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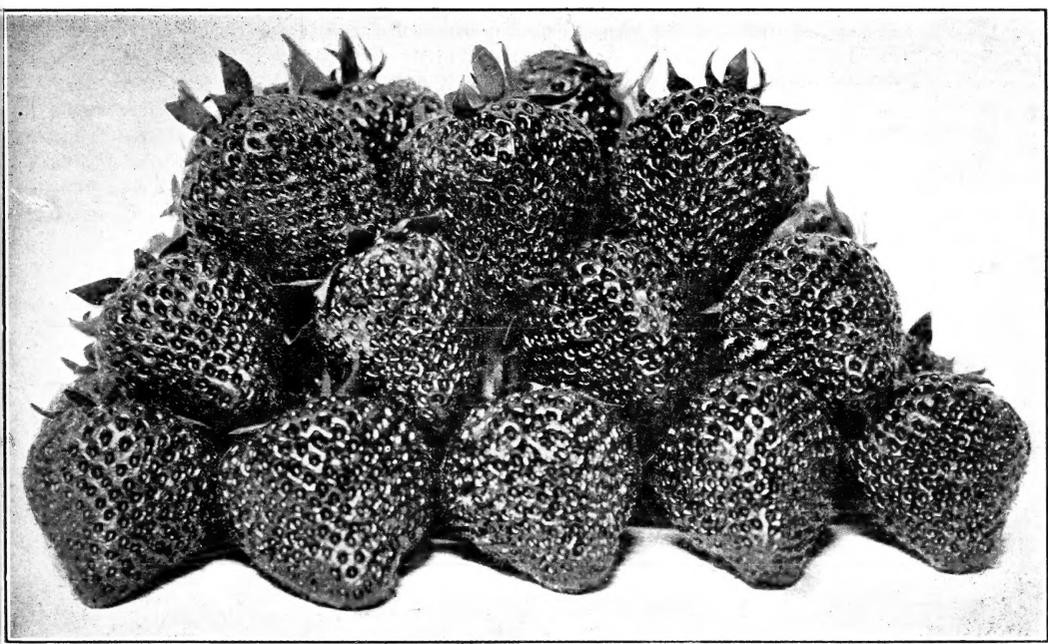
PRYOR'S

ANNUAL CATALOGUE

OF

STRAWBERRY PLANTS

SEASON 1940



FAIRFAX

Finest Berry You Ever Ate. Large, Firm and Profitable.

M. S. PRYOR
SALISBURY, MD.

Greetings

Well friends it is time for me to take up my pen again and write greetings for another year, the year 1940. I hope the year just passed has been kind to each one of you. It has not been just what we had hoped, I am sure, and maybe our plans did not work out just as we thought they would but hope it has left us healthier, happier and more determined to do our best thru the coming year and may this year be the happiest and most prosperous one you have ever had.

I have for this season a nice lot of plants in most varieties, and in some of the leading varieties, especially Blakemore, Premier, Chesapeake and Fairfax have the best supply I have had for some years and I am sure will please. Prices this season are very reasonable and have made them as reasonable as I can and believe you will find PRYOR'S "QUALITY" **Satisfaction or your Money Back Guaranteed Plants** the best buy this season, and am enclosing order blank and return envelope for your convenience.

I am offering several new varieties this season, in limited quantities, as I want to give my customers the very best in strawberry plants. Some of these have been very outstanding in tests made and believe it will pay you to give them a thorough trial.

The outlook for the strawberry grower, as I see it, is better than for some years. With the increased output in many lines, owing to the war in Europe, and the increasing number of persons being employed should make a demand for strawberries much greater than for several years so let us plan to obtain some of these better prices for berries. Better berries always bring better prices and it will pay us to give a little extra attention to our berry plants for if we grow fancy fruit it will always sell at premium prices.

I want to thank each one of you for the generous orders you gave me last season; this is sincerely appreciated I assure you, and frankly, I hope to be favored with your orders again this season, and to those who have never set PRYOR'S "QUALITY" plants I invite you to try them this year and let me prove to you I can fill your order to your entire satisfaction at prices that will mean a saving to you. Remember I guarantee satisfaction or refund your money.

Yours for more and better berries,
M. S. PRYOR

WHEN MARKETING FRUIT pick and grade carefully as you will in this way create a demand for your product and enable you to have regular customers who will be anxious to get your berries even if they have to pay more for them and when you once get trade established DON'T send them second grade produce. Always fill boxes good and full, set in shade as soon as filled, and market as soon as possible after being picked. By observing these few rules you will have a nice, attractive, fresh looking package that you will be proud to put your name and brand on.

UNIVERSITY OF MARYLAND STATE HORTICULTURAL DEPARTMENT CERTIFICATE OF INSPECTION

THIS IS TO CERTIFY, That on the 5th day of October, 1939, we examined the Nursery stock of M. S. PRYOR NURSERIES, growing in his nurseries at Salisbury, County of Wicomico, State of Maryland, in accordance with the laws of Maryland, 1898, Chapter 298, section 58, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases.

This certificate is valid until Sept. 30, 1940, unless sooner revoked, and does not include nursery stock not grown within this State, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Pathologist.

ERNEST N. CORY, State Entomologist
C. E. TEMPLE, State Pathologist

PREMIER

For Years The Most Popular Variety

**Varieties May Come and Varieties May Go
But Premier Holds Its Own.**

Premier (Howard 17) has been, and is still, the most popular, and with the exception of Dorsett and Fairfax, the best money-making early variety ever introduced in the strawberry world and no variety, either early or late, has made growers more money or given more general satisfaction. For home gardens, local markets or for shipping moderate distances it has out-classed them all. This is the berry that has paid off more mortgages than any other variety and is just as good today as it ever was.

Premier will grow and thrive most everywhere, except in the far south, and on most all kinds of soil, whether clay, rocky or sandy soil, in fact the plants seem to readily adapt themselves to conditions wherever planted. Plants are healthy, vigorous growers, keeping their healthy green foliage clear thru the fruiting season; are unusually productive of large size bright red berries that most always bring good prices because of their large size, their bright red color which extends clear thru to the center, and to their handsome appearance due to their bright green cap which stays green to the end of the fruiting season, even in dry weather, and adds just the right touch of beauty to the fruit and makes for higher prices. Ripens early and produces thru a long season. A sure cropper, being almost frost proof, never having failed to make a crop of fruit in this section since it was introduced, and is another reason why Premier will keep you on the profit side of the ledger, there being no crop failures, no off years. You will make no mistake in planting Premier and will be good assurance of a crop of fruit next season. I have a nice supply of plants that I am sure will please you and will give results whether your planting be large or small.

DAYBREAK

*A New, High Quality, Home Garden
Berry for the South*

The Daybreak (N. C. 419) originated from a cross between Missionary and Fairfax in 1931, at the U. S. Plant Field Station near Glen Dale, Md. The seedling from this cross were taken to Willard, N. C. and was among the first selections made and by 1934 and again in 1935 it was outstanding in vigor, and in the extent of the early crop. Plants were then given to cooperative growers in surrounding counties for further tests and results proved it was worthy of introduction as a home garden variety in the section where tested. Daybreak is as vigorous as Fairmore, and more vigorous than any other commercial variety in Eastern North Carolina, making a heavy matted row. The leaves are large and deep green and is considered resistant to leaf scorch and leaf spot.

The ripening season normally begins several days before that of Blakemore, and often 10 days before Missionary. Usually as productive as Blakemore or Missionary, with berries that are larger than Blakemore but not as large as Fairmore. Very uniform in shape, with glossy crimson color, similar to Fairfax, but turn dull more quickly, if picked over-ripe. The flesh is rich, bright red and tender with sub-acid flavor, many people seeming to prefer its flavor to that of any other variety. Recommended for trial as a garden or home market variety. Not firm enough for shipping.

MISSIONARY A standard early variety that is very popular in the southern states especially in Florida where it is practically the only variety grown as it seems to be better adapted to soil and climatic conditions than any other variety. Plants are strong growers making plants freely, are very productive of medium to large size berries that are dark red in color with large green caps that make them very attractive in appearance and always sells for good prices. Very firm, therefore a good shipper and keeper and a favorite with the cold pack or juice men.

FAIRFAX

Unexcelled Quality and Flavor

Fairfax like Dorsett was originated by the U. S. Department of Agriculture and is rapidly becoming known as the berry "with the flavor" that makes customers come back for more as it has the finest flavor of any berry grown. Fairfax ripens about same season as Dorsett and Premier and like these varieties ripens thru a long season. The berries are of large size, being larger than any of the early varieties and under favorable conditions will remain large to the end of the season. The berries are conical in shape and very regular being most uniform of any variety; color a beautiful rich red when first picked then turns very dark red but still maintain their firmness and will keep some days longer yet before decaying as many consumers are beginning to learn, in fact Fairfax is one of our very best shippers and will stand shipping long distances as well as Blakemore, Gandy or Lupton.

The plants of Fairfax are vigorous growers, are much larger than Dorsett and will not make near as many plants and for this reason are just a little higher in price. The dark green foliage seems to radiate vigor and remains healthy clear thru to the end of the fruiting season and is one reason why they can produce such an enormous crop of fruit and while probably will not set as many berries as Premier will produce as many or more quarts owing to the size of the fruit. Fairfax is not only a great long distance shipper but is unexcelled for the home garden, local markets and roadside stands; in fact wherever size and flavor count it will pay you to grow Fairfax. I can recommend Fairfax and as the price of plants this year is very reasonable urge you to give them a thorough trial.

The New Blakemore

Now Better Than Ever

This Ideal Shipping Variety at Last FREE From Yellows

This will be welcome news to the thousands of growers of this valuable early shipping variety. For years the U. S. Department of Agriculture have been testing to produce a strain of Blakemore that was free from yellows. They have at last succeeded and was offered to the general public for the first time last season. No grower can afford now to plant the old Blakemore when they can get the new "Yellows Free" Blakemore at practically the same price.

Blakemore has been thoroughly tested and proven to be the best commercial shipping variety for the south and central sections, making growers more money than Missionary (except in Florida) and Klondyke. Growers in this section are planting heavy to it because it is bringing them higher prices and making them more money. The plants are medium in size, but are vigorous growers, in fact make plants so freely they can be set farther apart and some attention to spacing, when hoeing, will prove profitable. Blakemore ripens early, bearing large crops of medium to large size berries, holding up well in size if the plants are well spaced, and the fruit is so firm that if picking is neglected for a day or two on account of weather, or shortage of help, there will be very little loss due to over-ripening. The berries are beautiful, being bright red in color, which extends clear thru to the center, with a bright green cap that makes them show up well in the package, and attracts the buyers, but what makes it especially valuable is the fact that it maintains its bright red color after being shipped and will arrive in market fresh and bright, with that just picked appearance. In fact, it is one of our very best shipping varieties. If your market is at a distance be sure to plant the new "Yellows Free" Blakemore. You will find it a money maker.

SOUTHLAND Was originated by the U. S. Department of Agriculture and is recommended for the south as home or local market berry being much better in quality and flavor than Missionary, Klondyke or Blakemore. The berries are unusually large, being much larger than the varieties usually grown in the south and very fine in quality; are quite firm in flesh and will stand up for some time but must be handled carefully as the skin is tender. Plants are healthy, vigorous growers with foliage that is free from disease.

DORSETT

Heavy Yields - Large Size - Better Quality - Greater Profits

Dorsett was originated by the U. S. Department of Agriculture and altho was not introduced until 1933 has made such wonderful strides in this short time that it is now considered by many growers the "leading" variety in the strawberry family. To attain this leadership in such a short time it must have exceptional merit and prove on a dollar and cent basis that it will make growers more money than any other variety. That is just what Dorsett has proven many times and in many sections that it will do. The combination at the top of this page is the reason.

Dorsett is a heavy yielding variety producing large crops of fancy fruit and the berries, with the exception of Fairfax, have the finest dessert flavor of any variety ever introduced; in size they rank with the largest being exceeded only by Fairfax, are bright red in color; and like Blakemore, hold their bright color some time after being picked, making them have that fresh, just picked appearance, which with their bright green cap makes a beautiful appearance in the package and makes Dorsett especially in demand by buyers and when tasted the flavor will make them buy again and again. The season of ripening is usually as early as Premier but a much larger early crop is produced which means you get a larger number of quarts the first picking or two when they bring the highest prices. In plant growth Dorsett is a vigorous grower making a heavy matted row which may need thinning for best results. The vigorous dark green foliage, like Fairfax, seems to radiate vigor and they keep this healthy condition until the fruiting season is entirely over. Dorsett, while not as firm as Fairfax and Blakemore, is a fine shipping variety and is equally good for home garden, local market or roadside stands. Commercial growers have found "Dorsett pays" and are planting heavy to it. I believe, you too, will find Dorsett a "Profit Bringer" and recommend planting some Dorsett this year.

FAIRMORE

Productive - Fine Flavor - Very Firm

(see description on last cover page)

Another new variety of outstanding merit and as its name implies is a cross of Fairfax and Blakemore and seems to combine the best qualities of the parent varieties to a marked degree being very productive, fine flavor, bright attractive color, and firm enough to ship to distant markets and arrive in fresh condition. For further description see last page of cover. I have not fruited Fairmore but from tests that have been made believe you should not fail to give it a thorough trial especially in every section where Blakemore and Fairfax are adapted.

SHELTON

Attractive - Good Quality - A Great Keeper

Shelton originated at the Connecticut Agricultural Experiment Station and has Chesapeake, Marshall, Progressive and Howard Premier as its parentage and was selected because of its bright attractive color, good quality and unusual keeping ability as it will hold its bright color and fresh appearance, after picking, longer than any of the varieties commonly grown in Connecticut. For further description see last cover page. I have not fruited Shelton but from the station's description and report of tests that have been made believe you should by all means give it a thorough trial especially in the northern half of the country.

KLONDYKE A vigorous grower, makes plants abundantly. Berries uniform, of fair size, color rich dark red, very juicy and handsome. Sells quickly at top prices; very firm and an excellent long distance shipper. A favorite with canners and preservers. Klondyke has been a favorite with growers all thru the south, but our yellows free Blakemore will make them more money.

NORTHSTAR

A Valuable New Medium Early Variety

Another U. S. D. A. production (No. 1425) and originated from a cross of Howard 17 (Premier) and Redheart made in 1928 and in 1930 was selected as promising and has been tried rather widely since and has shown very promising. Northstar is being introduced as a second early commercial and home garden variety of high quality and above average beauty, and is recommended for trial from Virginia to Oklahoma and northward. In plant growth the plants and leaves are above average in size thus protecting blossoms and berries from frost making it desirable for frosty locations. The plants make only a limited number of plants forming a rather thin matted row and because of this the berries are large and remain large to the end of the season. Very productive, fully equal to the best of the present varieties, firm enough for shipping to market and should make an exceptionally valuable commercial variety for the section mentioned. The flavor of Northstar is somewhat tart with a pleasing aroma. The skin is light to medium red about the color of Blakemore and like Blakemore does not turn dark. The flesh is light red to the center, firm and juicy with small yellow seeds and a medium sized calyx making it very beautiful and attractive. I have not fruited Northstar but recommend it for trial.

MID-SEASON VARIETIES

CATSKILL

AN OUTSTANDING MID-SEASON VARIETY

Was originated by the New York Exp. Station (seedling No. 4443) where it has been grown for several years and is highly recommended for its size, yield and attractiveness. Catskill is a cross of Marshall and Premier and must take its fruiting abilities after Premier for it is a heavy producer and in tests made has even outyielded that variety and seems to be second to none in yield under normal conditions. The berries are large in size, bright red in color with a bright green cap that makes an attractive appearance and of excellent quality and flavor. The plant growth is unusually vigorous with long fibrous roots that penetrate deep into the soil making them drought resistant. The foliage is healthy and vigorous, makes plants freely, in fact on good ground may need spacing or thinning for best results as the berries in nearly all varieties are the largest and best where plants are not too thick.

Catskill is a mid-season variety ripening same season as Big Joe and has outyielded that variety having made some surprising yields and is not as easily injured by frost as Big Joe making it better for frosty locations. I have never fruited Catskill, having sold out of plants every season, but from what I have seen of it believe you will find Catskill one of the best money makers of the mid-season varieties and would urge growers to give it a thorough trial.

DUNLAP (Dr. Burrill). An old-time favorite throughout the northern half of the country and still grown by many of its old friends, although it is being gradually replaced by newer varieties, especially Premier, which is better in most every way. Dunlap will grow and succeed under nearly all conditions and with any kind of treatment. A sure cropper and heavy yielder. Berries are medium to large, bright red in color, juicy, and of delicious flavor.

ABERDEEN Plants are strong vigorous growers with plenty of healthy dark green foliage that is unusually free from disease. A heavy producer comparing favorably with Premier or any of the other varieties but fruit should be kept picked closely and marketed quickly. Berries are large size, beautiful bright red firm enough for shipping to distant markets but profitable for markets within hauling distance on account of its productiveness and ability to yield under adverse conditions.

BIG JOE

For Many Years The Leading Mid-Season Variety

Also called Joe Johnson. A very popular variety and the kind to plant if you want a big crop of fancy berries. Beginning to ripen just as the early berries start to run down they always bring a premium of a dollar or two a crate. Big Joe and Catskill are the best varieties I know of to go with Premier (or Dorsett and Fairfax) and Chesapeake to give you a full crop of fancy berries from the beginning to the end of the berry season. The plants are exceedingly vigorous and make fine fruiting beds on most any kind of soil that will produce strawberries, but, like most other varieties, responds quickly to a little extra care and fertilizer.

Berries are bright red in color with a large bright green cap that makes them very attractive; firm and of excellent flavor making a fine table berry, are almost perfect in shape, of very large size and produced in great abundance for so large a berry. Sells for top prices and whether you retail your berries, sell at the farm or roadside stand or ship to market you should include Big Joe in your planting for I am sure you will be pleased with the results.

PATHFINDER Formerly known as New Jersey No. 35 and originated by the New Jersey Experiment Station as the result of a cross of Aberdeen and Premier. Ripens a few days after Premier. The berries are regular, roundish conic in shape, medium to large in size, bright red in color, moderately firm and of good quality. Plants are vigorous, healthy growers and sets a heavy crop of fruit. Recommended for trial.

PRYOR'S plants are grown especially for plants on high land and after they are planted are given the best of care with all the plant food they can use making strong vigorous plants—storing up that pep and vitality that will make them grow and produce results when planted in your soil.

Care of Plants When Received—When plants arrive they should be removed from express or postoffice as soon as possible and set in cool place and if they appear to be very dry should be dipped in water or better still let them stand in water (roots not foliage) for two or three hours or possibly overnight so they will drink sufficient water to freshen them up and if for any reason you are not quite ready to set plants they can be kept a week or two by unpacking them, carefully separating each variety, untieing bundles and healing in V-shaped trenches, dampen the roots, if this has not been done, but not the tops, firm soil around them with foot and shade from sun.

LATE VARIETIES

AROMA A very popular late variety on account of its large size; attractive appearance and excellent quality and is extensively planted in all sections and especially in the middle west. Plants are strong, vigorous growers and are heavy producers of large, round, almost perfect shaped berries that are bright red and attractive in appearance. A strictly high flavored high class market berry and one that you can ship to distant markets and will reach there in almost perfect condition. A real money-maker in many sections.

GANDY A fancy extra late shipping variety that is very extensively grown in some sections and usually brings top prices for the quality of the Gandy is known in every market throughout the country. Makes plants freely but should be grown on black spring soil as it needs plenty of moisture at fruiting time. The berries are of large size, very firm, being one of our best shippers and will not spoil if picking is neglected for a day or two; are bright red in color, handsome in appearance and of excellent flavor.

WM. BELT Whenever quality and large size are considered, Wm. Belt ranks with the best. Is probably the most popular fancy variety and always brings fancy prices. Does best in the middle and northern states. It is quite productive of extra large berries that are somewhat irregular in shape; color a beautiful bright red, firm, and of the very best quality. Largely planted in many sections, and if you have a market that will pay a premium for quality Wm. Belt is the variety to plant.

CHESAPEAKE

Excels All Late Varieties

The best and most popular late variety with strawberry growers and deservedly so on account of its large size, handsome appearance, fine flavor and excellent shipping qualities. Healthy, productive and profitable. Plants are large size, very vigorous and healthy, no rust or disease of any kind and due to the fact that Chesapeake makes only a moderate number of plants the berries are all large, not just a few large ones and the rest small, but hold their size well up to the last; in this respect it is the best late berry grown.

The berries are bright red in color with a large green cap making them beautiful in appearance, ripens evenly without green tips, firm, being one of our best shippers and of the highest quality. Always sells for top prices. Blooms late and escapes the late frosts and very seldom, if ever, has a crop failure. Fine for the home garden as it is of the best eating quality. Chesapeake does best on a rich springy soil where, with good cultivation, will make a good, well spaced, fruiting bed and if you have this kind of soil you need not hesitate to plant it for it will prove to be one of your best money makers. I have the best supply of Chesapeake plants this spring I have had for some years and I am sure will please you.

LUPTON A fancy late shipping variety that always bring top prices on account of its large size and handsome appearance being almost as large and handsome as Chesapeake. The plants are good bedders making a better fruiting bed than Chesapeake and if your land does not suit Chesapeake would suggest planting Lupton. The berries are large and handsome, very uniform in size and shape; color a rich shiny red all over, no green tips, with a large green calyx that adds much to its beauty; very firm, making an extra good shipper and for this reason is a money-maker. Not recommended for the home garden, but a fancy late variety for long distance shipping.

PEARL A fancy extra late variety beginning to ripen just after Gandy, which it resembles but will probably do better on the lighter soils if they are rich; but like Gandy needs low springy soil to do its best. It blossoms late and often escapes the late frosts, making it desirable for frosty locations. The berries are large, dark red, firm and a good shipper. The plants are medium in size, but vigorous growers, making plenty of plants for a good fruiting bed, in fact makes plants so freely should be kept thinned for best results. Pearl is the variety to plant if you wish to extend the strawberry season for a day or two or have a market for fancy late berries.

HEBRON

Late - Productive - Unusually Attractive

Hebron another Connecticut introduction (Connecticut III) is being introduced as a late variety that is productive and unusually attractive. It has been tested for seven years there and is recommended as a berry for nearby markets in southern New England. I have not fruited Hebron so am giving the station's description.

Hebron has the parentage of Chesapeake, Howard Premier and Progressive ever-bearing but it does not resemble any of these varieties, and is unlike any variety of strawberry now generally grown. The fruit is unusually light and bright in color in striking contrast to its large dark green caps. Hebron has been called by many the prettiest strawberry grown. The plants are about average size and produce many runners. The leaf stocks are short and the flowers perfect, borne on erect stems above the leaves. The berries are about same size and shape as Howard Premier, but unfortunately the flesh is soft, and the skin tender and easily bruised not suitable for long distance hauling. In flavor the fruit is tart and not of the highest quality but improves if the berries are allowed to ripen thoroughly on the plants. Hebron ripens from five to ten days later than Howard Premier. In two out of three years it has yielded more than Premier and when carried over into the second year it was the most productive of all varieties grown here at the station. While Hebron has many undesirable qualities, it is the first productive late maturing berry for this locality and is unsurpassed in attractiveness by any variety. It is worthy of trial for the roadside market, home garden and nearby market.

Everbearing Varieties

FOR PLEASURE AND PROFIT

I believe there are possibilities in the everbearing (or more strictly speaking fall bearing) strawberries that are overlooked by a great many growers who could make a nice profit from the planting of everbearers. If you live near a summer resort where the berries could be marketed two or three times a week, or near some good sized town they would probably buy all you could supply or if you are situated so you cannot do this and live within 150 or 200 miles of one of the large wholesale markets, where they could be picked one day and sold the next morning, believe you would find this a paying proposition. Most of the everbearers grown in this section are marketed this way as we are near enough to the markets of Baltimore and Philadelphia that they can be picked in the afternoon and sold the next morning, and generally find a ready sale at prices that leaves a nice profit for the grower.

How many berries will a plant produce? This depends on soil fertility, care, season, spacing of plants, etc. Generally speaking, if conditions are favorable, they will produce about one quart of fruit per plant. Some have secured much better yields than this but the average is somewhat less. This is the fall crop the same year they are planted and the plants will still produce a full crop of fruit in the spring, and also another crop the following fall that will compare favorably with the first fall crop if given good care. Many growers make enough, and more than enough, to pay the expense of growing them, from the sale of fruit the first fall and still have their spring and following fall crop which is practically all clear profit.

There is no secret to growing them just plant like you do the regular spring varieties, except that blossoms will have to be removed longer, or until about the first to middle of July, when they can be allowed to ripen fruit and will fruit from then on to freezing weather. It is well to keep in mind, especially when growing everbearing strawberries, that the better the ground, the better the care and attention the better the crop of fruit will be and larger the profit.

In planting everbearers I would suggest using the hill or narrow row system of cultivation, unless a heavy spring crop is wanted, that is setting the plants closer and keeping all, or nearly all, of the runners pinched off as the plants then will make larger crowns, and bear more fruit in the fall than if allowed to make a lot of runners. A good plan is to allow each plant to put out two runners, one on each side of the plant and each runner to make one plant and these plants spaced equal distance apart, which, if plants were set 15 inches apart would make one plant for every 5 inches down the row. If wider bed is wanted, each plant can be allowed to put out four or six runners and each runner to make two or three plants each and these spaced alternately about 6 or 8 inches apart would give sufficient width of bed even for good crop the following spring.

MASTODON

MADE EVERBEARERS PROFITABLE

MASTODON Is still the most popular and extensively planted of all the everbearing varieties holding about the same position among the everbearers that Premier has among the spring varieties. Gem from my experience is a close second and would recommend giving it a thorough trial, but Mastodon has been tried for several years and is a proven money maker. Plants set this spring should begin to bear fruit soon after being set but for best results blossoms should be removed about first of July when they can be allowed to fruit and from then on to freezing weather will have blossoms, green berries in all stages of growth and ripe berries at the same time. Berries are large size, fairly firm and of good quality. Another reason that makes Mastodon a safe variety to plant is that it will not only produce a big fall crop but will bear a heavy crop in the spring, ripening in mid-season, that will compare very favorably with most of the spring bearing varieties. The plants are large with long deep roots that enable them to withstand drouth. The foliage is low and spreading which protects blossoms and berries from frost and cold in the fall.

When hoeing plants for the first time **be sure to uncover** the buds of all plants that have been covered by wind, in cultivating, or too deep setting as they will never amount to much if they are not uncovered. This is very important, for the plants, altho they may not actually die, will be so smothered that it will be all they can do to live and will not have the vitality to put out runners and make plants.

GEM

Becoming More Popular Every Year

Originated in Michigan and was introduced by several Michigan growers in 1934. Growers there were very enthusiastic about Gem from the first. One grower says it has a combination of qualities not found in any other everbearer; that it is large, firm, good color, fine flavor, a very heavy cropper, strong vitality and a good plant maker. As a spring crop it will rank with the best.

I have fruited Gem for several years now and have found it at least equal, if not superior, to Mastodon; in fact most of the time during each season Gem had more fruit than Mastodon and the berries being lighter in color have a fresher just picked appearance, but of different shape, being almost round, of firmer texture and will carry to market better, are about as good quality as Mastodon and will average as large in size but for best results should not be allowed to make too many plants. The plants make a fine growth, producing more plants than any of the everbearers as they have a tendency to make a number of medium to small size plants, instead of a few large plants like Mastodon and most of the everbearing varieties. From results I have obtained would suggest planting at least a part of your acreage to Gem.

What Varieties Shall I Plant

I am often asked this question and it is a logical one for with so many varieties to choose from it is somewhat confusing especially to the beginner and makes it hard for him, or her, to tell just which is the best variety, so I am going to select the best varieties in each season.

DORSETT, FAIRFAX and PREMIER are the outstanding early varieties. Premier has been the best, the most popular and the greatest money making early variety and the demand for it the last two seasons proves it is still one of the best varieties to plant. Dorsett and Fairfax have become very popular, and rightly so, because of their vigor, productiveness, large size and their wonderful flavor. South of Pennsylvania **BLAKEMORE** is fast coming into popular favor as a long distance shipping variety and for the south should take the place of Missionary (except in Florida) and Klondyke as it will make them more money. Southland is a good home garden, local market variety for the south.

CATSKILL, because of its heavy production, large size and high quality has rapidly forged to the front, in many sections, as the leading mid-season variety and anyone desiring a mid-season to late variety of outstanding merit should give it a thorough trial. **BIG JOE** has been the best mid-season variety and has made growers more money and still very popular with growers many of them depending on Big Joe for their main money crop. Aberdeen is of good quality and can be planted where the market is near at hand as they are too soft for distance shipping and also have to be kept picked closely.

CHESAPEAKE is the best late variety and will make you more money than any other variety if you have land that will suit it. Chesapeake is the aristocrat of the strawberry family and always sells for top prices and because it does not make a heavy matted row the berries are large and run large to the end of the season. If your soil does not suit Chesapeake try **LUPTON** unless you have a market that will pay a premium for quality, then if you live north of the Mason-Dixon line, Wm. Belt is the variety to plant.

MASTODON has been the best everbearing variety to grow commercially as it is firm enough to ship moderate distances but **GEM**, because of its vigor, appearance and quality is rapidly becoming a leader and should be given a thorough trial and I believe will make growers as much or more money than Mastodon. Both varieties are excellent for the home garden.

All the other varieties I list are dependable money making varieties under some conditions and if you have tried and like them, well and good, but if you are doubtful or uncertain plant the varieties mentioned above.

PREMIER, FAIRFAX, CATSKILL and CHESAPEAKE
Each A Winner In Its Season — A Profit-Making Team

PRICE LIST FOR 1940

Purchaser To Pay Transportation Charges

Prices given in 1,000 to 5,000 lots are per 1,000 plants.

Strong, healthy, well rooted plants at reasonable prices plus prompt efficient service is my motto, and it is on this basis that I bid for your orders again this year.

Early Varieties	25	50	100	250	1000	2000	3000	4000	5000
BLAKEMORE25	\$.40	\$.60	\$1.10	\$3.00	\$2.90	\$2.85	\$2.80	\$2.75
Daybreak40	.65	1.00	2.00	6.00
DORSETT25	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50
FAIRFAX25	.40	.65	1.25	4.10	4.00	3.90	3.80	3.75
Fairmore40	.60	1.00	2.00	6.00
Howard 1725	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50
Klondyke25	.40	.60	1.15	3.00
Missionary25	.40	.60	1.10	3.00	2.90	2.85	2.80	2.75
Northstar50	.90	1.50	3.00	10.00
PREMIER25	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50
Shelton65	1.20	2.00	4.50	15.00
Southland25	.40	.65	1.25	3.90	3.80	3.70	3.60	3.50

Mid-Season Varieties

ABERDEEN25	.40	.60	1.25	3.50	3.40	3.30	3.15	3.00
BIG JOE25	.40	.60	1.25	3.75	3.65	3.55	3.40	3.25
CATSKILL25	.40	.65	1.30	4.25	4.20	4.15	4.10	4.00
Dr. Burrill25	.40	.60	1.25	3.50	3.40	3.30	3.15	3.00
PATHFINDER25	.45	.70	1.35	4.50	4.45	4.40	4.35	4.25
Senator Dunlap25	.40	.60	1.25	3.50	3.40	3.30	3.15	3.00

Late Varieties

Aroma25	.40	.60	1.25	3.25	3.20	3.15	3.10	3.00
CHESAPEAKE25	.45	.65	1.30	4.50	4.40	4.30	4.15	4.00
Gandy25	.40	.60	1.25	3.50	3.40	3.35	3.30	3.25
Hebron65	1.20	2.00	4.50	15.00
LUPTON25	.40	.60	1.25	3.50	3.40	3.35	3.30	3.25
Pearl25	.40	.60	1.25	3.50	3.40	3.35	3.30	3.25
WM. BELT25	.40	.60	1.25	3.50	3.40	3.35	3.30	3.25

Everbearing Varieties

MASTODON40	.60	.95	2.00	6.25	6.15	6.05	5.95	5.75
GEM40	.60	.95	2.00	6.25	6.15	6.05	5.95	5.75

500 plants of any one variety at the 1000 rate.

Write for prices if large quantity of plants is wanted.

All varieties listed above are perfect blossom and do not have to be fruited. They can be planted alone or with other varieties.

Will be glad to quote delivered prices on request.

PARCEL POST RATES

	zones 1-2	zone 3	zone 4	zone 6	zone 5	zone 7	zone 8
100 plants.....	\$.10	\$.14	\$.21	\$.28	\$.33	\$.41	\$.48
250 plants.....	.18	.27	.44	.58	.75	.95	1.15
500 plants.....	.29	.47	.77	1.12	1.45		
750 plants.....	.40	.67	1.12	1.55			
1000 plants.....	.51	.87	1.47				

Plants do not all weigh the same as some are larger than others but the above table will generally be found correct but if it does not require this amount the excess will be returned.

The Express Company has made a very substantial reduction in the rates in most of the states east of the Mississippi River and it is cheaper now to have plants sent by express unless you live quite a distance from the express office and have to make an extra trip after them. If you wish them sent Parcel Post add to prices of plants as above.

STRAWBERRY CULTURE IN A NUTSHELL

Plant early in the spring; cut off all blossoms that appear first year; keep out the weeds and mulch with straw after the ground freezes in the fall.—Dean Ralph R. Watts, in Market Grower's Journal.

FAIRMORE

A Very Promising New Shipping Variety

The Fairmore (N. C. 669) originated by Dr. George M. Darrow and is a cross of Blakemore and Fairfax made in 1933 at the U. S. Plant Field near Glen Dale, Maryland. At Willard, N. C. in 1934 it was selected, with other seedlings, as showing much promise and in 1935, 1937, and 1938 it was outstanding for its firmness and shipping quality and has constantly been more vigorous than Missionary, Klondyke, Blakemore or Fairfax. The Fairmore was developed especially for commercial production in Eastern North Carolina and has been outstanding under conditions there, but undoubtedly will be valuable over quite a wide area, as the parents, Blakemore and Fairfax, both have quite wide adaptability.

Fairmore is more vigorous than other varieties and far more vigorous than Fairfax in Eastern North Carolina. The plants become large with relatively large leaves that are dark green in color, glossy, and somewhat cupped. The season of ripening begins with that of Blakemore and in Eastern North Carolina the yield is usually equal to, or even greater than, that of Blakemore and ripens more uniformly throughout the season. The berries of Fairmore average larger than Blakemore of about same shape, but is somewhat necked, and more uniform in size. The flavor is sub-acid, and is preferred by most people in Eastern North Carolina to all other varieties except Daybreak and Southland, being usually equal and often superior to Fairfax in that region and has much less acid than Blakemore, Missionary or Klondyke. The fruit is a glossy crimson, like that of Fairfax but does not turn so dark in holding. The cap is large and attractive. The berries are very firm with a tough skin resulting in fruit more firm than Blakemore, and under some conditions even more firm than Fairfax, making it an exceptionally promising variety for commercial growing and believe that growers, not only in North Carolina, but in other sections where Blakemore and Fairfax are grown should not fail to give Fairmore a thorough trial.

SHELTON

A Valuable New Early Shipping Variety

Shelton (Connecticut No. 123) is being introduced as a second early, market and home garden variety of good quality and unusual keeping ability. It was first selected in 1933 because it had many of the fruit characters of Chesapeake with some of the plant characters of Howard Premier and has been tested in Connecticut for seven years and is recommended for southern New England.

In productiveness it ranks close to Howard Premier, ripening about same season but producing the bulk of its crop a little earlier. The fruit is held partly off the ground making it easy to pick. The berries are medium to large size, glossy bright red, coloring evenly. The shape is uniform and maintained throughout the picking season; smooth and regular in outline, mostly blunt conic and slightly wedge-shaped. The fruit is moderately firm in texture and the large, raised seeds protect it from bruising.

In color Shelton is much like Chesapeake, glossy bright red, coloring evenly. The seeds are prominent and bright yellow and the fruit has an unusual ability to hold its attractiveness after picking. Berries that have stood for 24 hours at room temperature retain their bright, fresh appearance and color better than any varieties now generally grown. Flavor mild acid, aromatic, with good dessert quality. The flowers are perfect and produce an abundance of pollen. The calyx is medium in size, light green in color and remains fresh for a long time.

Plants are vigorous and thrifty, with large healthy leaves that are medium green in color and are free from disease. A good plant maker forming numerous runners and should be given wide spacing when set in the field. Plants are winter hardy wherever tested in Connecticut.

Shelton, in short, combines the attractiveness of Chesapeake with some of the productiveness of Howard Premier and the quality of Progressive and Marshall taking some of the good qualities of all of the parent plants. Its principal characteristics are regularity in size and shape of berry and the bright attractive color of the fruit. The bright color and fresh appearance of the fruit are retained for a longer time after picking than any of the varieties commonly grown in Connecticut. It is worthy of trial as a general market and shipping berry, especially in those localities where Chesapeake is grown and appreciated.