berries and add materially to the price. Price \$6 per thousand.

EKEY (O. I. C.) Very productive of large, handsome conical berries which are of good quality and firm enough to ship. The blossoms are perfect and produce an abundance of pollen. It is excellent to plant with Haverland, Bubach, or other fancy, imperfect varieties of its season. Price \$8 per thousand.



Glen Mary Strawberries

GLEN MARY. In the middle and northern states where Glen Mary is at its best, probably no variety of strawberries will produce more quarts per acre. The berries are large, firm enough to ship, of handsome appearance and good quality. Glen Mary is a strong grower and produces an abundance of foliage. The blossoms are about half perfect, but carry enough pollen for their own fruit. However, we believe the size and quantity of the berries can be increased by planting in a few rows of some strong pollenizer, as Big Joe, Ekey, or Rewastico. Get your order in early, because Glen Mary is popular and you should not miss it. Price \$8 per thousand.

Gold Mine. Produces an abundance of strong, healthy foliage, resembling the Early Ozark. The plants are very productive and the berries are beauties. They are large, bright red in color, with a handsome bright green

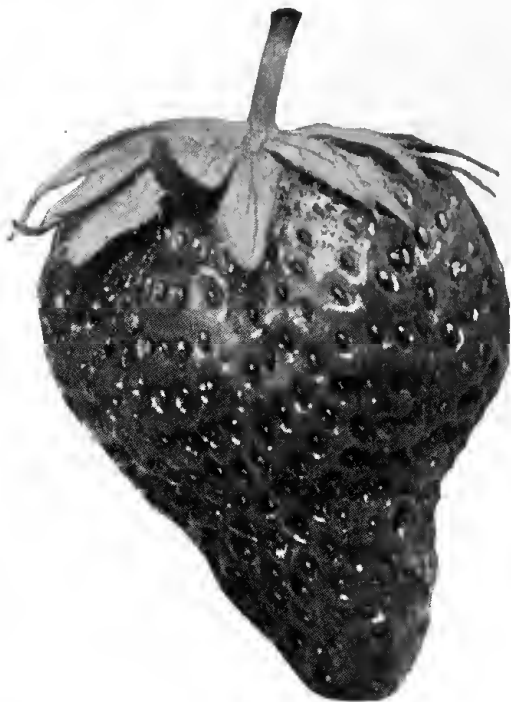
cap, which makes them very attractive. The quality is very good. It is well worth trying, especially in the home garden, or for a fancy local market. Price \$10 per thousand.

HAVERLAND. A very popular standard. The fruit is of large size, rather light in color and firm enough to stand shipment in good shape. The blossoms are imperfect and exceedingly hardy, which is an important point in some of the northern states. Big Joe, Dunlap, Twilley and Magic Gem are among the best varieties to plant with the Haverland. The plants should be well mulched, as the fruit stems are not able to hold the immense loads of berries off the ground. Price \$8 per thousand.

Heritage. Berries large, attractive in appearance, good quality, firm and quite productive. Blossoms perfect. Price \$8 per thousand.

MAGIC GEM. A vigorous grower with leaves and stems very thick and tough, which makes it most resistant to insects and diseases. The berries are borne in great abundance and are very large in size, with a large, green cap and bright yellow seeds, making them very attractive. The blossoms are perfect and are very full of pollen, making Magic Gem an ideal pollinizer for mid-season and late varieties, such as Hustler, Fendall, Sample, Haverland and others. Meat similar to Brandywine, but a more vigorous grower, more productive, berries larger, more uniform in size and shape and more handsome in every way. Price \$8 per thousand.

Marshall (Norwood). A fancy old variety. Its weak point is its lack of vigor and productiveness. The fruit, quart for quart is hardly equalled, except possibly by Chesapeake. Anyone willing to give extra care for extra-fancy berries should plant Marshall. Price \$8 per thousand.



Paul Jones

PAUL JONES. A vigorous grower and one of the most productive varieties we have ever seen. The fruit is good size, very handsome in appearance, resembling the fruit of the Haverland. It is a good shipper. The blossoms are imperfect and should be planted with some good pollinizer. Among the best are Big Joe, Magic Gem, Rewastico and Ekey. Price \$8 per thousand.

Rewastico. The berries are a light cardinal red, uniformly large and regular in shape. The fruit is firm enough to carry to distant markets in good condition. The quality is good. Blossoms are perfect and rich in pollen. Price \$8 per thousand.

Tennessee Prolific. Berries fairly large in size and light in color; flesh is fine grained and firm enough to

ship. Very productive. Price \$6 per thousand.

Warfield. Very popular for canning on account of its rich flesh and high color. It is a vigorous grower and persistent plant maker. If not allowed to get too thick it will produce a great crop of medium-sized, highly flavored and highly colored berries. Blossoms imperfect. Plant with Rewastico, Ekey, Big Joe, Magic Gem, etc. Price \$6 per thousand.

LATE VARIETIES

Amanda. The largest berry we have ever seen. Plants are large, vigorous and healthy. Blossoms are perfect. The fruit is dark red in color and of good quality. It is very productive. Price \$8 per thousand.

Aroma. One of the finest late strawberries and the only late one grown in many parts of the great strawberry growing sections of the country. The blossoms are perfect and very rich in pollen, making it good to plant with Hustler, Sample, Haverland, Kellogg's Prize and other fancy pistillate varieties. The berries are large in size, rich in color and deliciously aromatic in flavor. They have handsome green caps, which make the fruit show up exceptionally good in the package. The berries are firm in texture and solid enough to make an excellent shipping berry. Sells with the best. Price \$6 per thousand.

BIG LATE (Kellogg's). Our stock was secured from the introducer, so we have them absolutely true-to-name. We fruited it last year and think so well of it that we intend to plant it largely for fruit. The berries are superfine in quality, conical in shape, large in size and are bright, glossy red in color. They are firm enough to ship and handsome enough to command top prices. We expect, in our own planting to pollenize it with Big Joe and we believe these two will make an excellent combination. Price \$8 per thousand.

Brandywine. A good late variety for all sections, especially popular in semi-tropical and tropical sections, as Bermuda, Cuba, Pacific Coast and Gulf states. The plant is healthy and vigorous and produces a fine crop of large, handsome fruit. Price \$6 per thousand.

CHESAPEAKE. The standard of excellence, by which most other fancy berries are compared. With fair growing conditions, just about enough plants are produced for a good fruiting bed, so that you are at no expense in thinning the plants. The foliage is very strong and healthy. The plants are very strong and robust and have very long roots, which make it one of the best drought resisters. Berries are uniformly large, with prominent yellow seeds and an attractive bright green cap, altogether, making Chesapeake one of the most beautiful and attractive berries in the package that we have ever seen. The berries are unexcelled in quality. The plants set a good crop and every blossom matures a berry, the last ones being just about as large as the first. The flesh is very firm in texture and the berries will keep for many days in excellent condition, so that altogether it is an ideal berry for home use, for local market, or for distant shipment. One of the most valuable features of the Chesapeake, especially in the north is that the blossoms don't start out until quite late, which makes it practically frost-proof. Price \$10 per thousand.

Commonwealth. Needs rich soil and high culture, to obtain the best results. Berries are of good quality, large size and high color. Price \$10 per thousand.

Evening Star. The introducer says "Evening Star is the best all around late berry I have ever grown and I have tried out all of them. Berries are very large and firm and it is the latest of all berries on my list." Price \$8 per thousand.

Fendall. The berries are large in size, rather light in color and with large, attractive green caps. Blossoms are imperfect and should be planted with Aroma, Big Joe, Ekey, or Magic Gem. Fendall, like Haverland, is unable to hold the great bunches of fruit off the ground and should be well mulched on this account. Price \$8 per thousand.

First Quality. Especially recommended for New England and other northern states. Berries are large and pointed, somewhat like the Haverland, altho a little darker in color and better in quality than this variety. Plants are very vigorous and very healthy. Blossoms are perfect, strong pollenizer, making it good to plant with Hustler, Sample, Haverland and other imperfect flowering varieties of its season. Price \$8 per thousand.

Gibson. Berries are large, beautiful dark red in color. Plants quite productive. Bear through long season,

Blossoms are perfect and good for pollenizing Sample, Haverland, etc. Price \$8 per thousand.

HUSTLER. A vigorous grower, making a few large, strong plants, rather than many small ones. The fruit is uniformly large in size and firm enough to ship to distant market. The berries are rich scarlet in color, and excellent in quality. The blossoms are imperfect and should be planted with some perfect flowering variety. We recommend Big Joe, Ekey, Aroma and Magic Gen as being especially valuable to plant with Hustler. Price \$12 per thousand.

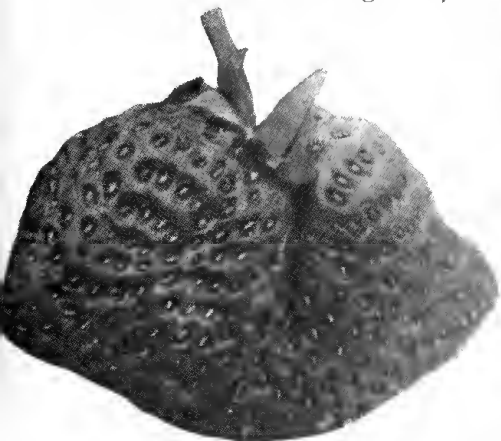
Late Jersey Giant. Berries very large, almost perfectly round. Highly colored and of good quality. Price \$12 per thousand.

McALPIN. A very vigorous grower that should be kept thinned for best results. The berries are medium to large in size, brilliant scarlet in color and unexcelled in quality. After a heavy rain in fruiting time the McAlpin will have less sand and dirt on the berries than any variety we know and this is especially important, where mulching materials are scarce and hard to get. Its excellent quality makes the McAlpin a good one for the home, or local market, as well as for shipping purposes. Price \$8 per thousand.

SAMPLE. The berries are a perfect strawberry type, bright red in color, large in size, delicious in flavor and very attractive in appearance. It is very productive and quite firm, which makes it possible to ship the fruit to distant market. The blossoms are imperfect and must be planted with some staminate variety, such as Gibson, Big Joe, Ekey, or Magic Gem. It is a hardy variety, which makes it popular both north and south. Price \$8 per thousand.

Sharpless. Berries large, handsome in appearance and excellent in quality. Price \$8 per thousand.

WM. BELT. For a long time, Wm. Belt was the stand-



Wm. Belt

ard of quality—now it shares honors with the Chesapeake and McAlpin. Wm. Belt berries are large in size and somewhat irregular in shape. This variety is indispensable and it takes the lead whenever quality is the important consideration. We have a nice block of Wm. Belt plants this year that are dandy. The quality of the berries, altho of the highest, does not excel the quality of our plants. Order these early, as they are a great favorite. Price \$8 per thousand.

VERY LATE VARIETIES

GANDY. One of the best known of all strawberries. For best results, it should be planted in black-swamp land, or in springy land with some clay in its makeup. Never plant Gandy in dry, sandy soil. Gandy has been and still is a great favorite on the market. It is not a heavy producer, but the berries it does produce are uniformly large in size, brilliant red in color and have a large, bright green cap, which makes the berries very beautiful and attractive. Price \$6 per thousand.

KELLOGG'S PRIZE. The berries are large and beautifully formed. See illustration front cover. They are very firm in texture, which makes them good for shipping purposes. Kellogg's Prize is one of the most productive very late varieties we have seen, and it holds its size well until the end of the season. A good point about this variety is that it gets better with each succeeding season, giving two or three big crops of very fine berries where proper care is taken. Kellogg's Prize ranks with Hustler and Sample as one of the three best late pistillates. Price \$8 per thousand.

OREM. This is the very latest berry that we have and it is a good one. Many growers, especially those who are supplying a local market, are planting Orem to extend their season as long as possible. The plant is a

vigorous grower and produces a big crop of large bright red berries that have a beautiful green cap, making them show up very nicely in the package. The berries are excellent in quality and this fact coupled with their large size, attractive appearance, and extreme lateness of season, makes them a valuable variety for the market-gardener. They bring good prices after all other fancy berries are gone. Price \$8 per thousand.

Steven's Late Champion. A vigorous grower and quite productive of large, bright red berries of good quality. Ripens very late, blossoms late in the season, which makes it almost immune to late frosts. Very popular in New England and the middle and northern states. Price \$8 per thousand.



TEN YEARS OUR CUSTOMER

I have been planting your plants for ten years and have got the very best results from them. Hope to send you an order for more plants next spring. M. Allan Owen, Christian County, Ky. May 1, 1918.

GOOD CONDITION

Wish to acknowledge receipt of berry plants which arrived in good condition. Thanking you for your promptness, I am, Yours respectfully, A. L. Hanson, Portland, Maine. April 30, 1918.

FINE AS ANY ONE COULD EXPECT

Strawberry plants received this A. M. in fine shape. Are as fine a bunch of plants as anyone could expect. Thanking you for the attention you gave my order, I am, Respectfully yours, W. D. Myers, Washington County, Md. April 24, 1918.

EVERY PLANT GOOD AND FULL COUNT

I received the plants by parcel post the 5th of April, and was glad you shipped them that way. They were in fine shape. Planted them today and every plant was good and the count was all there. Yours truly, J. L. Alfing, Hamilton County, Ohio. April 12, 1918.

GOOD SERVICE EVERY TIME

Received the plants in good shape. I did not expect them quite so soon, but Allen's for good service every time. Yours truly, Adam L. Shick, Lycoming County, Pa. May 2, 1918.

IT DOESN'T PAY TO BUY CHEAP STUFF

I certainly am pleased with the 1,000 Chesapeake I got from you. Tomorrow it will be a week since I got them and you can hardly tell they were transplanted—will not lose a plant, not bragging on luck but service. Just received a shipment of 2,000 today from another firm. It was the nicest box of trash I ever saw put up—a total loss. I am sorry I did not know of the Allen Company before. Yours truly, M. L. Bechtold, Lancaster County, Pa. April 29, 1918.

WE NEVER FORGET OUR FRIENDS

My plants came Monday and they are in fine shape. Don't forget me when you send out your 1919 catalog, for I want some plants next year. Yours truly, N. C. Brown, Luzerne County, Pa. April 10, 1918.

PRICE LIST OF STRAWBERRY PLANTS

Everbearing		Mid-Season (Continued).	
Page	Per 1,000	Page	Per 1,000
9	Progressive, Per..\$12.00	12	Magic Gem, Per... 8.00
9	Superb, Per..... 12.00	12	Marshall, Per..... 8.00
9	Americus, Per.... 12.00	13	Paul Jones, Imp.... 8.00
9	Peerletss, Per..... 12.00	13	Rewastico, Per.... 8.00
	Extra-Early	13	Tennessee Prolific, Per 6.00
10	Campbell's Early, Per\$ 6.00	13	Warfield, Imp..... 6.00
10	Early Ozark, Per.. 8.00		Late
10	Excelsior, Per.... 6.00	13	Amanda, Per.....\$ 8.00
10	Mitchell's Ely, Per 6.00	13	Aroma, Per..... 6.00
10	Premier, Per..... 10.00	13	Big Late (Kellogg's), Imp.... 8.00
	Medium-Early	13	Brandywine, Per. 6.00
10	Collins, Per.....\$12.00	14	Chesapeake, Per.. 10.00
10	Dr. Burrill, Per... 6.00	14	Commonwealth, Per 10.00
11	Early Jersey Giant Per 8.00	14	Evening Star, Per. 8.00
11	Klondyke, Per.... 6.00	14	Fendall, Imp..... 8.00
11	Lady Corneille, Per 6.00	14	First Quality, Per. 8.00
11	Missionary, Pef... 6.00	14	Gibson, Per..... 8.00
11	Senator Dunlap, Per 6.00	14	Hustler, Imp 12.00
11	Twilley, Per..... 8.00	14	Late Jersey Giant, Per 12.00
	Mid-Season	14	McAlpin, Per..... 8.00
11	Abington, Per....\$ 8.00	14	Sample, Imp..... 8.00
11	Benson, Per..... 12.00	15	Sharpless, Per.... 10.00
11	Bubach, Imp..... 8.00	15	Wm. Belt, Per.... 8.00
11	Big Joe, Per..... 6.00		Very Late
12	Ekey, Per 8.00	15	Gandy, Per.....\$ 6.00
12	Glen Mary, Per... 8.00	15	Kellogg's Prize, Imp 8.00
12	Gold Mine, Per.... 10.00	15	Orem, Per..... 8.00
12	Haverland, Imp... 8.00	15	Steven's Late Champion, Per... 8.00
12	Heritage, Per..... 8.00		

Varieties priced at following amounts per thousand will be sold in smaller quantities as follows:

	\$6.00 per 1000	\$8.00 per 1000	\$10.00 per 1000	\$12.00 per 1000
25 plants	\$.40	\$.50	\$.60	\$.60
50 plants	.60	.80	.90	1.00
75 plants	.80	1.05	1.25	1.50
100 plants	1.00	1.30	1.60	2.00
150 plants	1.25	1.65	2.05	2.50
200 plants	1.50	2.00	2.50	3.00
250 plants	1.75	2.35	2.95	3.50
300 plants	2.00	2.70	3.40	4.00
350 plants	2.25	3.05	3.80	4.50
400 plants	2.50	3.40	4.20	5.00
450 plants	2.75	3.70	4.60	5.50
500 plants	3.00	4.00	5.00	6.00
1000 plants	6.00	8.00	10.00	12.00

HOW TO SHIP. All plants should be shipped by express, or parcel post.

Parcel Post Shipments. As a general rule over 20 pounds, or 500 plants will go cheaper by express than by mail. Strawberry plants, packed for shipment weigh approximately 4 pounds per hundred. After making up your order, you can easily calculate the approximate weight, then ask your postmaster which zone from your postoffice, Salisbury, Maryland is in. 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, as we cannot keep accounts and send bills for small items of postage.

Zone.	1st pound.	Additional Pound
1st	5 cts.	1 ct. for each or fraction
2d	5 cts.	1 ct. for each or fraction
3d	6 cts.	2 cts. for each or fraction
4th	7 cts.	4 cts. for each or fraction
5th	8 cts.	6 cts. for each or fraction
6th	9 cts.	8 cts. for each or fraction
7th	11 cts.	10 cts. for each or fraction
8th	12 cts.	12 cts. for each or fraction



PROGRESSIVE

FALL BEARING

THE W. F. ALLEN COMPANY
SALISBURY, MARYLAND



Our plants have a fine root-system