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RICHARED

TRADE MARK REGISTERED
IN U. S. PATENT OFFICE
PRONOUNCED RICHER-RED

THE
DELICIOUS
SUPREME



* * *
The
World's Most
Wonderful
Apple

* * *
Introduced and Propagated by



WENATCHEE, WASHINGTON

*Will Entirely Replace Planting of
Common Delicious*

R. Edward Trumble

Consulting Horticulturist

I have seen and observed your new strain of Delicious, the "Richared," both on the original parent tree and also the apples on the young trees and in my opinion you have the most beautiful apple in the world. It is certainly marvelous to see these, full blood red color in August while Delicious on adjoining trees are still green. This added color with advantages of earlier picking, earlier marketing, firmer apples, more extra fancies, no loss from "Windfalls," and better keeping qualities, convinces me that in the "Richared" Delicious you have an apple worth millions of dollars to the apple industry of the world.

I have seen and tasted your "Richared" Delicious which the records at the cold storage plant showed were kept in cold storage for (3) seasons,—apples picked in 1925 and still firm, crisp and juicy in September 1927, two years later.

I have no hesitancy in stating that in my opinion the "Richared" Delicious will entirely replace plantings of common Delicious and that it is a better apple from every standpoint.



Consulting Horticulturist,
Wenatchee, Washington.

* * *

Mr. Trumble is a practical Horticulturist. He has resided in Wenatchee for the past twenty years and has been closely identified with orchards and orchard problems.

The Story of "Richared" Delicious

(Trade Mark Reg. in U. S. Pat. Off.)

(Pronounced Richer-red)

* * *

The most amazing and startling apple discovery ever made.

A "Super" Delicious. An apple with all the good qualities of common Delicious; **same size—same shape—same identical flavor—same texture, and same ripening period.**

But

The "Richared" Delicious colors two to three weeks earlier and **COLORS SOLID RED**, (without trace or sign of stripe) even into the stem and blossom ends! It can be picked "hard ripe" with full color. It has wonderful storage possibilities and is the most beautiful, glorious apple ever seen. **Read the story on the following pages.**



Limb on Third Generation "Richared" Delicious tree loaded with blood red apples

*Planted Ten Acres This Year, Will
Plant Twenty Acres Next Year*

WELLS & WADE FRUIT COMPANY
WENATCHEE VALLEY FRUITS

Wenatchee, Wash., October 28, 1927.

Mr. A. T. Gossman, President,
Columbia & Okanogan Nursery Company,
Wenatchee, Wash.

Dear Sir:

The writer has observed with keen interest your development of the "Richarded" Delicious apple. Five years ago my attention was called to the Red Delicious tree in the Richardson Orchard, and I have made regular trips each season to inspect the fruit produced by this particular tree and to learn, first-hand, how much and what quality of fruit it yielded and whether or not trees propagated from its buds would reproduce the same red apples.

I was also interested to find out if these apples retained the Delicious flavor of this variety and as to the keeping quality of the apples in storage.

The results of my investigations were such that I planted ten acres of the Richarded this past spring (98% of these trees show a most satisfactory season's growth) and am now clearing the ground for setting another twenty acres, which will be set to this new variety of Delicious.

I believe, and have no hesitancy in saying to you, that in your Richarded Delicious you have propagated a tree which has the vigor, productiveness, high quality and keeping qualities that will make it one of the most profitable varieties grown.

Yours very truly,



Mr. Wells is Senior partner of the well known, Wells & Wade Fruit Company. Their brand, the "Twin W" is known wherever Extra Fancy boxed apples are sold.

Mr. Wells also owns and operates a large orchard of about one hundred acres. He has bought "C & O" trees for the past fifteen years.

The Story of "Richarded" Delicious

(Trade Mark Reg. in U. S. Pat. Off.)

The Delicious Supreme

In the spring of 1910, Mr. G. T. Richardson planted near Monitor, Wn. (a small village in the heart of the wonderful Wenatchee Valley) an orchard consisting of about four hundred and twenty-five Delicious apple trees. When the orchard came into bearing, Mr. Richardson noticed that all of the apples on one tree were a much deeper red in color than any of those on the adjoining Delicious trees. He did not at once pay much attention to the matter, but after the same thing happened for a third time, he decided this was very unusual and brought in some of the apples which he showed Mr. Gossman of the Columbia & Okanogan Nursery Co., at Wenatchee, Washington.

Nursery Company Amazed

The company immediately investigated what, to them, seemed to be an extremely unusual occurrence and one which might have very far reaching influences in the fruit world at large. They were surprised and astonished to find this tree loaded with apples that were dark solid red color, without any trace of stripes, while to all other appearance, in shape, size, etc., they resembled the common Delicious on adjoining trees which were still uncolored, or at least only partially colored.

Upon further examination these apples were found to possess the identical flavor, texture, and ripening period of the Delicious apples on adjoining trees, the sole difference being that they colored up at least two weeks earlier and without trace of stripes.

(Continued on page 7)

*American Fruit Growers Orchard
Manager Makes Large Plant of
"Richared"*

Wenatchee, Wash., Oct. 24, 1927.

Columbia & Okanogan Nursery Co.,
Wenatchee, Wash.

Dear Sirs:

Last spring I decided to set out an orchard of my own and my observations over a period of years led me to believe that I wanted a large portion of my own orchard planted to Delicious as it has been a consistent money getter for the grower in this district. After a good deal of deliberation, I decided that your Richared Delicious was the apple I wanted on account of solid, blood red, early coloring, early picking, less liability of loss from drop, large percentage of Extra Fancy, as this colors so much more than the common Delicious, coloring even in the shade and dense foliage, together with better keeping qualities. All these qualities convinced me that this was the profitable apple for me to plant and I did plant about one thousand of them last spring. They were good trees and have made very satisfactory growth.

Yours very truly,

Frank H Ayres

* * *

Mr. Ayers is orchard manager of the 276 acre Birchmont Orchards, belonging to the American Fruit Growers, and has been in charge of this immense orchard for the last 7 years. On account of his practical experience as an orchard grower, orchardists in this district have a great deal of respect for his judgment regarding orchard practices. He purchased over two thousand trees last spring from the Columbia & Okanogan Nursery Co., which he planted in his own orchard.

The American Fruit Growers also planted many "Richared" Delicious trees this past year.

The Story of "Richarded" Delicious
Continued from page 5

*Discovery Means Millions of Dollars
to Fruit Industry*

The Columbia & Okanogan Nursery Co., saw at once that here was something that was worth millions of dollars to the apple industry of the entire world, providing trees could be propagated and grown which would produce fruit identical with that of the parent tree. They accordingly entered into negotiations with Mr. Lewis Richardson, the son of the original owner, who is now the owner of the orchard, and secured the exclusive propagating rights to all cuttings from this tree. They grafted several surrounding trees and also budded a number of young nursery trees from the original tree.

*First Reproduction in
1925*

In the fall of 1925 they were rewarded by seeing one of the grafted trees bear fruit identical with that of the parent tree, coloring up blood red, without stripes, even in the shaded portions of the tree, and fully two weeks earlier than apples on other Delicious trees in the same orchard. Immediately all available propagating wood was used to produce nursery trees, to supply an enormous demand which was sure to come.

*Young Trees Reproduce Fruit
True to Type*

In the fall of 1926 some of the young trees which were set out previously, also bore fruit, and as was the case with the older grafted trees, these reproduced exactly true to type of the parent tree. By this time many leading orchardists of the Wenatchee Valley had heard of this wonderful tree, had seen the fruit, and were quick to realize the importance of a Delicious that would color early, that could be picked with full color, while hard ripe, weeks before ordinary Delicious, and the Columbia & Okanogan Nursery Co., was literally swamped with orders for trees which would bear this marvelous fruit.

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Statement of Owner of Original Tree

Wenatchee, Wash., Nov. 15, 1926.

C. & O. Nursery Co.,
Wenatchee, Wash.

Gentlemen:

For the information of any who may be interested, I will say that the tree bearing the solid red Delicious apples, which you have named "Richarded" was planted in 1910 by my father and was one of about 400 Delicious trees which he planted at that time in one block. This tree, while looking in every way exactly like all the other Delicious trees, has always borne apples that color up solid red without any trace or indication of stripe. They color up at least two weeks earlier than the Delicious on adjoining trees and they are always ready to pick at least two weeks before the others.

Another thing, practically every apple on the tree colors up with full color so that I get nearly 100% Extra Fancy color on these apples, while some seasons my common Delicious have run as high as 40% C grade. **If all my trees had been Richarded instead of common Delicious, I would have received about \$2500.00 more money for my 1925 crop of 5000 boxes from 5½ acres.**

Several years ago the C & O Nursery Co's attention was called to this tree and budded some young trees with buds taken from it, and this year they came into bearing and produced apples exactly like those on parent tree; Solid red, no stripes and colored up two weeks earlier than my common Delicious. I also set some grafts in old trees and these produced fruit this season identical with the Richarded in every respect.

Hundreds of people have seen these young trees and the grafted trees and have seen the solid red apples which they produce. I think nearly every prominent horticulturist in this valley as well as nearly all prominent apple shippers have seen the original tree in bearing and also the apples on the young trees and grafted trees. Without exception they were amazed at the deep red color of these apples in comparison with Delicious on adjoining trees which were still green.

Yours truly,

Lewis J. Richardson

The Story of "Richared" Delicious Continued from page 7

How "Richared" Got Its Name

As a compliment to Mr. Richardson, the Nursery Company named the fruit "Richared", the first syllables being taken from the word Richardson, as well as being descriptive of the characteristic color a RICHER RED, and the name "Richared" is so pronounced—richer-red.

This is the story of the origin of this, the world's greatest apple, the "Richared" Delicious.

We ask you to read the succeeding pages which we are sure will convince any orchardist, horticulturist, dealer, or anyone else interested in the development of better apples, that our claims are founded on facts.

What the "Richared" Delicious Means to the Apple Industry of the World

In the preceding pages you have been told that the Richared Delicious, colors two weeks earlier than common Delicious, that it has an absence of stripes, being in fact a solid blood red, the most beautiful, glorious looking apple in existence; that it colors solid red even in the shade of the trees, which common Delicious does not do.

In order that any doubt in your mind as to what this really means may be expelled, we ask you to read the following pages.

Early Color and Its Advantages

We wish to call your attention to the importance of early color in the Delicious apple, and to emphasize this particularly.

It has long been known that the average orchardist is prone to leave Delicious on the trees too long. He is looking for color (which will place his apples in Extra Fancy class) at the expense of the quality of the fruit.

As a result, Delicious apples are often left on trees until they become mealy and reach the market in an over-ripe condition. If the orchardist picks them when they should be picked they grade as Fancy or C Grades, which usually means fifty cents to a dollar less per box.

Continued on page 11

Far Superior to Common Delicious

I first observed the original Richared Delicious tree in Mr. Richardson's orchard in 1923 and when I saw it bearing dark red apples which were full colored even in the shaded parts of the tree, while apples on other Delicious trees all around this were still uncolored, I decided here was something that was far superior to the common Delicious. Mr. Richardson consented to my taking a few scions (with approval of your company) and I now have about 400 young apple trees top worked to Richared Delicious. This year (1927) a few of my grafted trees had apples on, and they are identical with those on parent tree—full blood red color without stripes.

I am enthusiastic about the Richared Delicious and believe it to be the best apple yet found.
Signed,

F. A. SCHELL,

Mr. Schell has one of the finest orchards in the Wenatchee Valley near Cashmere, Wash. He has made a success of orcharding.

A "Royal Gift"



Queen Marie and Princess Ileana of Roumania receiving a box of "Richared" Delicious from the Wenatchee Chamber of Commerce, presented at Wenatchee, November 1926, while Roumanian party were touring the United States.

The Story of "Richared" Delicious

(Continued on page 9)

No Mealy Apples

With "Richared" Delicious we have entirely overcome this objectionable feature. They can be picked while HARD RIPE, and yet have full color, which will put them in Extra Fancy grade class, and they will get the top market price. They can be put on market as "Extra Fancy" two weeks before common Delicious. This usually means an average of fifty cents a box more money. (These figures are based on Government Market Reports for last five seasons. This year, 1927, the early market Delicious in New York netted about seventy-five cents more per box than did the market two weeks later).

Early color also means better keeping qualities. By picking the apples while "hard ripe" they can be put in cold storage and kept until late spring, so that if the early market happens to be "weak" the orchardist can take advantage of cold storage, feeling assured that his "Richared" Delicious will be in excellent condition for a later market at possibly an advanced price. (We have all seen seasons where March and April prices on good quality apples were considerable better than fall prices.)

Early Picking and Why It Is Best

As emphasized in the discussion of early coloring, so also early picking is essential not only from a standpoint of market value, but as is the case with Delicious, especially from the standpoint of quality of fruit. No one likes mealy apples, and this class of fruit has done more to ruin the apple market probably than any other one factor—apples arrive dead ripe and must be sold at once or they are a total loss. As a result they are put on the market at any price to move them and the grower stands a loss instead of a profit. We quote from a bulletin issued by the Northwest Fruit Exchange, Wenatchee, Wash. dated Sept. 16th, 1926.

(Continued on page 13)

Realizes Value "Richared" Delicious

Hughes & Wallace

LAWYERS

Wenatchee, Wash., August 25, 1927

C. & O. Nursery Co.,
Wenatchee, Wash.

Gentlemen:

After satisfying myself that your Richared Delicious is a desirable variety of apple grown in this district, I this spring decided to top-work all my remaining Jonathan trees to that variety. I had you do this work for me and you top worked 500 trees. The grafts are making a very satisfactory growth and the loss of those that failed to grow was so slight as to be negligible.

Very respectfully,



Mr. Hughes is not only a good lawyer, but he owns and operates about 30 acres of orchard.

* * *

*The Demand for Richared Delicious
(The Fruit Itself) Has Commenced*

PRIOR & MEENACH

The Store of Personal Service

WENATCHEE, WASHINGTON

Nov. 5, 1927.

C. & O. Nursery Co.
Wenatchee, Wash.

Gentlemen:

Can you tell me where I can get 200 boxes of Richared Delicious. I have had an inquiry from one of the largest retail fruit houses in Spokane. I told the purchasnig agent that I could get him some nice Extra Fancy Delicious, but he insisted that what he wanted was the "Richared."

If you can supply these or know of any grower who can do so, please let me know, also sizes, price etc.

Very truly,



The Story of "Richared" Delicious
Continued from page 11

Overripe Fruits and Ruined Markets

"Warning! Under date of Sept 2nd we sent you a bulletin urging the early color picking of Jonathan and Delicious apples and attempted to point out some very important advantages to be derived from this practice. Growers of this district have been slow to start picking operations. In districts where color picking has not been followed we yesterday found . . . in some of these orchards only the top and outside apples colored, but these should be picked when properly matured and not left to become over ripe and soft while waiting for color on the inside of the tree . . . Over-ripe fruit has done ten times the damage to our markets that immature fruit has done. Shipment of over-ripe fruit results in losses, rejections, claims, and generally unsatisfactory market condition."

You can absolutely escape the experience warned against in the above bulletin with Richared Delicious. There is another advantage of early picking and an important one as many a grower can testify to from past "costly" experience. If you are a grower of apples you know what "Windfall" apples are—what they are caused by and what the term means. As stated before, many growers leave their Delicious too long in order to get better color. As a result they are ripe, and if a wind comes along there is a heavy drop and a heavy resulting loss. Many a grower has seen a season when his entire profits were wiped out by windfalls. Let us quote again from a Northwestern Fruit Exchange Bulletin, September 16, 1926.

"Delicious in the earlier districts were ripe ten days ago. Delicious in West Wenatchee have been falling badly for a week, and those who have not removed the top and outside apples before now have suffered or are suffering, a considerable loss. A wind at this time would make a world of \$2.00 per box Delicious, into \$2.00 per ton culls. We urge that no time be lost in picking."

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LAW OFFICES

MCAULAY & FREECE

YAKIMA, WASH.

Columbia & Okanogan Nursery Co.
Wenatchee, Wash.

Dec. 22, 1927.

Dear Sirs:

During the summer of 1926 I concluded to plant an orchard of Delicious apples. Having heard of the Richared, I decided to investigate. Accordingly I made a special trip to Wenatchee in August 1926 and visited the Richardson Orchard where I saw the original Richared Delicious tree and also younger trees propagated from the original tree, both bearing apples.

These Richared Delicious apples were solid red in color while those on surrounding trees were still green or slightly streaked with red. So far as I could determine then, they were in every other respect identical with the common Delicious having the same remarkable texture and flavor.

I have raised and marketed many carloads of apples and it has been my experience in the marketing of apples that the early market is usually the best. From what I saw on the trip I concluded that the Richared Delicious apples could easily be put on the market at least two weeks in advance of the common Delicious grown in the same locality. I therefore decided that in planting additional apple trees I would plant the Richared instead of the common Delicious. I therefore ordered from you three hundred fifty Richared Delicious, and have planted them in Yakima County. They were nice thrifty stock and have made a very satisfactory growth.

I might say further that on this same trip in August, I was present at a cold storage plant in Wenatchee when you were preparing some of the previous year's apples for an exhibition at the Okanogan fair and you took out of cold storage some of the Richared Delicious apples grown during 1925, and if I remember correctly there was only one decayed apple in the box which I saw opened. All of the others were as firm and crisp, apparently as the day they were packed. I also ate some apples from this box and they had lost none of their rich, delicious flavor.

I expect to make an additional planting of Richared Delicious this coming spring.

Very truly yours,



Mr. McAulay has since placed his order for another large block of "Richared" Delicious and is also going to top work five acres of old orchard to Richared Delicious.

The Story of "Richarded" Delicious

Continued from page 13

No Windfalls With "Richarded"

From what we have already told you, it can plainly be seen that there is no occasion for windfall "Richarded" Delicious. They can all be picked with full color before they get in condition to drop off the tree.

Many an orchardist has seen two and more boxes per tree of "Windfalls"—ruined apples rotting on the ground and a year's good profits gone glimmering!

More Color—Deeper Color Does It Pay?

Here is where we lay our last and final claim for "Richarded" Delicious.

We Claim That Under Any and All

general orchard conditions prevailing in the Wenatchee Valley district (and that is applicable to most other real apple growing districts) the "Richarded" Delicious will produce on an average at least ninety per cent (90%) Extra Fancy apples, under existing color requirements. On the other hand common Delicious has not averaged over sixty per cent (60%) for the past five years (figures taken from local shipping organization records.)

Yield and Returns—Common Delicious

We give below a few actual figures on yields and packs of Delicious apples covering the last three seasons. On the Richardson orchard where the original "Richarded" Delicious stands, there are a few more than four hundred Delicious trees planted on a six acre tract.

In the fall of 1925, Mr. Richardson packed out 4,935 boxes of Delicious apples and received net returns on crops as follows: 1,369 boxes or 27½% graded Extra Fancy and sold for a net average price of \$2.37, total	\$3,212.50
1602 boxes or 32½% graded Fancy and sold for a net average price of \$1.82	
Total	\$2,921.16
1,964 boxes or 40% graded C Grade and sold for a net average price of \$1.27.	
Total	\$2,497.00
4,935 boxes all grades average price \$1.75.	
Grand Total	\$8,660.66

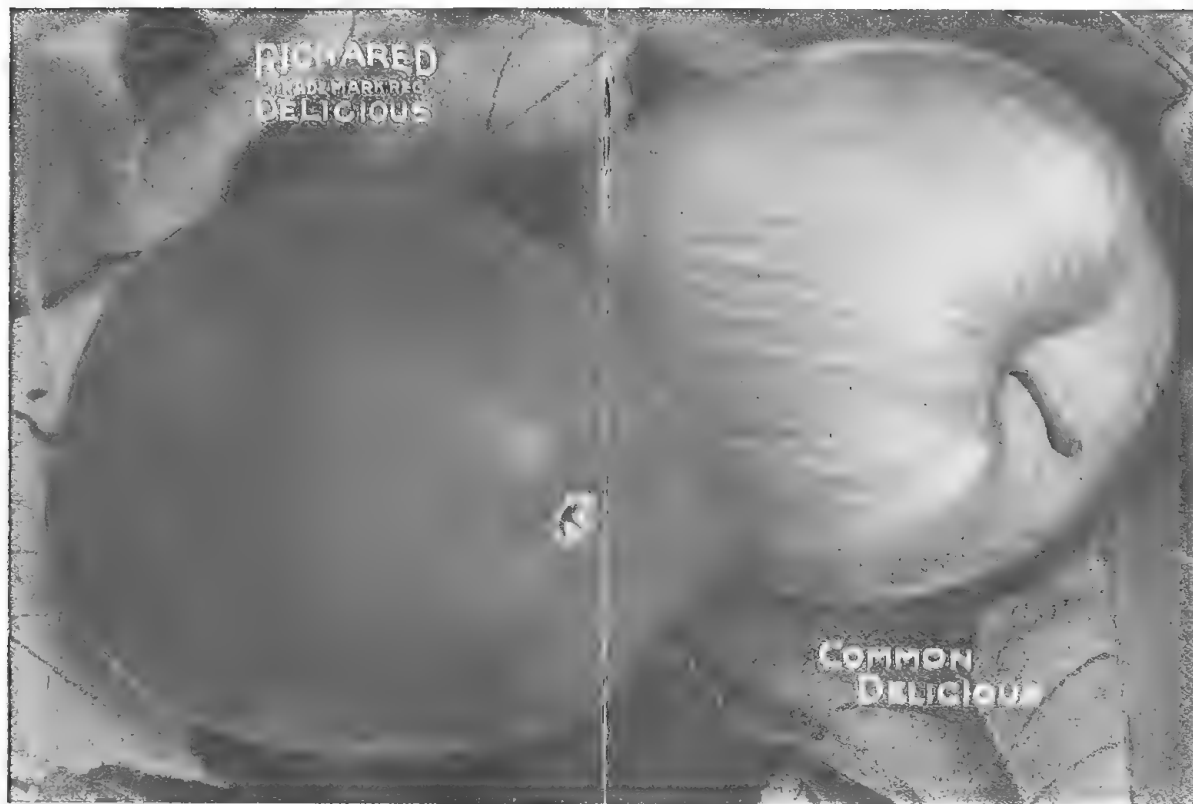
(Continued on page 19)

The Greatest Apple Discovery Ever Made

Early
Color

Double
Red

Good
Keeper



Pick
Early

No
Windfalls

Highest
Market
Price

All Red & "August Color" & Still Green

Reproduced from Fruit and Photograph

This is not a picture of two mature Delicious Apples, but shows the contrast between a "Richared" and an ordinary Delicious, both picked same day, same orchard, from adjoining trees in late August.

While "Richared" Delicious colors solid red (no stripes) weeks earlier than common (striped) Delicious, and can be picked while "hard ripe," it is identical with the common Delicious in shape, size, texture, flavor and ripening period.

Do not confuse this "Wonder" apple with other so called Red Delicious. This is the original and only "Richared" Delicious, the Apple Supreme, and was discovered, tested and introduced by us.

COLUMBIA & OKANOGAN NURSERY COMPANY

("C. & O.")

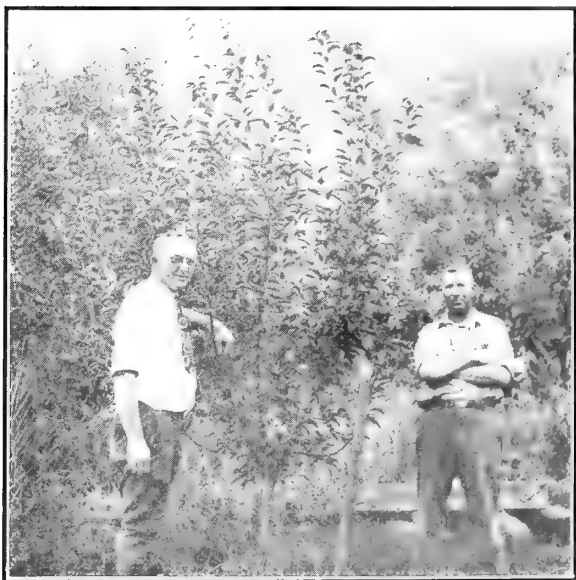
Office in Plough Building

WENATCHEE, WASHINGTON

Plant for Profit, Make Your Orchard Pay Every Year

You can do it with Richared Delicious.

Ever since the original Delicious was placed on the market, the fruit has brought top prices, every season. When other apples sold at a loss to the grower the Delicious always brought a good price, that is if the fruit was in good condition. Think what it means to now get an apple with all the good qualities of the old Delicious and in addition get all the added color and an apple that can be picked earlier and one that will stay in prime condition so much longer. Those who plant now are sure to be rewarded with wonderful profits.



Lewis Richardson, at right (owner of original "Richared" Delicious tree) and O. T. Clawson, former president, Washington State Horticultural Association, now Field Manager, Northwestern Fruit Exchange, inspecting apples on third generation "Richared" Delicious tree.

Yield and Returns—"Richared" Delicious

Now suppose his entire crop had been "Richared" Delicious.

On account of earlier market he would have received at least fifty cents per box more money. By having no "Windfalls" he would have marketed at least 2% more apples (100 boxes) and his returns would have been about like this:

4532 boxes or 90% Extra Fancy @	
\$2.87	\$ 13,006.84
352 boxes or 7% Fancy @ \$2.32.....	816.64
151 boxes or 3% C Grade @ \$1.77.....	266.27
5035 boxes all grades average price	
\$2.79	14,089.75
Making a net difference of	\$5,429.09
More money by having "Richared" Delicious instead of common Delicious planted on a six acre tract.	

In 1926 Mr. Richardson packed out 5150 boxes, 70% Extra Fancy, 20 per cent Fancy, 10 per cent C Grade, all at an average price of \$1.67 per box.

Total	\$8,600.50
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On the same basis, as the 1925 crop, Richared Delicious would have yielded a total of \$12,232.50, a net difference of \$3,632.00 in favor of Richared.

The 1927 crop, just packed out, amounted to 5079 boxes, 52 per cent Extra Fancy, 36 per cent Fancy, 12 per cent C Grade. Again "Richared" Delicious would have netted \$4,864.00 more money. Summing up, Mr. Richardson would have netted in three years a difference as follows:

Extra added profits for 1925,	\$5,429.09
Extra added profits for 1926,	3,632.00
Extra added profits for 1927,	4,864.00
Making a grand total of.....	\$13,925.09

For three years' crops, an average of \$4,641.65 per year.

The conditions in Mr. Richardson's orchard are not abnormal at all, and probably represent a fair average of conditions which would prevail on any six acre orchard in this valley, (same age trees) given equally good care.

Continued on page 21

Testimonial of C. A. Leedy

FAIRVIEW RANCH COMPANY

C. A. LEEDY, MGR. (SUNNYSLOPE) R. F. D. 2.

WENATCHEE, WASH.

Wenatchee, Wash., Nov. 26th, 1927

C. & O. Nursery Co.
Wenatchee, Wash.
Gentlemen

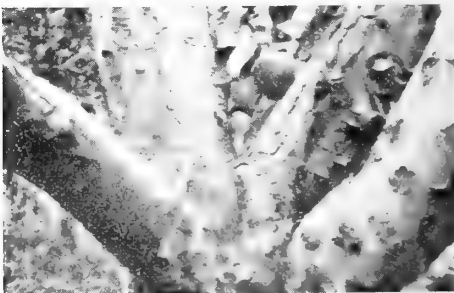
Last spring when we wanted to replant some four hundred trees where we had pulled out a variety that was unprofitable, our attention was called to the Richared Delicious. After investigating it from every angle we decided that the Richared Delicious was the one for us to plant. Owing to the fact that it colors earlier and it therefore could be picked earlier, a greater per cent of Extra Fancy could be expected due to added color. We could probably realize more money on an earlier market. There would be fewer windfalls due to the fact that the fruit would be picked before the late fall winds.

We would have a better storage apple in case we wanted to hold until a late market. We expect to plant more Richared Delicious this spring.

Very truly,

C. A. Leedy

One of the largest and most up-to-date orchards in the Wenatchee Valley is owned and operated by Leedy Bros. Mr. C. A. Leedy, the manager, is recognized as being a very able orchardist.



Above is a "Richared" Delicious apple growing on a small branch in the crotch of tree. The Apple was in complete shade but it colored up perfectly; full brilliant, solid red.

The Story of "Richared" Delicious (Continued from page 19)

Repeat Orders

We wish to again direct your attention to the testimonials on preceding pages. Note the significance, when men like A. Z. Wells, C. A. Leedy, and Geo. McAulay, all orchard men of experience, men who market apples on a large scale, each bought "Richared" Delicious trees this year and each are buying more this next season. They realize what a wonderful apple we have discovered in the Richared Delicious.

Enormous Demand

On account of superior keeping qualities which will greatly lengthen the period of distribution—and place apples in consumers hands in much better condition, the demand for "Richared" Delicious is sure to be enormous.

We believe that you will agree with us that the above facts and figures conclusively prove that in "Richared" Delicious we have discovered the greatest apple in the world.

* * *

A Few Reasons Why You Should Plant Richared Delicious

Earlier picking.

Earlier marketing.

No Windfalls.

More and better color.

(Practically every apple on the tree, Extra Fancy color.)

Much better prices.

More profits \$ \$ \$ \$

Satisfied customers, both dealer and consumer.

Better keeping qualities—can be kept for late Spring Market in years when markets are "Glutted."

A shorter working season.

At least two weeks more time after harvest in which to do other work, or take the added money and take a real vacation.

STATE OF WASHINGTON

**DEPARTMENT OF AGRICULTURE
OLYMPIA**

C. & O. Nursery Co.,
Wenatchee, Wash.
Gentlemen:

I was pleased to see your exhibit of Richared Delicious apples at Wenatchee as they were the best appearing apples I have seen, also was pleased to observe the keeping qualities of the 1925 apples which you displayed as they were still crisp, which is unusual for an apple of that type.

I will likely be in the market for about seventy-five apple trees and would like to have your quotations on them.

Very truly yours,



Mr. Griner owns an orchard and is a keen student of orchard problems.

* * *

**THE STATE COLLEGE OF WASHINGTON
PULLMAN, WASHINGTON**

DEPARTMENT OF HORTICULTURE

Mr. A. T. Gossman,
C. & O. Nursery Co.,
Wenatchee, Wash.

Dear Sir:

I have just received five solid red Delicious apples marked Richared Delicious. These fruits are Delicious apples in all respects except color. They are solid red and show no indications of stripe or blotch.

From the reports I have been able to gather, this Richared Delicious tree produces solid red apples only, and is a Delicious in every other characteristic. It seems to me that such a tree would be of superior value compared to the old standard striped Delicious. There is no reason to anticipate its changing its character when propagated and reproduced in new or young trees

❖ ❖ ❖ ❖

Yours very truly,



Head, Department Horticulture,
Washington State College.

Professor Morris has studied orchards in the Northwest for years. His word carries a great deal of weight with orchard planters in this district.

Orders!

Orders, Orders, Orders! for Richared Delicious are pouring in. We have a fine lot of healthy thrifty, well rooted Nursery Trees ready for delivery, but we suggest that you send in your order now so that you may be sure of getting what you want. It takes a combination of good soil, proper climate, and careful handling to grow good Nursery stock. Our "Richared" Delicious are grown under these conditions and are as fine a lot of trees as you could ask to see. Do not confuse "Richared" Delicious with any other apple. Order NOW!

From Headquarters

Columbia & Okanogan Nursery Co.

Wenatchee, Washington



Several thousand "Richared" Delicious trees growing in our nursery. Ready to dig.

All Tests Have Been Made



Prominent fruit men inspecting the apples
on a third generation "Richard"
Delicious tree.

At the invitation of the Columbia & Okanogan Nursery Company, orchardists, shippers, government horticulturists, bankers, merchants, representatives of the press, gathered at the orchard of Lewis Richardson, (owner of the original tree) in Sept., 1926, where they were shown not only the original tree, with its load of about 20 bushels of blood red fruit, but also some of the young trees, which were also bearing apples identical with those on the parent tree.

* * *

Extract From a Letter Received From J. M. Gwin & Co.

Seattle, Washington,
Oct. 8, 1927

C. & O. Nursery Co.
Wenatchee, Wash.

Dear Sirs:

Having received the actual information relative to the Richard Delicious, we ourselves feel these are the most wonderful samples we have ever seen and it is certainly wonderful how they hold up. They are full of juice and life, too. (Samples from cold storage 14 months old.)

J. D. HORTON,
of J. M. Gwin & Co.,
Seattle, Wash.

"Richarded" Reproduces True to Type

WENATCHEE PRODUCE CO., INC.

Wenatchee, Wash. Oct. 22, 1927

Columbia & Okanogan Nursery Co.,
Wenatchee, Washington.

Gentlemen:

I was indeed surprised when I first saw the original "Richarded" Delicious tree at the Richardson Orchard during the early fall of 1926, which at that time was loaded down with deep red apples, while the apples on the other Delicious trees in the same orchard were still green.

I also saw the young trees propagated from the parent tree and they also were bearing apples of identical type.

Yours truly,
WENATCHEE PRODUCE CO.
By



President.

Every apple buyer has heard of the famous "Rose Brand" put out by the Wenatchee Produce Company.

* * *

CHELAN COUNTY

and

STATE COLLEGE OF WASHINGTON

Co-operating

Wenatchee, Wash., Jan. 8, 1927

Columbia & Okanogan Nursery Co.,
Wenatchee, Wash.

Dear Sirs:

I have been keenly interested in the Richarded Delicious that you are now propagating. Having seen the apple growing on the original tree and also on young trees of the second generation it seems evident that it is a variety with excellent possibilities for a leading commercial apple. After having seen and tasted the apples that have carried through one storage season and practically through another there seems to be little doubt as to its superior qualities.

As the Delicious apple has been a great asset to the fruit growers of the Northwest, I believe this variety adds much to the permanency of the Delicious variety. The Richarded Delicious will not have to build up a demand on the markets of the world but will help fill a place that is already being demanded by the trade.

I know of no reason for being hesitant in recommending the variety for planting in the Wenatchee District or similar districts of the Northwest.

Yours truly,



Some of the most practical experiments in Horticulture, in the Wenatchee Valley have been brought to a successful conclusion by Mr. Luce.

*Should Commend Itself to the Trade
At Sight*

Wenatchee District Co-Operative Ass'n



Jim Hill & Jim Dandy APPLES

GENERAL OFFICES

Wenatchee, Washington

Oct. 12th, 1927.

Columbia & Okanogan Nursery Co.,
Wenatchee, Washington.

Gentlemen:

I am greatly interested in your new apple, the "Richared" Delicious and feel sure that it has wonderful possibilities. On account of its brilliant deep red color, it should commend itself to the trade at sight. Also the fact that it can be picked and shipped while hard ripe is very important. Many a grower has shipped out Delicious which to all appearances were prime, only to have them reach the market in an over-ripe condition and as a result has received very small returns for otherwise Extra Fancy apples. Many a dealer has likewise bought such apples only to suffer loss. As I see it, you can entirely overcome this objectionable feature with the Richared Delicious, as tests have proven that it is an excellent keeper if picked at the proper time. I can see no reason why anyone would plant common Delicious if he could procure the Richared Delicious. It looks like a sure-fire winner to me.

Yours very truly,

General Manager.

"Jim Hill" Apples are a household term. The Wenatchee District Co-Operative Association, of which Mr. White is Manager, markets a large portion of Wenatchee Valley's large apple crop.

*Proof of the Excellent Keeping
Qualities of the "Richared"
Delicious*



The above picture is taken from a photograph of three plates of "Richared" Delicious apples exhibited at Washington State Fair, Yakima, Wn., Sept. 16, 1927. Orchardists who examined the 1925 and 1926 apples were astonished to find them still firm and crisp. The Nursery Company also put on a similar exhibit at the National Fruit Show held at Kansas City, Missouri, Nov. 28-30-1927. These apples on the three plates were seen and handled by hundreds of orchardists, many of whom afterward placed orders for trees. These apples were kept in Ordinary Cold Storage. THINK OF IT! Delicious Apples kept for over two years and still in good condition. SEE TESTIMONIAL ON NEXT PAGE.

* * *

EXTRACTS FROM A LETTER FROM GWIN,
WHITE & PRINCE, WENATCHEE, WASH.,
TO THEIR MAIN OFFICE LOCATED AT CHI-
CAGO, ILL.

Oct. 2, 1926.

Mr. Richardson has grown these Richared Delicious for several years so there is no question about the variety being permanent. He is not yet in a position to offer these apples in carloads, but will be some of these days, so we want you to become acquainted with this fruit and show samples to your friends on the Chicago market, who are Delicious hounds.

These samples have been in this hot office several days and our guess is that they will reach you in good condition. Wonderful, isn't it? Please write us fully after you have examined and exhibited these samples.

GWIN, WHITE & PRINCE,
By

W. F. GWIN
Wenatchee, Wash.,

*Storage of Common Delicious and
"Richared" Delicious Compared*

Columbia Ice & Cold Storage Co.

Ice Pre-Cooling Freezing Forwarding

Wenatchee, Wash., October 13, 1927.

Columbia & Okanogan Nursery Co.,
Wenatchee, Wash.

Gentlemen:

I have watched with a great deal of interest your experiments in keeping the Richared Delicious in cold storage. The records of our company, The Columbia Ice & Cold Storage Co., show that in the fall of 1925 you placed several boxes of Richared Delicious in our keeping and I have seen with my own eyes these same boxes opened up two years later and the fruit came out in prime condition; still hard, firm, crisp, juicy and full of flavor.

I have also seen these Richared Delicious apples taken out of storage after being kept for over a year, and three weeks later they were still in prime condition.

This has proved to me beyond question that in the "Richared" Delicious you have an apple which we can put in storage and feel confident that it can be placed on the late spring or early summer market in good condition.

All cold storage plants have had trouble in trying to keep in storage common Delicious, as almost invariably the apples are not picked, on account of lack of color, until ripe, and then they soon break down. Your Richared Delicious, on the other hand, colors before it is ripe and it will surely make a wonderful storage apple.

Yours truly,

COLUMBIA ICE & COLD STORAGE,



Manager.

Read the last two paragraphs again. Mr. Cedergreen is an authority. His company ices all the cars of fruit (thousands of them) sent out iced, from this district every season. Their Cold Storage Plant equipment is probably not excelled in the world.

Other Nursery Stock

While this booklet has been printed, with the main idea of telling you the story of this wonderful apple, the 'Richared' Delicious, we also want to invite attention to the fact that we are growers of general Nursery Stock. We specialize on all fruit trees which can be grown profitably in this state. Probably no other Nursery in the country grows a better assortment of fruit trees which have proven commercially profitable. Our Nursery Stock is Grown on virgin soil near the foot hills in the Wonderful Wenatchee Valley. *No better stock is grown anywhere.* We have shipped "C. & O." trees to all parts of the United States as well as many foreign countries. We guarantee safe arrival of stock and guarantee stock to grow if properly cared for. Since the year 1906 the Columbia and Okanogan Nursery Company has been supplying the greater portion of the Nursery Stock planted in the North Central Washington district.

It has been estimated that the "C. & O." apple trees planted in North Central Washington, have produced more apples in the last ten years than the entire 1927 commercial apple crop for the whole United States.

VARIETIES

We list below a few varieties of fruit trees which we grow in large quantities.

Apples—Jonathan, Winesap, Red Rome, McIntosh Red, and Northern Spy.

Pears—Bartlett, Anjou, Flemish Beauty, Bosc, and Winter Nellis.

Cherries—Bing, Lambert, Royal Ann, Montmorency, May Duke and Late Duke.

Peaches—J. H. Hale, Elberta, Crawford, Early Elberta, and Miller Cling.

Apricots—Wenatchee Moorpark. Tilton, Blenheim and Moorpark.

English Walnuts—Franquette and Mayonette.

Prunes—Italian, Petite and Tragedy.

Plums—Climax, Burbank and Wickson.

Above are just a few of our leading commercial varieties. We also grow hundreds of other varieties not listed above on account of space.

In addition to fruit trees we grow many thousands of shade trees, Conifers, Evergreens, Shrubs, Roses, Vines, and Berry plants, Rhubarb, Asparagus, etc.

WRITE FOR CATALOG AND PRICE LIST

Dependable Nursery Stock

That is the kind we grow and is the only kind we sell. All stock which leaves our packing house has to be double inspected, first by our foreman, a nurseryman of many years experience, then the trees or other stock are inspected again by our State Inspectors. Every shipment bears the inspector's certificate before it is allowed to leave our hands. This insures the planter that stock is free from disease, insect pests, etc.

Reliability

As to the reliability of the Columbia & Okanogan Nursery Company, we can say, we have been in business in this community since the year 1906, nearly a quarter of a century of supplying Nursery stock—no side lines. We cheerfully refer you to any bank or business house in Wenatchee as to our responsibility.

If you are in need of any Nursery Stock write for catalogue and price list.

A Few More Reliable Salesmen Wanted



MR. ANDREW T. GOSSMAN,
President and Manager

Columbia & Okanogan

"C. & O."

Nursery Company

Wenatchee, Washington

RICHARED

TRADE MARK REGISTERED
IN U. S. PATENT OFFICE

PRONOUNCED RICHER-RED

THE DELICIOUS SUPREME

* * *

*Indorsed by
Leading Fruit Growers
Horticultural Experts
Shippers and Dealers
Everywhere*

* * *

Introduced and Propagated by



WENATCHEE, WASHINGTON