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INDEXED

**POT-GROWN**

# Strawberry PLANTS



Strong, fibrous rooted  
Strawberry Plants de-  
veloped in individual  
pots ready for trans-  
planting into your  
garden.

1934

**Lovett's**  
**NURSERY, Inc.,**  
 Little Silver,  
 N.J.

# Intro

**W**E ARE listing in our Midsummer Catalog the **W** have been famous, for well over half a century. Best time during the late Summer and early Fall months. Crops and berries will average bigger than those produced well, look over our list and you will be satisfied that

## *Successful Strawberry Gardens*

Strawberry plants are not difficult to grow; they adapt themselves readily to a great variety of soils and climates. Small, wild sorts are found near the Arctic Circle, and Strawberry growing in Alaska is on a large commercial scale. In the temperate zone they do well in any good substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

## *Pot-Grown Strawberries Best for the Home Garden*

The illustration on page one shows why Lovett's Pot-grown Strawberry plants thrive and produce such wonderful crops. The heat and dry weather of late Summer ordinarily retard the growth of struggling field grown layer plants. Lovett's Pot-grown plants are practical for home culture, developed in their own soil, under correct growing conditions—the extensive and fibrous root growth has been long established so that the plants suffer no setback when transplanted and are able to withstand the most severe conditions and produce enormous crops quickly.

## *Now It's Easier than Ever to Grow Strawberries*

Years of experimenting have convinced growers that Pot-grown Strawberry plants can be depended upon to produce larger crops of larger berries than field-grown layer plants.

By exercising care in the selection of varieties, provision may be made for fresh Strawberries from early Summer until late Fall. For the home garden at least three varieties should be planted—one of which should be an early sort, another a midseason sort, and one a late fruiting variety. A dozen or more plants of each variety should be planted to judge the merits of each sort.

For a continuous supply of fruit throughout the season, we especially recommend our **Home Garden Collection**—offered on page 10.

## *Fall or Everbearing Varieties*

This class of Strawberries, if planted reasonably early in the season, can be depended upon to produce fruit during the Fall months of the same year.

## *When to Plant*

For best results pot-grown plants should be planted from July 20th to October 1st, preferably by September 1st.

# uction

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pot-grown, these Strawberries may be planted at any  
with perfect assurance of obtaining complete success.  
by the usual "layer" Strawberries. As for varieties—  
really worthwhile sort, old or new, has been omitted.

## *How to Plant*

Upon arrival of the plants, unpack at once and place them  
in a shady spot, then sprinkle them lightly with water; as  
evening approaches, take them where the ground is prepared  
and just before planting, dip each root ball in a pail of water.

## *Preparation of Soil*

The bed should be dug and thoroughly cultivated to a depth  
of 12 to 14 inches. Incorporate with the soil rotted leaves or  
well rotted manure of any kind. Fresh manure should be  
avoided because it usually holds grub worms. After cultivat-  
ing, scatter bonemeal at the rate of 100 lbs. to each bed 15x50  
feet, raking it well into the surface.

In the home garden plants may be set in rows 2 feet apart  
with the plants 1 foot apart in the row. As the Midsummer  
sun is very hot, it is well to shade the plants in some manner  
during the hottest part of the day for the first two or three  
days after planting. The plants, however, should get a mini-  
mum of six hours of sunshine each day, and this should be kept  
in mind when locating the beds.

## *Care Required for Best Results*

As all gardeners know, the most important rule for success  
is to keep out weeds. Go over the bed once a week with a good,  
sharp hoe which will not only cut the weeds, but will also  
loosen the soil, preserve the moisture and stimulate growth.  
When freezing weather comes on in the Fall, the plants  
should be mulched with coarse manure. Care should be taken  
that a light covering only be applied and should never consist  
of wet or otherwise heavy material.

## *Facts Our Customers Should Know*

Shipments should be made by express, or in small lots by  
parcel post—never by freight.

Prices in this circular include packing and delivery to for-  
warding agents; our control ceases there, and our respon-  
sibility also.

Orders of less amounts than \$1.00 cannot be accepted.

Payments should be made in advance though we will ship  
C.O.D. if 25% of total of the order is forwarded with the order.

Please send us your orders as early in the season as possible,  
so that we may fill them in a way that will be most satisfactory  
to you.



# Introduction

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Please send us your orders as early in the season as possible, so that we may fill them in a way that will be most satisfactory to you.

# June-Bearing

Pot-grown Plants, \$1.00 per dozen

Add 10 per cent to your remittance

On orders calling for 500 plants or more of any one variety will grant a special discount

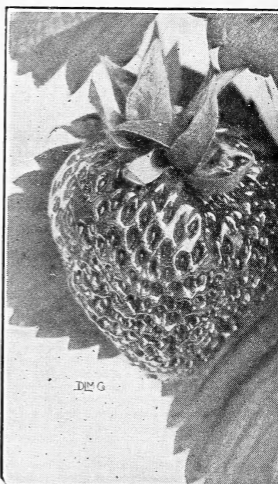
**ABERDEEN.** Midseason. Crops and berries are larger than most varieties. Makes a very attractive package of light red fruit. A strong grower, with dark blue-green foliage.

**BIG LATE.** Very late. An excellent keeper and shipper, producing big, shapely berries, firm and delicious. **Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.**

**BLAKEMORE.** A very early sort with sizable berries, bright red clear through. Firm enough for a good market berry, with a simply delicious flavor.

**BRANDYWINE.** Midseason to late. Bears many large, firm berries, with a sprightly flavor which is unsurpassed for home use, canning or market purposes.

**BUN SPECIAL.** Early to mid-season. A prolific bearer of quality berries. Popular alike in the market or the home because of its nearly unequalled quality.



Dorsett—TH

## Dorsett

This is the first of the two introductions by the United States Department of Agriculture, which have taken the wholesale and retail Strawberry world by storm. Not only is this variety the most productive of any Strawberry we know, but each berry produced is an individual gem, attractive to see, and simply delicious to taste. The plants, disease-free and vigorous, produce myriads of light scarlet berries at the very start of the season, averaging large in size, and unsurpassed in quality. We could write for hours about the flavor of this splendid sort, whether eaten uncooked or in pastries and jams. However, let it suffice for us to say, "Try a few." Then if you don't come back for more next season, we shall acknowledge the fact that we know nothing whatever about Strawberries.

**Pot-Grown Plants**

**\$1.50 per dozen, \$10.00 per 100**

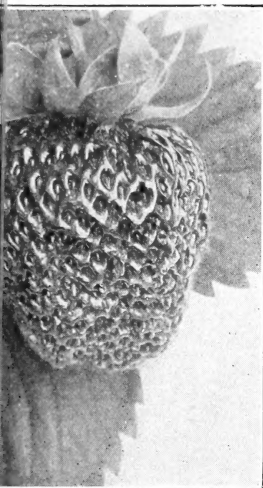


# Strawberries

6.00 per 100, except where noted

Shipment is desired by parcel post

Buy one or several varieties (not less than 50 of a kind) we will give a discount of 10% from our 100 rates



Wonder Berry

**CHESAPEAKE.** Late. Most popular berry of its season, appealing equally to the eye and to the taste. Bright red berries, very large, yet firm enough for the market, and exceptionally delicious—there is small wonder at its popularity. **Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.**

**EARLY JERSEY GIANT.** Very early. Long known as “the early Strawberry without a fault,” this one of the earliest varieties producing large fruit. This fruit, which is produced in abundance, is both attractive and of extra high quality. **Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.**

**GANDY.** Very late. We introduced this variety many years ago, and its firm, attractive berries headed the late market for many decades

**GLEN MARY.** Midseason. Best on light, sandy soil, where it produces an unsurpassed quantity of delicious fruit. Plant near a good pollenizer such as “Joe.”

## Fairfax

The second introduction by the United States Department of Agriculture, which, with Dorsett, has astounded the fruit growers of our country. Fairfax is darker in color than Dorsett, which it rivals in flavor. It ripens just a few days later than its sister sort, and it is firmer and more persistently fruiting in the face of unfavorable weather or soil than is Dorsett. It is, however, not quite so prolific of fruit as the other, and we prefer Dorsett's wild-Strawberry flavor to the more cultured sweetness of Fairfax. But buy both sorts and take your choice, for they are head and shoulders in every respect above all other varieties of Strawberries fruiting in their season.

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**\$1.50 per dozen, \$10.00 per 100**



# June-Bearing Strawberries

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Add 10 per cent to your remittance if shipment is desired by parcel post

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our 100 rates

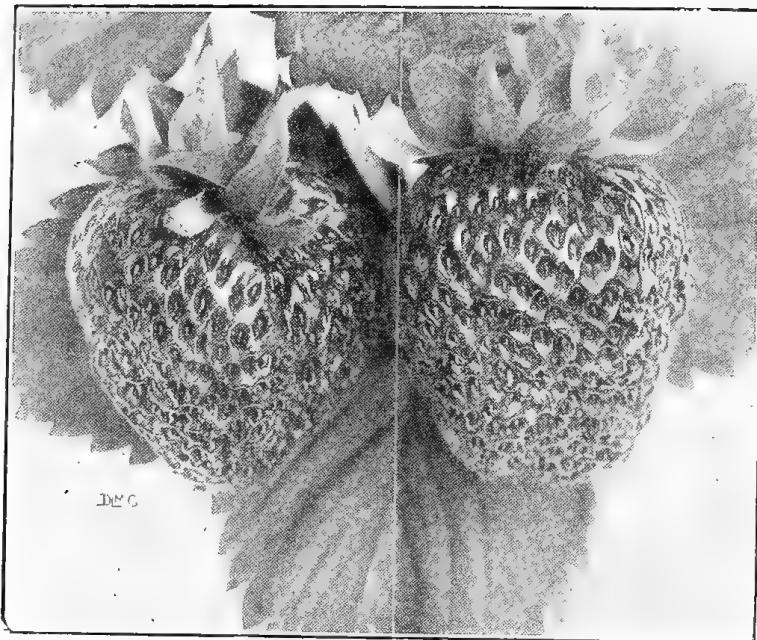
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Dorsett—The Wonder Berry

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Early Jersey Giant (See page 5)

**HOWARD NO. 17.** We have found this variety to be identical with Premier in beauty, quality and fruiting season.

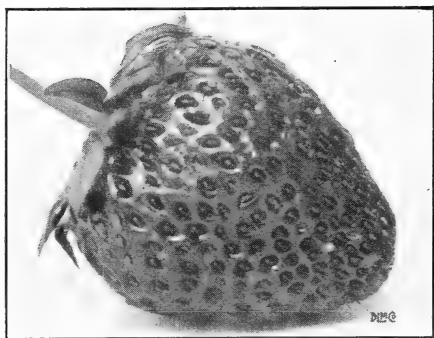
**HUNDRED DOLLAR.** Midseason, with large, delicious scarlet berries on a most adaptable bush.

**JOE (BIG JOE).** A popular late sort which gives success wherever planted. Many large, firm berries, pleasing to see and to taste.

**LUPTON.** Very much like Gandy but much more productive and about five or six days earlier. We consider this one of the very finest of the varieties fruiting late.

**MARSHALL.** Midseason. An aristocrat among Strawberries. With a bit of care, the large, dark, glossy crimson fruits of this delicious sort will produce the very acme of berry perfection.

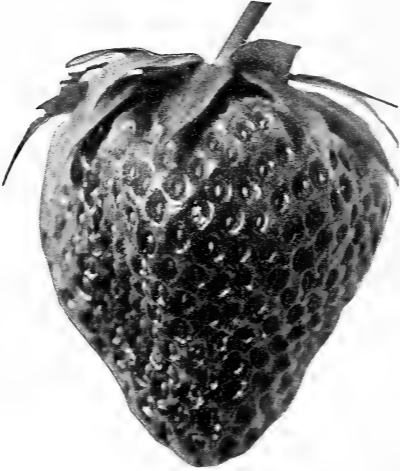
**McKINLEY.** A good berry for the home garden, producing handsome, juicy and delicious fruits.



Fairfax (See page 5)  
About  $\frac{2}{3}$  natural size



Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted



Joe (See page 6)

**NEW WASHINGTON.** Late. Recently introduced, yet most popular, and justly so, with firm, delicious, sugar sweet berries.

Pot-grown Plants . . . \$1.25 per dozen, \$7.50 per 100

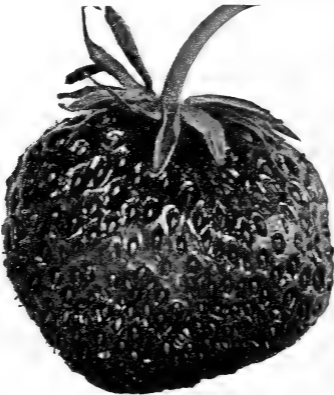
**NEW YORK.** Midseason. An old favorite with large, colorful berries. A good all-around sort.

**PREMIER.** Early. Most popular Strawberry of its season, and, until the introduction of Dorsett and Fairfax, the best early Strawberry because of its prolific crops and the attractiveness of each delicious berry.

**ROYAL SOVEREIGN.** Early to midseason. A successful June bearer if given a bit of care, and *by far the best of all varieties for forcing under glass in the Winter.*

Pot-grown Plants . . . \$1.50 per dozen, \$10.00 per 100

**SENATOR DUNLAP.** Early to midseason. A popular sort, producing thousands of berries over a wider range of soils and climates than any other Strawberry.

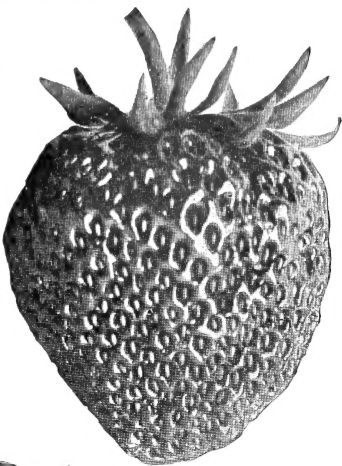


McKinley (See page 6)

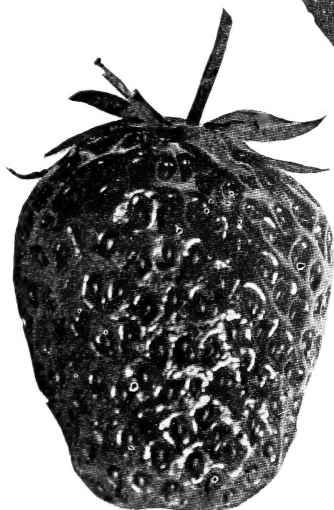
Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

**SHARPLESS.** Late. A popular variety with large berries of high quality. Strong, healthy plants.

**SUCCESS.** Early. An old favorite, with marvelous yields of fruit, which is bright scarlet in color, delicious in flavor, and among the best for the home garden.



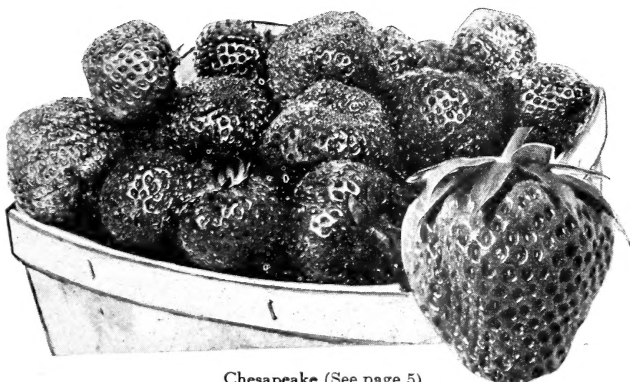
New York (See page 7)



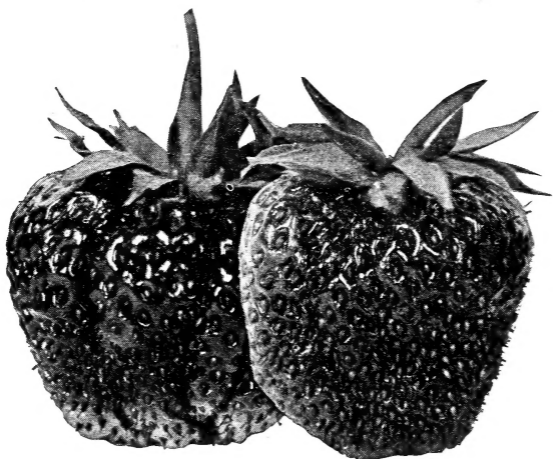
Premier (See page 7)

**WILLIAM BELT.**

Midseason to late. Another old favorite, very productive of large, irregular berries, with a flavor unsurpassed by berries of any other variety.



Chesapeake (See page 5)  
About half natural size



Success (See page 8)

## Everbearing

**BERRI SUPREME.** A new everbearer, producing big crops of large, smooth, regularly shaped berries of good color and splendid quality. Similar in most respects to Mastodon—some growers claim it is an even finer variety.

Pot-grown Plants . . . \$2.00 per dozen, \$12.00 per 100

**PROGRESSIVE.** Popular, with two large crops, one in June, and a second which lasts throughout the Fall. Good quality berries, though smaller than some varieties.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100



William Belt (About  
 $\frac{2}{3}$  natural size)  
(See page 8)



## Lovett's Home Garden Collection

This carefully selected list of strong, pot-grown plants will bear you delicious fruit through late Spring, Summer and Fall.

**Dorsett.** Our best early.

**New York.** A prize winning midseason.

**Lupton.** Very best late season.

**Mastodon** (Everbearing). Will challenge them all.

12 plants of each variety.....\$4.50

25 plants of each variety..... 7.50

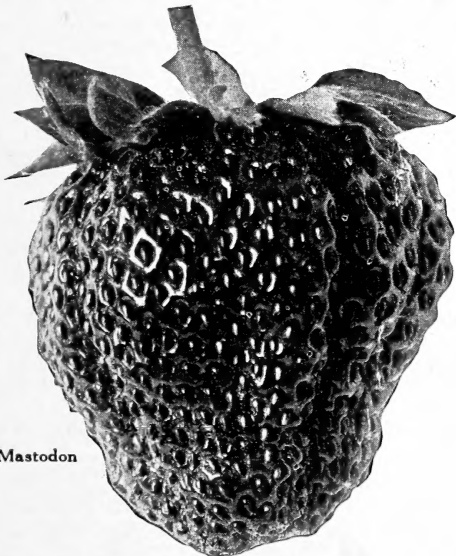
50 plants of each variety.....14.00

*Express paid or postpaid to all points east of  
the Mississippi*

# Strawberries

**MASTODON.** "The Wonderberry." Our old favorite, which is one of the largest, most delicious, and heaviest yielding of all Everbearing sorts. It outyields some of the finest June bearing sorts during their season, and continues to produce throughout the Summer and Fall berries of amazing size and surpassing quality.

**Pot-grown Plants . . . \$1.50 per dozen, \$10.00 per 100**



Mastodon

