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1929

TOWNSEND'S

20TH Century Catalog

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STRAWBERRIES

AND HOW TO GROW THEM



PREMIER

The Most Popular Early Standard
Berry Ever Introduced.

For more than ten years we have made Premier our specialty. Townsend's strain of Premier Plants holds the world's record for production—21,600 Quarts per Acre; Gross Receipts, \$3,750. This photograph is a true reproduction of the world's record acre.

E.W. TOWNSEND & SONS
SALISBURY, MARYLAND

Heart to Heart Talks With Our Customers

"My New Mavqueen"



A New Application To an Old Practice



E. W. TOWNSEND
President

Farmers have long been wise to the value of correct animal breeding. But have been very slow to applying the same sensible rule to their seed and plant breeding. The time is now here when every up-to-date grower's first thought is where can I obtain the best seed or plants. He wants the very best and latest varieties, and the stock must come from a reliable source. *This Is Business Farming.*

Your Letters Are Always Welcome

We welcome the thousands of letters received every year from our friends. But at the same time try our best to answer as many of them beforehand as it is possible in a limited Catalog like this.

We are asked thousands of times is it practical to set Strawberry Plants in the summer and early fall. My answer is this: If you have growing plants of your own or can get them from a

neighbor and can secure such plants when the weather is favorable you can have some success. But to order plants from a distance and set them out in the summer or early fall is simply suicide to the plants. Late fall planting for the South, and early spring planting for the North.

Another one is, *Does it pay to set plants from your own fruiting bed?* My answer is Emphatically no. When you contribute the loss of your own plants, the time of digging and cleaning by inexperienced help where the soil is not ideal for plant growth, and deduct the money you would receive for the berries, you will find that you are a bad loser.

Another question often asked, *Is your Eastern grown plants hardy enough for the Northern climate?* Thousands of customers do not ask this question any more, as will be seen by many of the printed letters in this book. But to those who have not had the experience will say that Plants grown on the Eastern Shore of Maryland are the hardiest plants grown anywhere. The growing season is long and the winters mild enough for the plants to live all winter in open fields without mulching. By this they get a winter hardening not possible in climates where they have to be mulched. Mulched plants are always tender, while our stock is tough and hardened so they will stand long transportation in good order. Often plants are blooming in Michigan under mulch, while our stock is lying dormant in the fields.

Another important point is that you can always get your order filled promptly any time in March or April from our Nursery.

This fact within itself many times spells the difference between failure and success.



Our 1929 Message

FOR more than a quarter of a century the Townsend Nurseries have been run on a square deal plan. We have tried to pack Confidence into every package of plants that we have ever sent out.

We realized in the beginning that first we must gain your confidence, and in order to hold that confidence we must give you the same square deal every time you come to us with your order.

Through all our business life—more than twenty-nine years—we have felt that it was more important to please our old patrons than to seek new ones.

We never sacrifice quality to make a low price.

Every Townsend plant has all the quality built into it that such an organization knows how to build. We contribute this quality, together with our fair and courteous treatment of every customer, to our success. Mass production and low prices without quality may go for a time. But no lasting trade can be built on any product except Quality is present. Our Motto has always been to grow the best quality plants possible, and to make the lowest possible price.

Thousands of our customers have grown up with us. They started in a small way just as we did. They have followed our advice and instructions. They have made more money year after year in growing Strawberries than any other crop. These thousands of old customers have sent to us tens of thousands of new customers. In this way Townsend's Nurseries have grown until today we are the largest growers and shippers of Strawberry Plants in the world. We enjoy the full confidence of the leading Strawberry growers throughout the nation. I am not writing this letter tonight in any boastful spirit. I am mighty proud of our business, and just as proud of our long list of faithful customers who have contributed their fair share to our prosperity, and for this faithfulness we are giving to each of them the best that is within our power in trying each year to grow plants for them that will please them better, and to give them the best service at our command.

In writing our Catalogs I have always tried my very best to make every



26 Plants, the kind that grow.



E. W. Townsend, Jr.
Secretary-Treasurer.

description of varieties as correct and dependable as possible. This is a very hard job, for the simple reason that there are very few varieties that do the same in all sections. Being in touch with the many thousands of customers, I am able to give pretty correct descriptions, and I ask that descriptions be carefully

read before making out the order. No matter how large a stock of plants we may have of a variety, when we find that it is not giving satisfaction in a certain section, we say that it is not recommended for that section. We are compelled to grow many varieties that are worthless in certain sections, for the reason that they are the most sought for varieties in other sections. Many old-time varieties that were good in their day are giving away every year to newer and better varieties. Crescent and Wilson Albany were good enough in their day, but it took the two crossed together to make the Premier, which is the leading money making Strawberry today in most sections.

Dozens of other illustrations could be given.

We are in the business to please our customers, as well as to make a living for ourselves. Any advice from our customers on varieties or Cultural Directions is always cheerfully received and passed on to our other good friends. We have no secrets in this Big Berry Game. What little knowledge we have gained all the world is welcome to. And we are just as eager to seek as we are to give that which we have.



L. Sherman Townsend
Vice-President & Gen. Mgr.

QUALITY AND COSTS

Careful growing methods with modern machinery has improved our quality. Our customers' and employees' co-operation brings us near our goal—THE QUALITY PLANT.

QUALITY need not increase costs. Work done right the first time needs no correction.

Our aim for the coming years is to grow the best quality at the proper costs.

STRAWBERRIES

From Extra Early to Very Late in Season

SHORT DESCRIPTIONS of the leading standard varieties, and true descriptions of the newer varieties, as we have found them on our own trial grounds, together with the descriptions sent in to us by our thousands of customers, and the various Experimental Stations throughout the country.

EARLY VARIETIES

PREMIER —For the past 11 years Townsend's Nursery have made Premier their special. We have grown Premier in larger quantities than any other nursery. We have shipped them to over fifty thousand customers, in every nook and corner of the United States, as well as to many foreign countries. Over and over, year after year these customers come back for more of Townsend's Premier plants. No variety ever introduced has pleased the growers as well as Premier, for no other variety has made the money for them that Premier has made. We are still headquarters for this grand variety. For this season we have grown one of our largest and finest crops that we have ever had to offer. And every customer is assured of getting only high grade, true-to-name, long bright-rooted plants.

Premier begins to ripen early, covers a very long season. Unusually large crops of large to very large berries, uniform in size and color. Foliage strong and healthy and not subject to disease such as rust and mildew. Grows well on any good rich garden soil in all parts of the country. Last Premier has never been known to miss a single crop from late frost. The blooms seem to be hardier than most varieties. When you plant Premier you plant frost protection.

When you send to Townsend's for your Premier plants you get the best plants that it is possible for thirty years of service, time and money to grow.

Howard 17

—It is generally known throughout the country that Premier and Howard 17 are one and the same variety. Some of our customers have purchased the plants under the name of Howard 17, and it has proven so valuable to them that they



Premier.

insist on buying their plants under the name of Howard 17. Again we have purchased plants from a leading New England grower, who sells them under this name, and any of our friends and customers may have the true Howard 17 by asking for them. This was simply done to please some of our customers who have all along insisted on buying Howard 17.

TOWNSEND'S SELECT MISSIONARY

—Townsend's Select Missionary is the one ideal variety for Southern growers. It is this variety that you see on the fancy fruit stands in the Northern markets from Thanksgiving to March 15th every year. Large blood red juicy berries that sell from 50 cents to over \$1.00 per quart. It is the berry that put Florida on the map as a strawberry state. We introduced this variety to the State of Florida in 1908. Since that time we have shipped probably 100,000,000 plants into that State, and to date it is growing stronger than ever. Few varieties have been sent out that has kept the faith so long a time. We begin to ship plants into Florida about October 1st for the main crop of fruit, and again shipping starts in January for plant propagating for those wishing to grow their own stock plants.



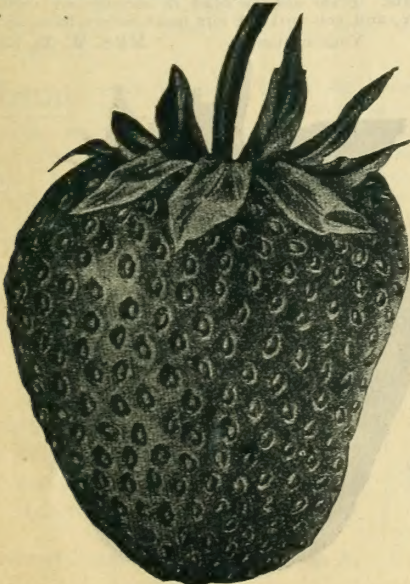
Townsend's Select Missionary.

The New Prince —For the southern half of the country the Prince is a grand money making variety. A strong hardy grower of the Missionary type, of which it is a seedling. Fruit medium to extra large, very dark red in color, and of excellent quality. Good for home use or market. Exceedingly productive. Not recommended for the Northern states.

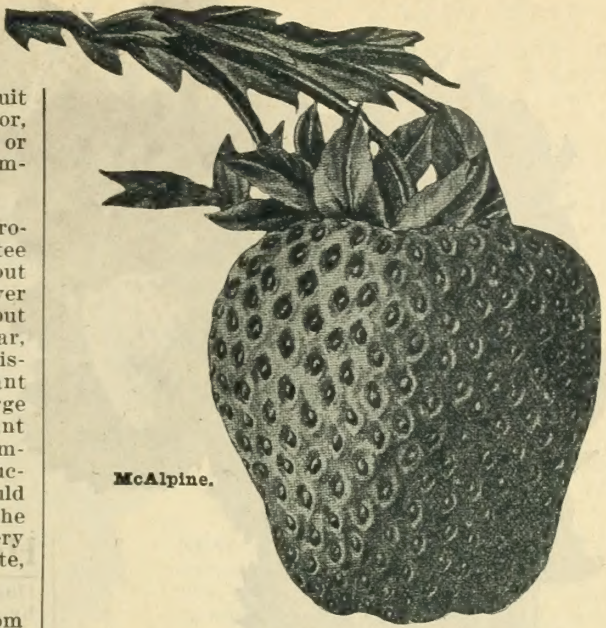
LORD SALISBURY — This variety was introduced by us four years ago under our guarantee that it please our customers who tried it out or money would be refunded. We have never been called upon to refund a single penny, but the demand for plants is increased every year, which shows it is making good. Lord Salisbury is of the Klondyke type, a good plant maker and hardy grower. Fruit medium to large in size, of good quality for home use or distant market. I might add that it is one of the firmest berries I have ever grown. Is very productive and fruits over a very long season. Should be grown by every commercial grower in the Southern states as a market variety, and every home gardener will find it pleasing to the taste, as it is very mild and sweet.

Champion K. — This variety hails from Tennessee; is said to be the earliest berry to ripen there, being ten days ahead of Klondyke. Fruit medium in size, firm and of very good quality for so early a berry. Plants make a strong matted row and should be restricted for best results. We recommend it for trial where an extra early variety is wanted.

ST. LOUIS — The largest extra early berry grown. A strong hardy grower, and a valuable variety for home or distant market. Will grow on just ordinary soil and produce big crops of extra large good quality berries. We recommend it for all sections where such an early variety is wanted. The crop can be harvested and gone before Premier gets under way. Fruit will average larger than Premier, about same shape, a little lighter in color.



Paul Jones.



McAlpine.

Excelsior — This was at one time the most popular extra early strawberry. A strong hardy grower everywhere north or south. Fruit small and sour. Very productive and a long keeper. Many southern growers still insist on growing Excelsior, as its earliness makes it a profitable berry to grow.

MITCHELL'S EARLY — Mitchell's is an old-time favorite and one of the finest flavored berries ever grown. The only thing against it is the size. Now planted only for home use as an extra early variety that comes a week ahead of the main crop and is gone and out of the way in a few days. Thousands of home gardeners buy it every year.

Townsend's Plants Best That Come to Rushville

R. No. 2, Rushville, Ill., June 11, 1928.

Dear Sirs:—About four weeks ago I received an order of strawberry plants from you, and they are doing fine. The Agent here says they were the finest plants that had arrived here this year, and I sure am well pleased with them.

HARRY FRIZZELL.

TOWNSEND'S STRAIN OF PREMIER DOUBLES HIS YIELDS

West Danville, Vt., August 25, 1928.

Dear Mr. Townsend:—I want you to know that my Premier Strawberry plants purchased from you in April, 1927, made a yield of 3,570 quarts of berries, or double the crop that I ever got before from the same number of plants set. You may look for my order next year.

HARRY YOUNG.

WOULD PURCHASE NO OTHER PLANTS BUT TOWNSEND'S

Baden, Penna., April 25, 1928.

Dear Sirs:—Our neighbor's plants I ordered for him arrived in such good shape; he is sure satisfied, more than he has been with any other plants ever purchased; and for myself would never set berry plants unless they were Townsend's.

GEORGE McFARLAND.



Dr. Burrill.

MEDIUM EARLY VARIETIES

DR. BURRILL —The Million Dollar Strawberry of the Dunlap family, Dr. Burrill is to the North and West what the Klondyke is to the South and East. Will grow on most any soil under most any conditions. Really the lazy man's berry. Commercial growers in many parts of the country plant more largely to Dr. Burrill than any other variety. On account of its long-rooted habit it does better in the very dry sections than any other variety in a dry season. Fruit medium in size, rich dark to very dark red when fully ripe; quality excellent, and very productive.

COOPER —Where soil and conditions are right, Cooper is a favorite fancy market variety. We have seen crops of these berries that would average larger than any other variety, often 27 berries filling a quart. Cooper is exceedingly productive; good firm quality, mild and sweet. Has a rough appearance. Berries not as uniform in shape as many growers wish, but where an extra large irregular shaped berry is wanted Cooper will fill the bill. Plants extra large and hold fruit well off the ground. Every season finds us sold out on Cooper plants.

STRAWBERRY PLANT PRICES—See page 30

Eaton —One of the heaviest producers. Large uniform in size and color, rich dark red clear through. Its flavor and quality is the very best, and is considered by most growers who have grown it to be almost perfect. Its firmness makes it a favorite with distant shippers. More Eaton should be grown in all producing sections.

LADY THOMPSON—This is an old-time favorite and once the greatest money-maker of the medium early sorts. Grown now only in some sections of the South and West by growers who still prefer it to all others.

Haverland —An old-time variety; very productive; quality ordinary. Has given away to Premier. Planted now only by a few growers who have soil suited to it.

Senator Dunlap —Is favorably known throughout the country as a medium early variety that has made profits for thousands of growers. Until the introduction of Premier, Dunlap was the standard variety in most sections. Fruits large, crops of medium sized good quality berries. Suitable for home use or market. Sure to please.

Mrs. H. D. Armentrout, of Tennessee, writes us June 13th that she has seen Townsend's plants fruiting at her neighbor's, and as she never saw such fine berries is anxious to get a stock of our plants. Our season was over and we could not accommodate this party. But promised to furnish her with just as good plants as her neighbor had early next spring.

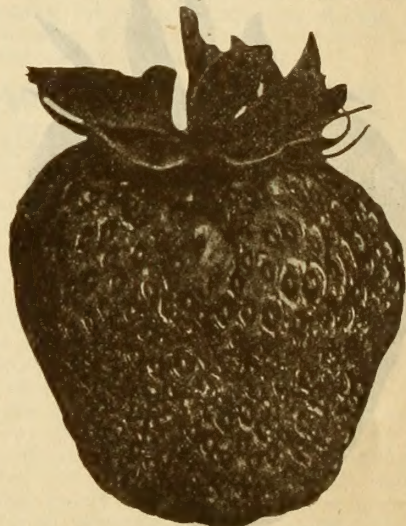
Good Plants Always Bring More Orders

Parkwood, Pa., May 3, 1928.

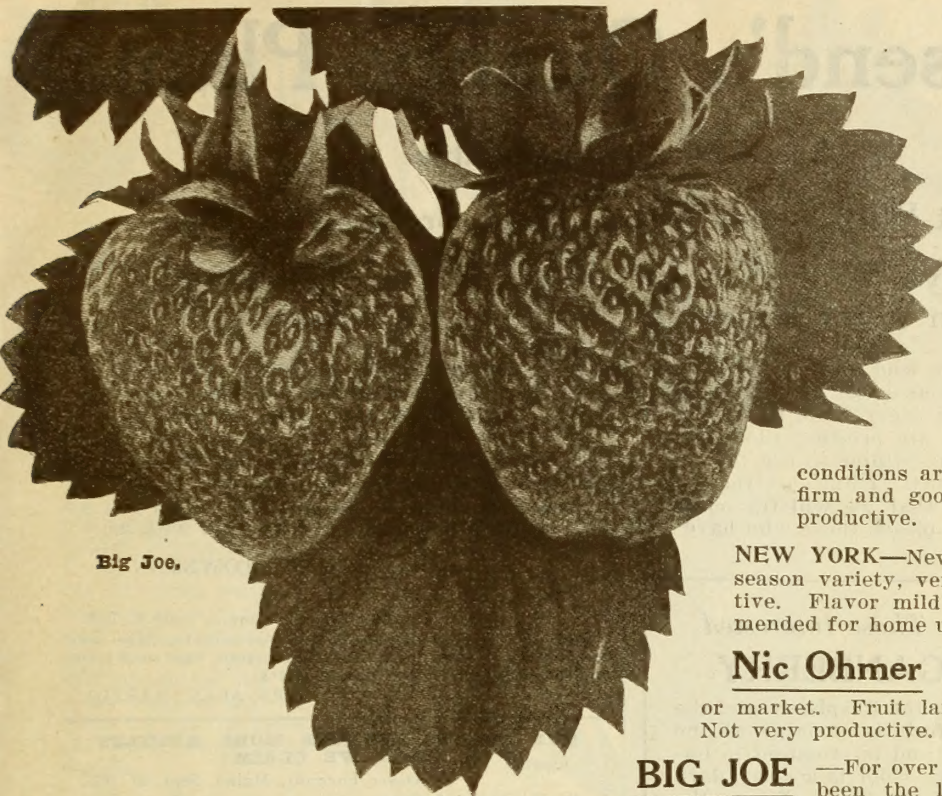
Gents:—Plants arrived yesterday all set out. Fine plants as I ever saw. Several of my neighbors sending in for more plants. I am always glad to recommend such folks as you are, and you will get lots more orders from here yet.

Your customer,

MRS. W. D. KING.



Cooper.



Big Joe.

MEDIUM LATE VARIETIES

AROMA —One of the very best medium late standard varieties for nearly all sections. Many of the large growers and Associations plant Aroma only. Aroma is a clean hardy growing plant. Does well on most soils. Fruit large deep red with excellent quality either for home use or market. We are always headquarters for best grade of Aroma plants. Townsend's strain of Aroma has produced over 10,000 quarts per acre where the average yield in same locality was less than 3500 quarts.

Gibson —A valuable berry in some localities, but not a universal variety. In most sections it produces a big crop of inferior fruit. Too soft for long-distance shipment. Its big yields is about all that can be truthfully said of Gibson. Gibson was originated in Wicomico County, Md., under the name of Parson's Beauty. It is also known as Pocomoke.

No. 3

A Favorite Garden Collection

- 100 PREMIER Extra Early.....
 - 100 BIG JOE Medium Late.....
 - 100 TOWN KING Very Late.....
 - 50 MASTODON Everbearing.....
- \$4.85**

Delivered Free Anywhere in U. S. A.

Catalogue Value.....\$5.90

Glen Mary

—Glen Mary is fast losing out as a commercial variety; grown now only in a very few sections. Fruit large, quality ordinary. Produces a good paying crop when seasons are ideal for growing. Lots of better varieties.

Marshall

—Marshall is medium season; does well when soil and conditions are right. Fruit large, firm and good quality. Not very productive.

NEW YORK—New York is a medium season variety, very large and productive. Flavor mild and sweet. Recommended for home use or local market.

Nic Ohmer —A very valuable variety for home use or market. Fruit large, firm and sweet. Not very productive.

BIG JOE —For over 20 years Big Joe has been the leading medium late strawberry in the Eastern half of the country, and has produced record-breaking crops everywhere grown. In size and productiveness, Big Joe is second to but very few varieties. Quality is the very best, and always brings top prices. Strong hardy plant grower and free from disease such as rust or leaf spot. A great money maker for most growers.

PARSON'S BEAUTY—See description of Gibson.

Paul Jones —Paul Jones is one of the most productive varieties grown. Fruit medium in size and very firm. Quality ordinary for table use. But where a berry is wanted that will grow anywhere and turn out the quarts, Paul Jones is a good one to tie to. Color is a bright rich red; berries slightly pointed, and run uniform in size, holding up well throughout the season. Should be fruited with Big Joe, Ford or some good perfect flowering of same season.

Sample —Sample has been on the list a good long time and still in demand. Fruit medium to large, bright red, ordinary quality; fairly productive. Should be fruited with Big Joe, Ford or Lupton, equal rows to do its best.

Gold Mine —Gold Mine is a medium late variety, with excellent quality; very firm and sweet fruit, large to very large, moderately productive. A strong plant maker on most soils and worthy of a trial where a good medium late berry is wanted.

Mrs. Alex. Kohring, Williamstown, N. J. —Mighty well pleased with plants.
Mrs. Harry Ramsen, Cannondale, Conn. —Plants arrived O.K. Have them all set.

Townsend's Quality Plants

Are Always Dependable

A Product With Thirty Years' Plant Breeding in Them

Striving Always for Better Plants and Better Yields which in return gives Bigger Profits to our Customers.

NOTE.—To those who have never bought plants from our Nursery will say that we could fill a thousand pages as large as this Catalogue with just such good letters from our customers. These letters are from every State in the Union. I have taken about fifty from our files just as they come along and am printing them just for the Folks to read who have never sent us an order. I have told the printer to use the full address so you are welcome to write any of those whose names are signed. I am sure that you will receive a favorable reply in a few days. We give you our promise that we will try our best to please every one of our new customers just as we have been able to please those who have been with us for a long time, and are still with us.

E. W. TOWNSEND.

A Novelty for Those Interested THE LOGANBERRY

A hybrid between the Raspberry and the Blackberry. The fruit is as large as the largest Blackberry, and is produced in immense clusters. The color is a clear, dark red. It partakes of the flavor of both the Blackberry and the Raspberry — mild, pleasant, vinous flavor, delicious and peculiar to this berry alone. Seeds small, soft and few. Berries very firm, and carry well. Strong grower; enormous bearer. Fruit ripens early, just after strawberries. Not hardy north of 40th parallel without protection. Price—50c each; \$5.00 dozen, by mail, postpaid.

TOWNSEND'S PREMIER PRODUCES THE BEST BERRIES HE HAD EVER GROWN

Henderson, Ky., June 21, 1928.

Gentlemen:—Just writing to tell you how well pleased I am with my Premier plants purchased from you; they produced the best berries I have ever grown.



A Fine Field of Plants grown by Mr. Harris.

Waynesboro, Georgia, June 8, 1928.

Dear Mr. Townsend:—The plants you sent me have been received; and wish to thank you for such fine stock; you will always receive my future orders.

MRS. ALEX. MARTIN.

OUR PLANTS PRODUCE MORE RESULTS THAN WE CLAIM

Dover Foxcroft, Maine, Sept. 10, 1928.

E. W. Townsend & Sons.

Dear Sirs:—Thanks very much for such fine plants sent me last year; and which has given me such splendid results; they have done better than you said they would.

EBEN GULLIVER.

PLANTS SO GOOD WANTS OTHERS TO HAVE THEM, TOO

Hartford, Conn., May 3, 1928.

Gentlemen:—Enclosed find order for more strawberry plants. Please rush them out as usual.

Now I want to order a lot of plants for my neighbors—tell me best way to handle the business. Your products have been so desirable that I prefer to order them for others rather than see them go without.—G. C. TAYLOR.

TOWNSEND'S PLANTS BEST

Springfield, Ohio, April 26, 1928.

Gentlemen:—For many years growers here have been growing your plants—90% of all strawberries grown are from Townsend's plants. We used to get them from Michigan mostly. We did not know what real plants were like until we got to growing Townsend's. I believe your Townking is going to be your best bet, as it is showing up fine here last two years. And cannot go back on Premier. Best wishes,

E. F. GERBLE.

TOWNSEND'S QUALITY PLANTS PRODUCING RESULTS WHEREVER GROWN

Indianapolis, Ind., Sept. 3, 1928.

Gentlemen:—Herewith you will find enclosed photo showing part of the 65,000 plants purchased from you this year, and wish to congratulate you on your methods of producing high-grade plants for your customers. My plants have grown from the time I set them, and are still producing young runners. Hundreds of people have seen this field, commenting on the growth of it. I cannot praise your plants too highly. I have recommended them to all my friends. Wishing you every success in your production of quality plants, Sincerely yours, H. HARRIS.

STRAWBERRY PLANT PRICES—

See page 30.



Late to Very Late Varieties

Townking has been given a thorough test in every strawberry producing state. Four years ago we gave away as many free plants of Townking as we could furnish after setting our own field. We had tested this variety for three years on our own soil. We had confidence in our introduction, and before selling or giving away any plants we coined a name for it and had it copyrighted. No one is allowed to propagate Townking plants for sale except E. W. Townsend & Sons. We did this for no selfish purpose, but solely to protect ourselves and our good customers who will continue to buy this variety from us for years and years to come. We introduced the variety at a modest price considering its merits. Season 1928 we cut the price still lower to \$15 per 1000, which price will remain this season.

We had hoped to be able to sell Townking at \$10 this time, but the demand was so great on us for plants last season we did not hold enough stock plants to set the acreage we should have set, and this season we expect to be unable to furnish all requirements, while we have several acres of beautiful Townking plants to offer.

In writing this description I am repeating in part just what hundreds of customers have written in about this wonderful Strawberry.

Townking stands in a class by itself. It is the most perfect strawberry ever grown. If it has a single weak point I have failed to see it, or heard it spoken of from anyone else. In plant growth it is ideal. Plants strong, healthy, upright with no leaf spot or blemish. Fruit stems are large and strong, holding the fruit well off the ground. In production it stands at the top and even surpasses such varieties as the Chesapeake. The fruit will average larger than Chesapeake throughout the season. The berries are the most uniform in size of any variety known. Color uniform from tip to stem, of a bright glossy red. Firm skin and flesh that will hold up for days without bruising while being carried to market. Flavor is a rich aromatic sweet flavor, suiting the taste of the average strawberry lover.

Mr. Day, of Lakeville, Conn., writes that Townking by far surpasses any other variety he has ever grown, and suits his trade best.

Mr. Brinkley, of New York, writes: After fruiting Townking two years I am discarding Chesapeake. It beats it in every way, and suits my soil much better.



For TOWNKING PRICES, See Page 30.

Mr. Lockhart, on the Hudson, N. Y., writes: I have been looking for Townking for many years—I now have the berry I want. Chesapeake is nothing by the side of Townking. I could have sold several thousand plants last spring to neighbors, but of course had no right to do so, and just turned them all over to you. And was mighty glad I could do you this favor.

If you have not tried this variety, do not fail to place your order early for a few plants this spring. I am sure that you too will be pleased.

TOWNKING PRODUCES BIG CROPS AND SELLS AT FANCY PRICES

Lebanon, Pa., August 5, 1928.

Gentlemen:—We wish to advise you that the Townking purchased from you last year has proven more than satisfactory—from the 3,000 plants purchased we harvested 3,865 quarts of as fine a lot of berries as anyone ever wanted. My only regret is that I did not set out more—for you have no trouble in selling them at fancy prices. You may look for my order being increased next year on this variety.

Thanking you for your courtesy in the past, and wishing you every success,
Yours truly, WM. OLSON.

Fulton, Md., May 3, 1928.

Gents:—Enclosed find another order for Townsend's plants. I bought Crawford 25 and Townking last time. Both fine berries. Crawford produced a few more berries, but Townking best berry ever seen here. This was a fine pair on my soil.
Best wishes. F. L. OSSMAN.

LATE TO VERY
LATE VARIETIES
—Continued

Mayqueen

(Copyrighted)



Mayqueen was introduced by us last year, being a scientific cross between Premier and Townsend's Big Late. When we consider for a moment its parentage it should naturally be expected that it should prove a most wonderful variety.

Mayqueen has the characteristics of both of its parents. In plant growth it resembles both its parents, and there are both perfect and imperfect blossoms showing, and while we have classed it as an imperfect bloomer it is safe to plant alone.

Berries are large to extra large, firm and of excellent quality. Color bright glossy red resembling both Premier and Big Late.

The past season there was no variety on our farm that produced as much fruit to the square yard as Mayqueen, and none more handsome when packed for shipment. We recommend it to our customers for either home use or distant market.

Price, \$15.00 per 1000; 100 plants, \$2.50.

TOWNSEND'S PLANTS GIVE BETTER RESULTS

Mr. W. Barnhardt, Fairfax, Vt.—Please ship the enclosed order of 3,000 plants at once. Could get others close by, but had rather have your plants, for they have given us better results than any we have ever set.

OUR PACKING INSURES FRESH PLANTS FOR SETTING

C. H. Helmo, of Terryville, N. Y., writes us: Plants bought of you came on April 20th, are extra nice plants and so fresh looking, as though they had just come out of the ground. They are all living nicely.

TOWNSEND'S PLANTS PRODUCE A NICE BED FOR HIM

Mr. R. W. Hildreth, Gardiner, Maine, writes Dec. 11, 1927: Dropping you a line to thank you for the extra nice plants that you sent me this spring. They all did well, and have a nice bed from them.

BEST PLANTS HE EVER SAW ANYWHERE

Mr. Frank Knowles, of Northwood, N. H.—Have bought plants of your firm for several years and always found them satisfactory. The ones last year were the best I have ever seen anywhere.

TOWNSEND'S PLANTS REALLY BETTER THAN ADVERTISED

Mr. C. C. Lytle, Sunbury, Pa., writes us: Plants received from you last year all did fine, and I believe really better than you advertised. Please ship the enclosed order at once.

STATES THAT OUR PLANTS ALWAYS ARRIVE IN GOOD SHAPE

J. Milton Humphrey, Pennsgrove, N. J., Dec. 7, 1927.—I have been buying your plants for several years and have found them first class in every respect. You always pack them nice and arrive in such good shape.

12,800 QUARTS TO THE ACRE

Mr. J. Walker, of Union, W. Va., Jan. 12, 1927.—I have never purchased strawberry plants from any one but you since I started raising berries, for I don't believe that your plants can be beat. The one acre of Premier plants set last year, I sold 400 32-quart crates from them and made a good profit.

416 QTS. IN ONE PICKING FROM 1000 PLANTS

Monsey, N. Y.—Dear Sirs: Had a fine stand of plants for picking this past spring, and from 1000 of your plants I picked four hundred and sixteen quarts at one picking. Find enclosed order for this year, as we would not be without your plants.—A. MESSENGER.

\$180 FROM 600 PLANTS

W. Randel, Oneida, N. Y.—Enclose check for order strawberry plants. The 600 purchased some time ago were as fine a lot of plants as I ever saw. I picked 600 quarts from the 600 plants and sold them straight for 30c quart. You have my best wishes for success, as a firm sending out such quality plants deserves it.

LATE TO VERY LATE VARIETIES — Continued

FORD —Ford is a Townsend production, and one of which we are proud. Ford, like Premier, is frost resistant, and has made hundreds of our customers big money when other late varieties were killed. A strong hardy plant grower on all soils. Fruit very large, firm and of good quality, and ranks with the very best in production. Ford will make too many plants if not restricted, and for this reason should be set wide in the rows and grown in narrow matted rows or in hills. We have never seen a rust blemish on any Ford plant in 15 years' growing it, and never heard of a crop failure. Plant Ford and you will not go astray.

CRAWFORD 25—Crawford is our introduction and is pleasing a lot of our customers. We have reports that it has yielded at the rate of 20,000 quarts per acre. Fruit extra large, bright red, but of very poor quality.

PEARL—This is said to be the latest strawberry on the market, and insures a big crop of late berries that usually bring good prices. It blooms freely and opens its buds very late, generally late enough to avoid all late frosts. The berries are enormous, of very dark red with prominent yellow seeds, remarkably firm. Comes into bearing very late in June or July in the North.

McALPINE—A very late valuable variety for high sandy soil. Does better on this kind of soil than any late berry we know of. Fruit medium in size, very prolific, and of excellent quality.

Lupton —A very large handsome berry and an excellent shipper. Compares in size with Chesapeake. Very attractive in appearance and a good seller on all markets. Makes plenty strong vigorous plants. Not quite as productive as Chesapeake, but will hold size longer and nearly every berry good perfect one.

Wm. Belt —A very large dark red berry of excellent quality; one of the leaders for home use. Very productive and a good shipper. The Belt has been on the market a good many years and is still popular.

Mascot —Very late. Large and of good quality of the Gandy type, which it very closely resembles.



Ford.

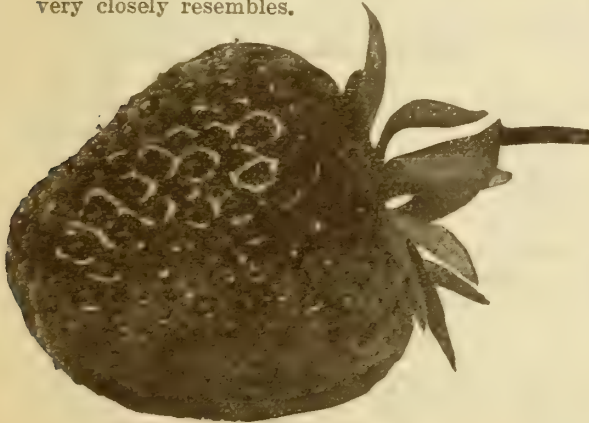
TOWNSEND'S BIG LATE

—A Townsend Introduction, introduced by us Spring, 1911, Big Late has been grown in every section where strawberries are grown, and has proven itself a great money maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. No garden is complete without this grand variety. Fruit medium to large, bright velvet red and every berry looks like it has been varnished. Very few varieties equal it in production.

WORLD'S WONDER —Where an over-sized berry is wanted, World's Wonder will fill the bill. One of the largest and ugliest berries on the list. I have seen these berries as large as 10 inches around, seven berries filling a quart basket. The flavor is very mild and sweet; flesh soft, suitable only for home use or local market. Very productive and a good grower. We sell millions of these plants every year.

GANDY —Gandy is a very late variety and well known to most growers. Excellent quality. Very firm, and classed as one of the best shippers on the list. Gandy must be planted on low springy soil to do its best. When conditions are right Gandy is a valuable variety, as it has size, quality and appearance.

CHESAPEAKE—See page 10.



Pearl.



Townsend's Big Late.

CHESAPEAKE

One of Our Big Specials



Lockport, New York,
May 3, 1928.

Dear Sirs:—Have been handling strawberries for the past 50 years—and no man can raise better plants than the 30,000 Chesapeake you shipped me. Please accept my thanks for the fine plants and good treatment received from you. My friends will give you some nice orders next year, as they all admired my plants.

I remain yours,
R. H. YOUNG.

FOR MANY YEARS we have been making Chesapeake one of our Big Specials. We feel that we can always afford to grow a big crop of Chesapeake plants because if we ever have any stock left over, we can always make more money on the fruit than we do on the sale of plants. Chesapeake is a moderate plant maker, making just about enough plants for a good fruiting row. Therefore it is not a big money maker for the Nurseryman.

But Chesapeake is a Money Maker for the Grower. Chesapeake is a sure cropper, seldom known to miss a crop on account of late frosts. It blooms exceedingly late and the bloom is hardy. The size is always above the average strawberry, and the shape and uniformness is almost ideal. Chesapeake is known almost everywhere strawberries are grown for its quality. Commands highest prices on local markets and will ship well to the most distant market.

We have hundreds of customers up in New York State that won't buy any other variety of plants. They say that Chesapeake is good enough, that it is the heaviest producer of late berries, and that it brings in the dollars.

It takes millions of plants every year to supply this trade in that one State.

This time we have grown the largest acreage we have ever grown to Chesapeake plants, and have one of the finest supplies of plants we have ever had to offer. I have just come in from taking an invoice of our Chesapeake fields. I threw my hat down on the floor as I came in the office, and stated to the Boys like this:

One of them said, What's the matter, Dad?

I says, I want to tell you something. I have just come in from the Chesapeake fields. I have been all afternoon looking them over, and I want to tell you we have never grown a crop of Chesapeake plants before. In this whole forty acres of Chesapeake plants I have not seen a plant with a blemish; I never saw finer, healthier plants, and every row seems the same. I feel that we will have plenty Chesapeake plants this year to take care of all our orders, and it makes me feel happy. This is the first time in years that I have felt that we would

be able to fill all our orders for Chesapeake plants. And I am going to write a page telling our Customers and Friends about our good fortune, and ask them to bring along their friends this time for Chesapeake; that we can take good care of them all.

You will find our prices reasonable, and we absolutely guarantee entire satisfaction on every order of Chesapeake plants shipped. That they will be absolutely true-to-name, strong, healthy, vigorous plants, and packed so as to reach you in good growing condition, if ordered before May 1st. If your order reaches us on or before March 1st you will be entitled to our special 10% cash discount, and be assured of getting the best Chesapeake plants you ever bought.

THEY ALWAYS COME BACK FOR MORE

Grand Valley, Pa., April 25, 1928.

Gentlemen:—I wish to say this, that when they buy Townsend's plants once they always come back for more. It has been a few years since I sent you an order. But those fine plants and extra fine berries make me think of Townsend every day. No other plants grown in this section have the "rep" that Townsend's plants have. I am a little late with my order, but the weather has held me back. Hope you can fill the entire order, and I especially want Townsend's Big Late.

Your friend, J. C. WATERS.

ANOTHER PLEASED CUSTOMER

Palaskla, Ohio, April 25, 1928.

Gents:—I received shipments of strawberry plants O.K. and they were the finest plants I have ever seen. They make my mouth water just looking at those big husky-rooted plants. You certainly give liberal count, as well as the best plants. No wonder you are the largest plant growers in the world. You have the trade here with you. And you will get lots more orders yet from here.

F. O. GRAHAM.

TOWNSEND'S GETS SECOND ORDER

And Customer Pleased as Usual

Brandywine Summit, Pa., April 24, 1928.

Gents:—I here enclose another order for plants. Those I received from you last year were the finest I ever saw. I have the finest bed of plants I have ever grown, and expect to keep on increasing my plantings with Townsend's plants.

MR. L. W. MARK.



EVERBEARING STRAWBERRIES

THE BIG QUICK MONEY CROP

EVERBEARING STRAWBERRIES have now taken their place as a quick money making crop throughout the country for the growers who have been in doubt as to their ability in making the Everbearing Strawberries pay. This doubt has been overcome with the introduction of such varieties as the Mastodon and Lucky Strike Everbearing. Our customers are reporting from four to twelve hundred dollars on a small investment, while others advise us that they sell all their crop right at the patch for 50 to 60 cents a quart throughout the season. Everbearing strawberries are ready for picking within two months after setting, and therefore is a good crop for COMBINATION PLANTINGS.

As our customers state when setting a large acreage to the standard spring fruiting varieties: with a part of the space devoted to the Everbearing they pay all expenses of cultivating the Spring crop with a good profit left over, in this way financing the main crop with the Everbearing, giving them a much larger acreage of Strawberries with little outlay in cash.

FOR THE HOME GARDEN. We cannot really say that a Garden is complete unless there are Everbearing Strawberries in it, that you may have the pleasure of picking these large delicious berries fresh from the vines all during the summer and fall months. A small investment in Everbearing will bring you big dividends in

the pleasure of having this great fruit when it is at its best, while thousands of our customers are setting enough for their home use and having surplus berries to sell locally at a good price, where the demand always exceeds the supply.

LUCKY STRIKE —Lucky Strike Everbearing heads the list of all Everbearing Strawberries as to quality. For this reason it is called the Aristocrat of the everbearing family.

Lucky Strike is a good strong grower on most soils. Fruit will compare favorably in size to Mastodon. Does not produce quite as much of it, but every berry is a Gem. It fruits its first crop early in the summer after plants are set, takes a rest spell for a month, and puts on new growth and fruits a heavy crop in the late fall, and again in the early spring when the June varieties are fruiting, and still another late crop the same season.

World's Champion —World's Champion has pleased a great many growers, and is especially valuable as a home garden variety. It is a heavy producer of medium-sized berries of the very best eating quality, too well known to need a lengthy description.

PROGRESSIVE—Was the first real everbearing strawberry, and for a long time was highly advertised and spoken of. Since the introduction of such varieties as Lucky Strike and Mastodon it is not so largely planted. Fruit is small to medium size, of excellent quality. Recommended only for home use at this time. It is a good strong grower and produces a good quality of berries on good rich moist garden soil.

MASTODON —One of the largest everbearings ever introduced. Enormous yielder of rich red fruit. The Mastodon has proven its great value as a Money Making Everbearing, and we recommend it as one of the best. For full information on Mastodon, see pp. 16-17. For Complete Prices of STRAWBERRY PLANTS, see page 30.



TOWNSEND'S GARDEN COLLECTIONS

LET US HELP YOU GET STARTED

Here we have some mighty fine Gardens at a big saving to you. These planted this spring will soon furnish you with all the fine strawberries you can use; and more besides, depending on the number of plants that you purchase. If you do not see any on this page that you like, drop us a line telling us how much space you have, and what you want to do; and we will give you our advice on just how many plants you will need and the cost. Don't let this opportunity slip by. Let's make some money out of berries this coming year. You can do it and will be surprised at the Big Profits there are; not counting the fun in growing them. **PLEASE ORDER COLLECTIONS BY NUMBERS.**

A Garden of Big Berries

No. 1

These varieties are of the very best quality and will please you in every respect; a collection exceptionally fine for shortcake and canning; covers season of ripening from early to late.

- 100 PREMIER Extra Early
- 100 EATON Medium Early
- 100 BIG JOE Medium Late
- 100 CHESAPEAKE Very Late
- CATALOGUE VALUE \$4.30

Free Delivery.



Our Spare Time Garden

No. 10

Produces from Extra Early to Very Late

We have combined these fine varieties for the man or woman who has a little spare time during the day for out-door work. With a little attention and proper care one can realize a tremendous profit from this Garden, and will in no way interfere with your regular work. A garden that will produce fine rich red berries that will be easy to dispose of.

- 200 Premier
- 200 Dr. Burrill
- 200 Big Joe or Gibson
- 200 Townking or Mayqueen
- 200 Ford or Gandy

Special Price
\$7.95

CATALOGUE VALUE, \$10.55

Free Delivery.

A Home Garden Planting Collection No. 4

- 25 Everbearing Red Raspberry
- 6 Best Blackberry Plants
- 6 Best 2 yr. Grape Vines
- 50 2 yr. Asparagus
- 12 Choice Rhubarb Roots
- 100 Strawberry Plants

Special Price
\$6.65

(including 50 Everbearing)

CATALOGUE VALUE, \$9.25

Free Delivery.



The way we pack our plants make it possible for you to get one hundred per cent to live.

A Garden Fit for a King

No. 5

ALL NEW VALUABLE VARIETIES

- 100 Mastodon Everbearing
- 100 Townking Very Late
- 100 May Queen Medium Late
- 100 Lord Salisbury Extra Early
- 100 Cooper Medium Early

Special Offer Price
\$8.50

CATALOGUE VALUE, \$10.30

Free Delivery.

TOWNSEND'S GARDEN COLLECTIONS

FOR FRESH FRUIT AT LOW COST

Townsend's Own Choice Strawberry Collection No. 2

We are making this collection of 500 plants owing to the fact that thousands of our customers each year send in their order and leave the selection to us. We at all times give extra value in making these collections, selecting varieties adapted to their soil and climate, saving our customers a considerable amount of money each year. Where no special varieties are wanted, we advise this collection for all. Kindly advise us if for home use or market purpose, or both.



- 100 Best Extra Early
- 100 Best Early
- 100 Best Medium to Late
- 100 Best Late
- 100 Best Very Late
- CATALOGUE VALUE \$6.00
- Two Collections:
- 1000 Plants \$7.00
- Free Delivery.

Special
Price
\$4.00

A Profit Making Garden No. 6

Will furnish all the fruit that you wish for the table; canning; preserving; with an extra surplus to sell. These varieties are noted for their producing qualities, fruiting from early to late.

- 100 Premier Extra Early
 - 100 Dr. Burrill Medium Early
 - 100 Aroma Medium Late
 - 100 Ford Late
 - 100 Chesapeake Late
- } Special
Free
Delivery
Price
\$4.30
- CATALOGUE VALUE, \$4.70

Our Special No. 8 Vineyard Collection

Each and every home should have a few Grape Vines; and to help anyone who is not familiar with the varieties, we will select vines for you that will prove satisfactory in your section.

- 2 Best 2-yr. Black Grapes
 - 2 Best 2-yr. Blue Grapes
 - 2 Best 2-yr. Red Grapes
 - 2 Best 2-yr. White Grapes
- } Special
Price
\$2.25
- CATALOGUE VALUE, \$2.70
- Free Delivery.

Our Special All Season Garden No. 7

This Garden consists of varieties that will produce a wonderful crop of Big Red Berries from early in the spring, and will also give you extra fruit on the Everbearing the following fall. An extraordinary value. Perfectly hardy, will fruit anywhere.

- 50 Premier \$.50
 - 50 Dr. Burrill50
 - 50 Everbearing 1.50
- } Special
Price
\$2.25
- Catalogue Price \$2.50
- Free Delivery.

Home Garden No. 9

- 50 Dr. Burrill
 - 50 Ford
 - 50 Delicious
 - 50 Big Joe
 - 25 Lucky Strike
- } Only
\$2.75
Free
Delivery
- CATALOGUE VALUE, \$3.00

Set Our Selected New Ground

Fresh Dug, Properly Trimmed, Every Bundle Labeled



TOWNSEND'S QUALITY PLANTS

Have been carefully grown under the direct supervision of one of the Townsends, and nothing has been spared to develop a plant that will produce greater yield for our customers. Extra heavy double fruit crowns and a heavy mass of roots like the photograph above is the kind of plants that you will receive from us—which is sure to please you and make you bigger profits on your berries.

PRODUCES LARGER FRUIT - BRINGS FANCY PRICES

Our customers write us that they always command highest prices on the market for their fruit; which means a larger profit for them. There is nothing that will give the grower greater satisfaction than to be able to harvest a large crop of fancy berries—which he knows will always be in demand. Mr. Walthers, of Naples, N. Y., stated that his berries were the finest he ever saw; and could have sold more if he could have had them. Mr. M. H. Warner, Manchester, Conn., states that he picked 9000 quarts of the finest berries he had ever picked. Thousands of our customers will state that it pays them to buy Townsends-Quality-Plants, for they have no trouble selling the big yields of Fancy Fruit our plants produce.



Plant Digging Time.

PREMIER FINE BUT TOWNKING BEST EVER SEEN

Gilman City, Mo., June 21, 1928.

Gentlemen:—One year ago last spring I sent to you for plants—I ordered Premier, and Townking. Premier has done very fine. I am well pleased with them. But Townking finest I ever saw. I was sorry when they were gone. Last spring I planted Mastodon. They are fine, and grow well here.

Respectfully,

W. J. NETHBORRO.

Plants For Greater Profits

Backed To Reach You In a Good Growing Condition

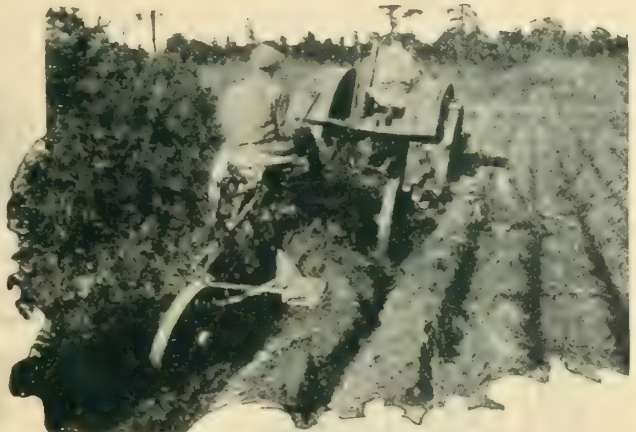
NUMBER OF PLANTS REQUIRED

To Set an Acre at a Given Distance Apart

Rows	Plants
24 inches apart	12 inches in row.....20,000
30 inches apart	12 inches in row.....17,000
36 inches apart	12 inches in row.....14,000
42 inches apart	12 inches in row.....12,000
36 inches apart	18 inches in row..... 9,500
42 inches apart	18 inches in row..... 8,000
48 inches apart	18 inches in row..... 7,000
48 inches apart	24 inches in row..... 6,000
48 inches apart	36 inches in row..... 5,000
24 inches apart	24 inches in row.....11,000
30 inches apart	30 inches in row..... 7,000

For hill culture rows should be either 24 inches, 30 inches, or 36 inches, and plants set 18 inches in row.

For matted row system, rows should be either 42 or 48 inches; plants set 18 inches to 24 inches in row.



Plowing New Ground Turf After Stumps Have Been Removed.

Quality Must Be Obtained On Expensively Advertised Goods

It does not require any great intelligence to realize that when a man advertises his products extensively and expensively he is bound TO MAINTAIN THEIR QUALITY.

The Townsends could not afford to sell poor quality plants, even if they were foolish enough to want to, which they are not. To them the eight letters that spell TOWNSEND is worth more than anything that could ever be gained by substituting goods of a lower quality. They have devoted over a quarter of a century and tens of thousands to build up the value of their name, and must maintain its value.

Similarly, all food products, and all staple goods advertised on a large scale must first of all maintain the value of the advertised name.

You could not buy the four letters F-O-R-D if you offered Henry Ford one hundred million dollars. He would simply laugh at you.

The same applies to C-H-E-V-R-O-L-E-T as well as hundreds of household articles that have gained a national reputation by extensively advertising and high quality products.

They have each put into that name a value that cannot be bought. But they would gladly give you thousands if you could show them how to make the article better.

Therefore it must be to all our interests to buy goods that have a national reputation. The cost of advertising is not added to the price of the article sold when business is properly done. But on the contrary, advertising diminishes the cost—for it makes possible the gigantic "mass production" which alone makes the lower price possible.

Intelligent advertising of quality products makes low prices possible. Often millions are invested in a name, and that name must be protected. And by protecting that name, the public is protected.

Think of this when you buy an automobile, a suit of clothes, a pair of shoes, a pound of coffee, a bottle of ginger ale, or when you place your next order for plants or seeds.

Just consider for a moment how much more a Nurseryman, with his reputation at stake, has in the deal than you have.

No Reputable SEEDSMAN or NURSERYMAN Will Ever, Knowingly Disappoint You

Townsend's Plants Always Give Him Highest Yields



Photo of Mr. Wm. B. Heckler's Field of Premiers.

**7227 QUARTS FROM 4000 PLANTS
WRITES MR. HECKLER**

Mr. W. B. Heckler writes from North Wales, Pa.:—The 2,000 Premier and 2,000 Big Joe purchased from you, we picked Seven thousand two hundred and twenty-seven (7,227) quarts of berries from them. I have always found your plants to give me highest yields.

The Everbearing Mastodon

Our
Third Big Crop
of Mastodon Is On

THIS time we have over fifty acres of this wonderful berry. We have kept the blossoms off until August 10th this year. But it is impossible to keep them off any longer. So just had to let them fruit. September 20th now and everything is in strut on the Townsends' farms going after these big delicious Mastodon berries. Truck-loads of boys and girls are being taken to the farms daily to take care of the picking. First thing we say when a load of pickers is landed at the farms is, "Folks, just step in first and take your fill," as they began to talk about how good they look.

We just as well tell them to do this on the start, as it would be impossible for any healthy person to step into such a berry patch and pick these wonderful, mouth-watering berries without eating. So we want them to feel welcome first, and after they have eaten their fill, they are ready for work. But really it is not labor to pick these large de-

licious Mastodon berries—it is simply pleasure. And everyone soon joins in the glee. And happier folks I have never seen on the Beach than our berry pickers are.

In a few hours the road trucks are gotten ready and they are loaded for markets. First load is for New York City, as it is 225 miles away, and the truck must be on the road early to catch the early market. Next truck for Washington, D. C., 150 miles, to reach Washington for early market so the President and all other silk hats can have their Strawberries and cream for breakfast. Later in the evening another truck leaves for Baltimore, and so everything is kept humming all the day through. This will last until way along in November, and we never get enough berries to supply our trade. Thousands and thousands more of folks would eat these berries every day and pay a good price if they could get them. So, Folks, there is plenty room for any of you to get in on this deal.

It will be a mighty long time before enough Everbearing Strawberries are grown in the fall months to supply the demand. We are making more money growing these berries than we ever made before, and certainly you can make money. If you cannot grow them in fifty-acre fields and load trucks for market, you can grow a small patch and sell at your road stand market or to your local trade in nearby towns. They are easy to grow and just as easy to sell.

EVEN THE BIRDS LIKE BIG MASTODON BERRIES

Glenside, Ill., Aug. 8, 1928.

Gentlemen:—Your Mastodon plants have done fine. Kept the blossoms picked off until the Fourth of July. I had ripe, large, delicious berries last of the month. And have had a race with the birds to see which could reach them first.



Mastodon
XMAS DAY

MON

New Lower Prices On MASTODON Plants

THREE FULL CROPS IN 18 MONTHS
Here Is How They Do It

Set plants in early spring—pick first crop August to late November. Pick second crop the following June. Pick third crop August to winter.

Plant on ordinary good rich soil and give the same cultivation as to ordinary strawberries.

As a Spring Berry MASTODON

PRODUCES BIGGER JUNE CROPS THAN MOST COMMON VARIETIES

Mastodon begins to fruit a few days later than Premier. The fruit is just as large in spring as it is in the summer and fall. The berries are colored all over a beautiful deep red—look like they have all been varnished, and are firm enough to ship to any distant market.

They will produce as many berries on the spring crop as the very best standard varieties, and will bring as much money.

If you have never grown these berries **PLANT MASTODON THIS TIME AND BE CONVINCED** that it will do all we and many others claim for it. If we did not believe in it we certainly would not be advertising and growing it as we are, and if it were not just as good for others as it is for us, we would not be getting the letters in every mail making statements stronger than anything we have ever said.

PRICES LOWER — QUALITY BETTER

With good growing showers all summer and the use of plenty plant food we have been able to cut the price, and at the same time give more value in every plant as it would be almost impossible to put more real plant value into a crop of plants than we have done this time.

1000 Mastodon Plants	\$15.00
500 Mastodon Plants	\$ 7.50
250 Mastodon Plants	\$ 5.50
100 Mastodon Plants	\$ 2.50
50 Mastodon Plants	\$ 1.50
25 Mastodon Plants	\$ 1.00

BEST PLANTS EVER BOUGHT

Lakeville, Conn., April 30, 1928.

Gentlemen:—The Mastodon plants arrived today in fine shape, and average the best of any plants I ever bought. Your plants have the most wonderful root system. It will be a pleasure to recommend your plants to others.

—Day's Quality Gardens.

PLEASED WITH TOWNSEND'S PLANTS

East Cantabury, N. H., May 1, 1928.

Gents:—Strawberry Plants arrived today in fine condition. They are mighty fine plants, and the Extra Mastodon was a surprise to a new customer. Wishing you every success,

Yours truly, Miss R. Hathaway.

FINEST PLANTS EVER RECEIVED

Jonestown, Pa., May 2, 1928.

Gentlemen:—Plants all received in fine order and full count. The Mastodons were the finest plants I ever received.

Yours truly, Ray F. Deck.

MASTODON FINEST PLANTS EVER SAW AND PERSISTENT BLOOMERS

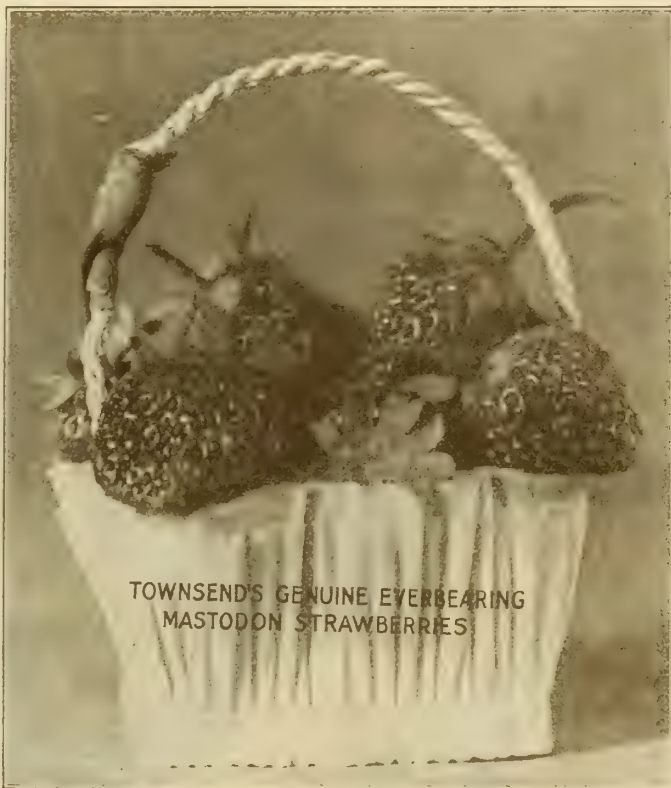
Coolville, Ohio, May 28, 1928.

Dear Sirs:—This is to inform you that the 2100 Mastodon plants came O.K. April 1st and were the finest plants I ever saw. I had them set out April 6 and 7, and lost only four plants out of the lot, and you sent me over a hundred extra.

We are not used to such fine treatment, and assure you we will remember you to our friends, and when we want more plants Townsend will get the order.

P.S.—I never saw such blooming as these plants are doing. I have cut the blossoms off three times already, and they are still blooming. Looks like I am going to have lots of berries.

Bert Baldwin.



TOWNSEND'S GENUINE EVERBEARING MASTODON STRAWBERRIES

The Everbearing Mastodon

Our
Third Big Crop
of Mastodon Is On

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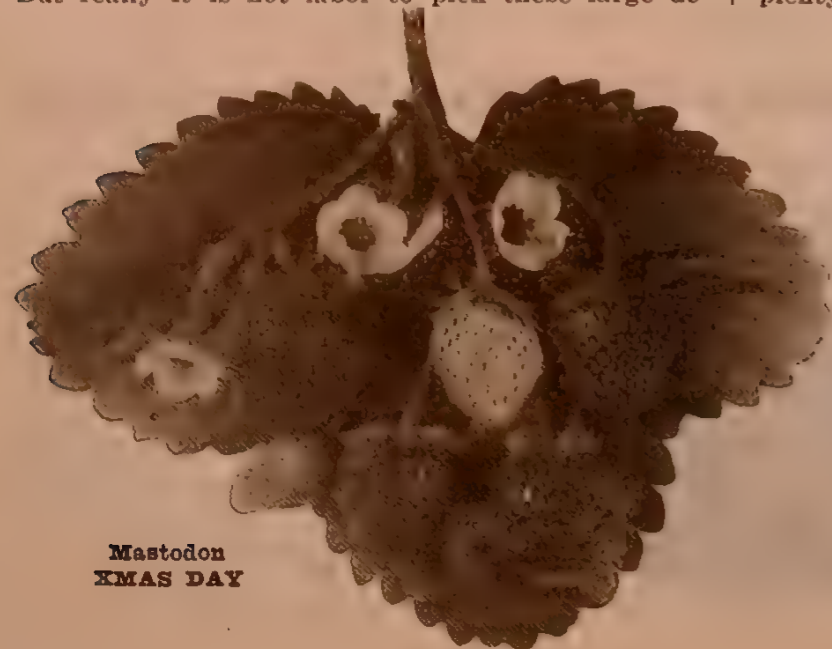
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MASTODON FINEST PLANTS EVER SAW AND PERSISTENT BLOOMERS

Coolville, Ohio, May 28, 1928.

Dear Sirs:—This is to inform you that the 2100 Mastodon plants came O.K. April 1st and were the finest plants I ever saw. I had them set out April 6 and 7, and lost only four plants out of the lot, and you sent me over a hundred extra.

We are not used to such fine treatment, and assure you we will remember you to our friends, and when we want more plants Townsend will get the order.

P. S.—I never saw such blooming as these plants are doing. I have cut the blossoms off three times already, and they are still blooming. Looks like I am going to have lots of berries.

Bert Baldwin.

New Lower Prices On MASTODON Plants

THREE FULL CROPS IN 18 MONTHS
Here Is How They Do It

Set plants in early spring—pick first crop August to late November. Pick second crop the following June. Pick third crop August to winter.

Plant on ordinary good rich soil and give the same cultivation as to ordinary strawberries.

As a Spring Berry MASTODON

PRODUCES BIGGER JUNE CROPS
THAN MOST COMMON VARIETIES

Mastodon begins to fruit a few days later than Premier. The fruit is just as large in spring as it is in the summer and fall. The berries are colored all over a beautiful deep red—look like they have all been varnished, and are firm enough to ship to any distant market.

They will produce as many berries on the spring crop as the very best standard varieties, and will bring as much money.

If you have never grown these berries **PLANT MASTODON THIS TIME AND BE CONVINCED** that it will do all we and many others claim for it. If we did not believe in it we certainly would not be advertising and growing it as we are, and if it were not just as good for others as it is for us, we would not be getting the letters in every mail making statements stronger than anything we have ever said.

PRICES LOWER — QUALITY BETTER

With good growing showers all summer and the use of plenty plant food we have been able to cut the price, and at the same time give more value in every plant as it would be almost impossible to put more real plant value into a crop of plants than we have done this time.

1000 Mastodon Plants . . .	\$15.00
500 Mastodon Plants . . .	\$ 7.50
250 Mastodon Plants . . .	\$ 5.50
100 Mastodon Plants . . .	\$ 2.50
50 Mastodon Plants . . .	\$ 1.50
25 Mastodon Plants . . .	\$ 1.00



TOWNSEND'S GENUINE EVERBEARING
MASTODON STRAWBERRIES



WHEN BUYING TOWNSEND'S SELECTED RASPBERRY PLANTS

Fresh Dug Stock,

Direct from the fields, is what our customers receive. No cold storage stock that has been taken up in the fall and held until spring planting time will be offered our customers. Nothing but stock of the highest vitality that is

State Inspected,

will be sent out; plants that have been grown in ideal climate and soil; propagated under careful supervision, with the one idea of growing a better plant than you can purchase elsewhere. Experienced growers demand our

Fibrous Rooted

plants, knowing that with this extra growth of roots that our stock will start off much quicker after transplanting, and soon develop the fruiting wood, which is essential for a profitable crop. We have a fine stock of plants this year, and await your order, assuring you that Townsend's Quality Plants will please you and make you larger returns per acre.

Townsend's Selected Stock Red Raspberries

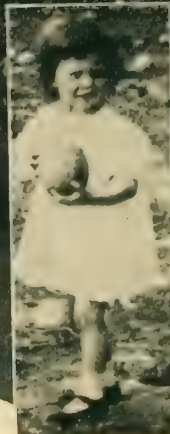
The Red Raspberries fill in very nicely on the small fruit farm. Coming into bearing just after the Strawberry crop is over, and before the Black caps start, they are very easily grown. With rather stiff land their home, where they will produce great quantities of berries the following summer after set. Plants should be set 3 feet in the row, spacing the rows 6 feet apart, where they may be allowed to make a hedgelike growth, producing more fruit each year as the new canes form. One setting is good for several years.

CUTHBERT —An old standing variety that can be depended on for a good crop of fine fruit, in most sections of the country. Bushes hardy and vigorous; does best in sandy loam. Berries retain their brightness long after picked; therefore affording long-distance shipping.

Quality, Not Quantity,
When You Buy
From Townsend

It Pays To
Plant Our
Raspberries

Some Eastern
Growers
are Making
Over \$500 per Acre
Growing This Variety



**Katherine
Everbearing
Red Raspberry**

Successful Growers Prefer

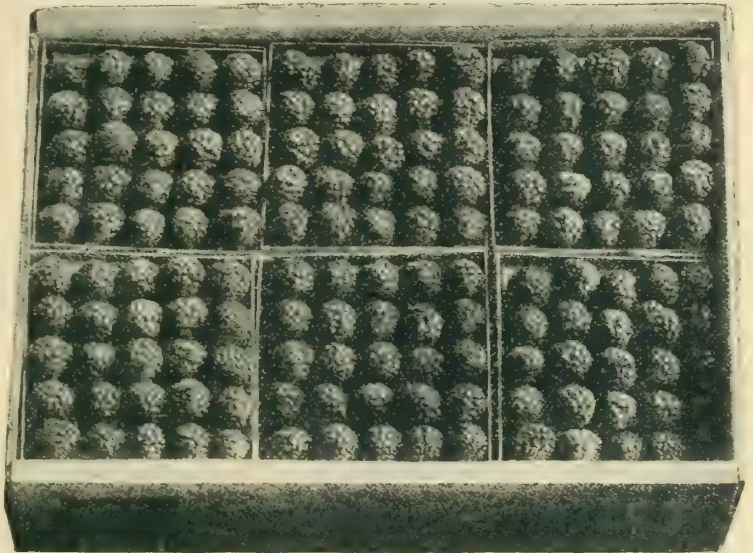
Townsend's Red Raspberry Plants

Free from Disease Make Quick Growth Heavy Producers

LATHAM —Hardy, vigorous grower; productive; long fruiting season. A sensational new variety. A new Red Raspberry that is winning great merits wherever it is grown, its merits having spread throughout the Middle and Eastern States. The high yielding ability is due largely to its resistance to Mosaic and other raspberry diseases. It is known for its hardiness and producing an abundance of the highest quality fruit: ripens evenly and holds up well throughout the season. Everyone interested in raspberries should give this variety a trial, as the Northern Agricultural colleges speak very highly of it.

Herbert —Rich highly flavored berries; being recognized as the most hardy variety ever introduced; being grown extensively in the Northern States.

King Red —One of the earliest varieties of Reds; plants very hardy and a wonderful producer of firm red berries of the highest quality; very easily picked and ripens



about one week ahead of any other variety. Going into the market when prices are at the highest — a profitable variety to plant.

LOUDEN—A good variety for the market gardener; fruit being of high quality and attractive color, holding up well after picking.

GOLDEN QUEEN—A yellow variety desirable both as a novelty and for the home garden. Resembles Cuthbert in every way, with exception of color. Is not an everbearing variety.

Everbearing Reds

KATHERINE Everbearing—(Recently introduced)—The best Red Everbearing Raspberry that we have ever grown. Like its parent (The St. Regis) it is a persistent producer from early spring to late fall. Berries very large and of firm quality. **Prices—** 12 for \$2; 25, \$4; 50, \$6; 100, \$8.

St. Regis Everbearing—Market gardeners and fruit growers are making plenty of money from St. Regis, which will produce a crop 80 days after setting, and also another fine crop in September. It succeeds on all soils, light or heavy. Canes absolutely hardy, producing large quantities of delicious fruit: a valuable variety for market or home garden.

For Prices RASPBERRY PLANTS
See page 29.

TOWNSEND'S RED RASPBERRY
PLANTS ARE PROFIT MAKERS



Katherine Plant—3 Months After Planting.

Townsend's Blackberry Plants

From Root Cuttings

We do not sell any sucker plants, as our experience with them is far from satisfactory—when compared with plants grown from Root Cuttings, which produce much stronger canes, and far better quality fruit. Demand the best and order **Root Cuttings of Blackberry Plants from Townsend's**. Our stock is well rooted and will please you. Let us reserve your order for Spring Plants.

Blower —A grand berry of large size. Quality is good; flavor slightly acid. Ripens early.

For many years a favorite with large growers.
CRYSTAL WHITE—Fruit creamy white. Plant some of these in your garden—you will be delighted with them.

EARLY HARVEST —Earliest to ripen and most productive of the early varieties, and demands the top of the market. We offer only selected strain of this variety.

ELDORADO —Most valuable variety for market or home use. Rich flavor with but little core. Finest quality of the Blackberry family.

ERIE —Large fruit, very firm and hardier than the Early Harvest.

Macatawa —The large jet black berries are sweet, juicy, entirely coreless, almost seedless. Plant this variety for highest quality. For home use or market. Produces over very long season.

McDONALD —Ripens midseason: coal black in color, and nearly thick as long.

SNYDER —One of the old favorites that is popular on account of its high quality and early ripening.



Alfred.

ALFRED —Recent introduction; midseason fruiting, extremely large big black berries, practically free from seeds and coreless; very sweet and juicy.

MERSEREAU —Early, very hardy; needs no protection whatever; canes strong and upright in growth; exceptionally sweet in flavor; without core. Not quite as early as Early Harvest.

Dewberries, Selected Varieties



Aus-Lu.

Folks are just beginning to realize the great value of dewberries both for profit and home consumption. Their large size and sweet flavor combined with their soft texture make them unexcelled. They can be planted in any soil, but prefer light sandy soil; placing them in rows 4 feet apart, spacing them 3 feet down the rows. They have a trailing habit, but can be cut off each year after fruiting and will produce new wood each year, which will increase in production for several years after setting with very little attention.

AUS-LU —That is a cross between the Austin and Lucreatia made on our farms and has the habit of both parents. One of the largest and sweetest dewberries grown as well as the most prolific. Easily grown and with a light mulch; is hardy in the Northern states. Ripens very early.

Austin —This variety is earlier than the Lucreatia but somewhat softer; is a good variety for the market gardener, bringing the attractive early prices. Fruit is very large and productive.

Lucreatia —The standard variety for the South, also largely planted in the North as it is very hardy; fruit large and firm; will stand long distance shipping. Ripens one week later than Austin.

When You Want the Best It Pays To Buy

Townsend's Black Raspberry Plants

Especially When You Are Sure of Getting Stock Free From Disease—Which Is So Important in Setting Out a Young Field. TOWNSENDS Give You Quality

Backed by Thirty Years Experience

In producing plants of superior quality—plants that are dependable. A Raspberry Patch is good for years. Demand the best and let Townsend help you start right.

CUMBERLAND —In hardness and productivity it is unexcelled by any other variety; in spite of the enormous size the fruit is very firm and will stand long shipments. Bush very healthy and vigorous, well adapted to supporting their large crop of berries; midseason variety.

Ohio —Berries large, firm, and ripen early; fine for table use and canning purposes. You will be satisfied with Ohio.

Honey Sweet —Best variety for home use; fruit large and of a sugary flavor.

BLACK DIAMOND—A very hardy and prolific northern variety, grown extensively for local markets, owing to its high quality, flavor and attractive fruit.

KANSAS BLACK—Fruit ripens early, very juicy and of good quality; canes make an upright growth, very thrifty. A variety of good merit.

PLUM FARMER —Is considered by large growers to be the best early Black Cap variety. Strong, vigorous, upright grower; healthy and very productive. Will withstand drought and cold. Berries very juicy, large and attractive. This variety will please you.



Plum Farmer—Best early blackcap raspberry.



Fibrous-Rooted Plants that will please you.

Purple Raspberries

The Purple Raspberries are produced in the same way as the Black Caps and are grown extensively in the home garden, as they are unexcelled for canning, making jams or serving fresh for dessert.

Cardinal Purple —This new variety is not only a novelty but a berry of great merit. It has a growth of 10 feet and produces in proportion, pure flavored berries of a choice purple. We recommend this for every backyard grower. You will be pleased.

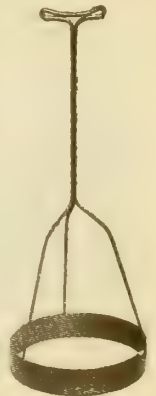
COLUMBIAN PURPLE Leading commercial variety of the purple type berries, fairly firm, dark purple, and a sprightly flavor; vigorous and productive.

BLACK RASPBERRY PRICES—See page 29.

KRUEGERS CIRCLE RUNNER CUTTER

This is the handiest tool that we know of for cutting surplus runners under the "Hill Culture" plan. Will pay for itself in one day's use. One lick cuts every runner clean outside the 14-inch circle, as fast as you can walk.

Special price by express only \$8.00



CULTURAL DIRECTIONS

THERE are so many different methods of growing Strawberries that it is useless to set down any special rule for our customers.

Most any soil that will grow good garden truck will produce good berries. Strawberries usually grow well after garden crops, also Potatoes, Soy Beans and Cow Peas. It is best to plow land late in the fall or very early in spring, and work over lightly with smoothing harrows just before plants are set.

Any method of setting plants is all right, just so the roots are set straight and same depth they were grown. Every plant should be practically level with the soil after being set out. Often and very shallow cultivation is the rule, keeping all weeds and grass out during the entire growing season.

FERTILIZATION

If the soil is a good rich garden soil no fertilizer is required for the newly set plants. If the soil is thin we can recommend nothing better than raw bone meal—400 pounds per acre broadcast in the drill before the row is made up.

Frequent applications of any good fertilizer or fine barnyard manure may be sprinkled around the plants during the growing season. Chicken manure is one of the best for top dressing, but should be used sparingly, or mixed with good rich soil, as too much at one time will injure the plants. Never use a fertilizer with any potash in the mixture directly under the plants. This will be sure to kill most of them.

Potash mixtures may be applied after plants are set out without injury if not put directly on plants.

PERFECT AND IMPERFECT VARIETIES

(See photographs herewith)

When an imperfect flowering variety is used for the main crop a perfect flowering variety of the same season should be planted at least every fourth to fifth row. This method insures proper pollinization at fruiting time. For instance, if you plant Townsend's Big Late, you should set every fourth row to Ford, Townking, Chesapeake or some other good late perfect flowering variety.

Setting Plants After Sod Land. If no other site for the berry patch is handy, this may be done if the sod land is plowed early in the fall and limed. Allowed to stand in the rough during the winter, most of the grub worms that live in the sod will be winter-killed and the soil can be put in good condition the following spring by plenty harrowing and smoothing. Some grubs will be left, and you will lose some plants, but I have known elegant crops to be grown on such soil.

Distance Apart to Set Plants. Usually the rows are made three to four feet apart, depending on the variety and the cultural methods to be followed. Many growers plant in check rows at this time 30 inches one way, 36 the other way, and set plant in each check mark. And cultivate both ways for a time, using the Kruegers circle runner cutter. This is the least expensive way to grow berries, and the fruit is always larger and firmer, as it gets plenty sunshine and roots have more room to gather moisture. The old standard way is usually to mark rows three and a half feet apart, set plants from 15 inches to two feet apart, depending on the variety, and let the plants form a matted row. This method requires lots of hand work in pulling weeds during the growing season, as the first plants formed are left to root and multiply

the matted row. Some varieties do very well this way—like Chesapeake, Town King, Big Joe, and Premier. Other varieties, like Dunlap, Ford, Mc-Alpine often make too many plants for the matted row system, and fruit is smaller than it should be. These varieties should be set wider in the row and kept thinned out.

TIME TO PLANT

Early spring is the most logical, natural, and most successful time to set Strawberry Plants. Don't neglect to set some Strawberry Plants this spring—thinking you can make it up by summer or fall planting. It can't be done, unless you have some plants growing on your own plantation that you can transplant.

Southern States can plant Strawberries with safety all winter months. The Middle States March and April, and for the Northern States April.

Favorite Varieties for Northern and Middle States

Premier for early Big Joe, Dr. Burrill and Cooper, medium. Aroma, Paul Jones, New York, medium to late. For very late—Town King, Chesapeake, Ford, Lupton, Pearl, Wm. Belt, Everbearing, Mastodon and Lucky Strike.

For the Southern States

For early berries—Townsend's Missionary, New Prince, Klondyke. For later berries—Aroma, Gandy, Lupton, Big Joe. For everbearing—Mastodon and Champion.

There are many other good varieties listed and should be tested out, but the varieties named above are the general favorites in the sections named.

WHY EVERY HOME SHOULD HAVE A STRAWBERRY BED

I have never yet met a person who did not like Strawberries. Strawberries are much better gathered fresh from the vines. Little money is needed to start a bed.

The small kiddies, and the women folks will be glad to do most of the hoeing and pulling grass.

The kids especially like this, as they get all the big juicy berries they can eat while they are at work (when the big Everbearing varieties are planted).

Many women are making their own spending money by planting an Everbearing Strawberry Garden every year. Returns come in quick after planting, and the profits are big.

Mrs. Carrie Townsend, of Maryland, made over \$500 last year from her Everbearing Garden—first year. This year she has eight acres and is now harvesting nearly a truckload of berries every other day. Her profits will run into the thousands this season. Mrs. Townsend used to be one of our office girls. She quit her job and went into business for herself. Needless to say that she started with Townsend's plants.

Good Strawberry patches help keep the boys and girls on the farm.

Any good garden soil will produce Strawberries successfully.

Nothing will help sell a farm like a good Strawberry patch.

Plant Strawberries between the rows of young trees. They will pay all the cost of bringing the young orchard into bearing.

If you are convenient to a good road you should grow several varieties of Strawberries, enough to cover the entire season from June 1st to November 15th; also other small fruits and flowers.

The roadside stand makes a dandy market for fruits and flowers. TRY IT.



An Imperfect Blossom.



A Perfect Blossom.

Townsend's ^{2&3} Year Grape Vines



Dot Dean enjoying her favorite dish of Concord.

No place in the country is better situated for the growing of vigorous grape vine stock than is the Del-Mar-Va Peninsula. The long growing season produces an abundance of healthy roots and an extra strong body to the young plants. We will appreciate your order this year, no matter if for a single plant or enough to set a vineyard; assuring you of the best quality money can buy.

Plant Grape Vines for Pleasure and Profit

No home planting is complete without Grape Vines; and lots of ready cash can be made on the farm by planting a thousand vines in some out-of-the-way place that is not paying expenses. Just try it. The Grape is easily grown and produces large returns for the time and effort expended.

A WORD ABOUT VARIETIES

There are a number of good Grapes on the market, and as there are good, better and best, we are trying to grow and list the best. Varieties that will give satisfaction and produce profitable results.

CONCORD —Comes first with everybody. It is a sure, hardy grower, and a great producer on any soil or climate. You can make no mistake in planting largely to Concord. If you are in a hurry to grow some grapes, order some of our bearing age Concord, and you will have only a few months to wait. Color blue, bunches very compact, second early. The most extensively planted grape in America. (See inside back cover page for Concord bearing-age vines.)

AGAWAM—Red. A large grape, ripening with Concord. Sweet, with rich aromatic flavor. A rank grower, and very productive. One of the most reliable of Rogers Hybrids.

Catawba —Red. One of the latest grapes, and for this reason should be planted in every garden and every vineyard, to prolong the season. Size large, firm and sweet.

CLINTON—Black. A prolific and profitable market grape, used mostly for wine and preserving. Bunches small and compact, very juicy and spicy. A rank grower, and hardy everywhere. Plant three-year-old vines, and pick lots of grapes the following year.

Delaware —Red. The standard of excellence. Bunch and berry medium compact. Flesh juicy, very sweet. Ripens early. Vines very hardy and productive. Requires good, rich soil.

MOORE —Black. A seedling of the Concord, but ripens a little earlier. Bunches very large. Will equal Concord in quality. Valuable for garden and vineyard.

Niagara —White. A magnificent grape, and very valuable for both garden and vineyard. Berries large, with tough skin, quality very good. Ripens fairly early. A rank grower and very productive. Popular North and South.

WORDEN—Black. A Concord seedling. Ripens a little ahead of Concord. Good quality and productive. Extra good for home use.

CACO —The new red grape that is giving promise of becoming the leading Red variety. On our farms this year it was an outstanding variety, both as to flavor and size of fruit—holding fruit well after ripening.

Price—2-yr. Vines, 75c each; 3-yr. \$1.00.

PORTLAND —New white grape developed by N. Y. State Experiment Station. Ripens earlier than any other known grape. Berries large and have that beautiful yellow color like the Niagara. Contains so much sugar that it can be eaten long before it is fully ripe.

Price—2-yr. Vines, \$1.00 each. Supply is limited.

PRICES OF GRAPE VINES — See page 29



Spraying and Cultivating Our 2-Year Grape Vines.

Let's Go Into The Berry Game This Year For Profit

We have one of the finest stocks of plants to offer you this year that we have ever had, and at prices that will save you a heap of money on your planting. These plants await your order, and if you will send us your order now and tell us when you want your plants shipped we will not disappoint you in getting your shipments to you just when you wish it.

"YES," YOU CAN PAY MORE FOR YOUR PLANTS!

Send Your Order to Townsend and Bank the Difference

Mr. Grower, why pay more for your plants when you can get a heavy producing high quality plant direct from the Townsend's Nurseries at a big saving. **Townsend's High Quality Plants are making record yields wherever grown.** We make you a saving on plants and assure you of getting one of the best plants that it is possible to produce. Plants that will produce big crops and make big profits.

Our Special Offer to You

7 THE SEVEN WINNERS 7
AT A BIG SAVING

All Money-Makers—Big Crops of Big Red Berries Which Will Sure Bring The Profit

All money makers from start to finish. They have been tested by Home Gardeners, by Market Gardeners and Large Planters. Their popularity is still growing every year, as they produce **BIG CROPS OF BIG RED BERRIES.**

Early—PREMIER and DR. BURRILL

Mid-Season—MAYQUEEN (New)

AROMA and BIG JOE

Late—FORD and CHESAPEAKE

All Prepaid

100 each of above 7 varieties . . . \$ 7.00
250 each of above 7 varieties . . . 14.50
500 each of above 7 varieties . . . 21.00
1000 each of above 7 varieties . . . 38.00

Grow Strawberries As Side Line

SET TOWNSEND'S QUALITY PLANTS

For Both Pleasure and Profit!

Some of our customers who do not fail to order our Quality Plants every year, or Folks that make the growing of Strawberries as a side line profitable, while our Lady Friends send in some mighty fine reports on their profits derived from a small patch that they have grown. Mr. R. Elliott, a Conductor, of Trenton, N. J., stated that he found much pleasure in growing his garden of berries; which had netted him \$385. Mr. Cook, of Whittington, Illinois, a Salesman, wrote us that his Spare Time Garden gave him all the delicious berries he could use, and sold \$145.00 worth to the neighbors and local stores. Miss Jones, a school teacher in New Hampshire, made \$450 from an Everbearing patch last year, while Mrs. Scott Walthers has made big money every year that she has set our plants, making last year \$190 from 1000 plants.

Mastodon Berries Easy to Grow and Sell

One of our home boys has reported already this season over \$600 clear cash from Mastodon Berries.

They are easy to grow, and easy to sell, for everybody likes Strawberries. And as I have stated many times before, please do not fail to set enough plants for the kiddies to have all the berries they can eat, even though you have not time to care for a larger patch.

MASTODON FINE IN ALABAMA
Sends Money for Extra Plants

Fairhope, Ala., June 6, 1928.

Gents:—I purchased some strawberry plants from you in the early spring which came in fine order and extra fine plants. I wrote you after receiving the shipment that I was 25 Mastodon plants short, and you sent me 25 more nice plants.

Later I found that you had given me all my plants in first lot, so I herewith enclose check for \$1.57 for the extra plants. They are now fruiting and certainly are fine.

Respectfully,

S. C. SMITH.



KEEP THE CHILDREN INTERESTED ON THE FARM.

Let them have a Strawberry Patch this year. The photograph reproduced here shows how interested these boys are in their garden, picking the big red berries. Their daddy stated to us that the boys were making more money from their Strawberries than he was from some of his crops, and he believed that he would have to go in with them if they kept on beating him so bad in profits.

TOWNSEND'S CHOICE ASPARAGUS

Being the first vegetable to come in the Spring always brings a high price on the markets. Stocks being delicious and very healthful, every garden should have a generous supply, and when properly set and cared for will last a lifetime. Set in trenches 10 inches deep and 4½ feet apart; spacing in rows by spreading out 12 to 15 inches apart, cover with about 4 inches of soil and work additional soil around plants as they grow out. Very easily grown and any surplus can readily be sold to the neighbors. Big profits are being made on beds of no more than one-half acre. (5000 plants will set an acre.)

MARY WASHINGTON —A strain selected from the Washington variety; much heavier stocks and greater producer than the original Washington variety. Practically frost-resistant.

Martha Washington —A heavy yielding strain producing uniform long tender shoots; grows very rapidly. An excellent variety for market gardener or home use.

PALMETTO —An old variety; preferred by many commercial growers; stocks very large, tender and juicy.

Barr's Mammoth —A variety of exceptionally fine quality. Stocks of great size; very juicy and of excellent flavor.



Mary Washington.



Myatt's Linnaeus Rhubarb.

PEDIGREED WASHINGTON —A new strain from the Mary Washington, having been selected for its large stocks of bluish green, and rust-resistance qualities. One of the best varieties of Asparagus.

Prices of Asparagus Roots

Extra Strong Selected Crowns—One, Two and Three-Year	25.	100.	250.	1000.
Mary Washington, 1 year.....	\$.75	\$1.75	\$3.50	\$10.00
Mary Washington, 2 year.....	1.00	2.50	5.00	16.00
Mary Washington, 3 year.....	1.50	3.00	6.00	20.00
Martha Washington, 1 year.....	.75	1.75	3.50	10.00
Martha Washington, 2 year.....	1.00	2.50	5.00	16.00
Martha Washington, 3 year.....	1.50	3.00	6.00	20.00
Pedigreed Washington, 1 year.....	1.00	2.50	5.00	16.00
Pedigreed Washington, 2 year.....	1.50	3.00	6.00	20.00
Palmetto, 1 year.....	.50	1.50	3.00	8.00
Palmetto, 2 year.....	.80	2.00	4.00	12.00
Barr's Mammoth, 1 year.....	.50	1.50	3.00	8.00
Barr's Mammoth, 2 year.....	.80	2.00	4.00	12.00

500 Plants at 1000 rate. Ask for special prices on lots of 5000 or more. Asparagus by Parcel Post, add 10c for each 25 plants for postage.

CHOICE RHUBARB

Myatt's Linnaeus —Large tender and fine, one of the very best to plant; makes good sauce and pies. Plants 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.
QUEEN—Extra strong grower of large stocks of a pink color; for cooking in any way its quality is unsurpassed. Plants 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.

HORSERADISH

MALINER KREN—This new variety is an enormous yielder, being much earlier than the common kind; roots are much larger and whiter; very easily grown, and will find a ready sale on any market. Will make hill first year. Prices of sets prepaid—6 for 50c; 12, 90c; 25, \$1.50; 100, \$4.50.

Vegetable Plant Department



Selected Maryland Grown Cabbage Plants.

THROUGH the increased demand for our Vegetable Plants in the past we are offering to our customers this year a selected list of the better class of Money Making Varieties Vegetable Plants.

With our Plant Equipment consisting of hot water heated green-houses and hundreds of sash for cold-frames, we are in a position to give you Stock that will please you in every respect—advancing the season of ripening several weeks when using our Pot and Sash Grown Plants.

Our winter hardened Cabbage Plants we assure you will be of selected quality grown on our own farms, and stock that will make you money.

We look forward to your order, and assure you of prompt attention in filling same.

Customers living in the 1, 2, 3 Zone wanting Vegetable Plants by Parcel Post, add 5%. 4, 5, 6 Zone, 10%. 7, 8 Zone, 15%. Otherwise shipments will be sent Express.



Well-developed Sweet Potato Plants. Sure to Live.

Tomato Plants

- SPARK'S EARLIANA**—Extremely early, immensely productive.
- BONNY BEST**—Very early, of best quality.
- NEW MARGLOBE**—One of the best main crop varieties.
- SELECTED JOHN BAER**—Heavy yielder of quality fruit.
- STONE**—Large, smooth, solid fruit; deep scarlet color; good main crop variety.

Sweet Potato Plants

Delivery May 15th-June 15th.

- BIG STEM JERSEY**—One of the most popular early varieties; inside yellow; gold skin; good keeper, and heavy producer; midseason variety.
- 50 Plants, 60c; 100, \$1.00; 250, \$2.25; 500 or more, 60c per 100.

Pepper Plants

- RUBY KING**—Productive variety; meat very sweet and mild.
- CHINESE GIANT**—The largest mild red pepper; an ideal variety for the garden.
- LONG RED CAYENNE**—Very hot; used for pickling and seasoning.

EGG PLANTS

- BLACK BEAUTY**—The earliest and best of all; large fruited.

Cabbage Plants

WINTER HARDENED
Ready March-May.

- EARLY JERSEY WAKEFIELD**—Most popular early variety, pointed heads.
- IMPROVED COPENHAGEN MARKET**—Extra early round head variety.

LATE VARIETIES OF CABBAGE

Ready June 1st until August 10th.

- LARGE LATE FLAT DUTCH**—Best quality late variety.
 - TRUE DANISH BALL HEAD**—Most popular winter cabbage; tall stem.
- Prices Cabbage Plants: 50 Plants, 50c; 100, 85c; 500 or more Plants, at 45c per 100.

Lettuce and Beet Plants

Ready April-May.

- BEEF PLANTS**—Crosby Egyptian and Detroit Dark Red.
 - LETTUCE PLANTS**—Big Boston and Iceberg—Reliable varieties of good quality.
- Prices: 50 Plants, 50c; 100 Plants, 85c; 500 or more, 40c per 100.

BRUSSELS SPROUTS

- LONG ISLAND IMPROVED**—Finest strain, producing large crop tightly folded heads.

CAULIFLOWER

- EARLY SNOWBALL**—The best variety for both early and late crop.

PRICES OF VEGETABLE PLANTS, UNLESS OTHERWISE NOTED

POT GROWN		SASH GROWN		FIELD GROWN	
April 15th to June Delivery		April 25th to June Delivery		May 20th to August 1st Delivery	
Spark's Earliana Tomato		Spark's Earliana Tomato		New Marglobe Tomato	
Bonny Best Tomato		Bonny Best Tomato		John Baer Tomato	
Ruby King Pepper		New Marglobe Tomato		Stone Tomato	
Chinese Giant Pepper		Ruby King Pepper		Ruby King Pepper	
Early Snowball Cauliflower		Chinese Giant Pepper		Chinese Giant Pepper	
Black Beauty Egg Plants		L. I. Imp. Brussels Sprouts		Long Red Cayenne	
12 Plants	\$ 1.10	Black Beauty Egg Plants		L. I. Imp. Brussels Sprouts	
25 Plants	2.00	Early Snowball Cauliflower		Early Snowball Cauliflower	
50 Plants	3.75	25 Plants	\$.50	Black Beauty Egg Plants	
100 Plants	7.20	50 Plants85	25 Plants	\$.35
1000 Plants	45.00	100 Plants	1.50	50 Plants60
		1000 Plants	10.00	100 Plants	1.00
				250 Plants	2.00
				1000 Plants	4.50

New Varieties Selected Dahlias

We have grown this year one of the finest stocks of Dahlia Tubers that it has ever been our pleasure to offer our customers. All of the newer varieties with their many colors of superb shades. We have grown only the Decorative (D) and Hybrid Cactus (H. C.), which types are much easier to grow and will give better satisfaction to the Flower Lovers.

All Dahlia Tubers and Plants sent Prepaid, with our guarantee of replacing free of charge any Tuber that fails to give satisfaction.

- CRIMSON GLOEY**—(D.) Rich crimson. \$2.00.
- CITY OF TRENTON**—(D.) Bronzy, Red, Pink shading. Price, 75c.
- Francis Lobdell**—(H. C.) One of the most popular varieties Mallow pink; white center. Price, 75c.
- JERSEY BEACON**—(D.) Very large bright scarlet with a buff reflex. Price, \$1.50.
- JERSEY BEAUTY**—(D.) The only clear pink dahlia on the market. Large flower. 75c.
- KATHRYN DONGES**—(H. C.) Greatest of all yellows; extra large. \$2.50.
- Mrs. Ida Warner**—(D.) Mauve pink flowers, very large, and a profuse bloomer. 50c.
- Mae Gref**—(H. C.) Largest pink cactus grown; color rose pink. \$1.00.
- Oldsmar**—(D.) One of the most pleasing New Autumn shades. \$1.00.
- Rodman Wanamaker**—(D.) Greatest autumn color dahlia in existence. We have grown this dahlia for the past two years, and it has been admired by all who have seen it. \$1.50.
- SNOWDRIFT**—(D.) Extra large pure white flowers borne on long stems. 75c.
- SUNSET GLOW**—(H. C.) Overflamed scarlet lightly tipped yellow. Yellow base. 50c.
- TOMMY ATKINS**—(D.) Vivid flame color, extra large and profuse bloomer. \$1.00.

Standard Varieties of Dahlias for 35c Each

- Fireburst**—(D.) Massive flower, soft orange.
- Gen. Pershing**—(H. C.) Pure white.
- Golden Eagle**—(H. C.) Bright yellow.
- Hortanulus Fiet**—(D.) Orange salmon.
- Jack Rose**—(D.) Best crimson for garden.
- Mina Burgle**—(D.) Beautiful rich red.
- Mrs. J. Gardner Cassatt**—(D.) Bright pink.
- Rube Girl**—(H. C.) Autumn shading, profuse bloomer.

Standard Varieties of Dahlias for 50c Each

- ALASKA**—(D.) One of the finest whites.
- Challenger**—(D.) Yellow at base shading to bronze red.
- Geo. Walters**—(H. C.) Rich copper gold; profuse bloomer.
- Kalif**—(H. C.) Large pure scarlet red.
- Mrs. Carl Salbach**—(D.) Beautiful mauve pink.
- Mrs. J. Harrison Dick**—(D.) Salmon pink; profuse bloomer.
- Tom Lundy**—(H. C.) Very large, rich red.
- Patrick O'Mara**—(D.) Pleasing shade orange buff.

CANNA BULBS

Extra strong bulbs; thrifty eyes awaiting the time for planting to unveil their gorgeous shades to the flower lovers. Our varieties are complete—in color "height" and size of blooms. Number after variety denotes height; all foliage green unless noted.

Prepaid Prices—25c each; 3 for 70c; 6 for \$1.25.

- APRICOT**—4 Buff Yellow; extra fine.
 - AUSTRIA**—4½ Rich Canary Yellow.
 - CITY PORTLAND**—3½ Beautiful glowing pink; good better.
 - FIREBRAND**—3½ Pure glistening scarlet.
 - HUNGARIA**—3½ Salmon pink; extra fine.
 - KING HUMBERT**—4 Vivid Scarlet; large flowers; bronze foliage.
 - NOKOMIS**—5 Large crimson; extra fine; bronze foliage.
 - ROSEA GIGANTEA**—3½ Soft rose pink; good better.
 - THE PRESIDENT**—4 Beautiful variety rich crimson.
 - YELLOW KING HUMBERT**—One of the best yellows.
- Collection: 1 each above 10 varieties \$2.25
 3 each above 10 varieties 6.00



Snowdrift.

Gladioli Color Collection

If you have a favorite color in Glads, we are offering you this collection that you may get them at a big saving. Your choice of three colors—Pink, White, Red, Blue, Yellow, or Orange—with colors attached to each package.

- 12 Bulbs Your Selection 3 Choice Colors \$.85
- 24 Bulbs Your Selection 3 Choice Colors 1.35
- 48 Bulbs Your Selection 3 Choice Colors 2.45

See Inside Back Cover Page for Newer and Better Varieties of Gladioli.

Collection Named Varieties

Each bulb will be a different variety, labeled true to name and color. A real value and a collection that will afford our customers much pleasure in comparing each variety when in bloom.

- 12 Selected Varieties \$1.45
- 24 Selected Varieties 2.75

Special Cut Flower Mixture Glads

Any one who is not particularly interested in the named varieties of Glads will find this collection one of the very best. Composed of at least 15 colors or more, and a collection that will give blooms early to late.

- 25 Bulbs of Assorted Colors, Unnamed.. \$1.23
- 50 Bulbs of Assorted Colors, Unnamed.. 2.35
- 100 Bulbs of Assorted Colors, Unnamed.. 4.35

WHEN YOU PURCHASE FROM TOWNSEND'S

You Are Assured of Getting VALUE FOR YOUR MONEY You Must Be Satisfied!

TOWNSEND'S

Satisfied Customers **QUALITY**

PLANTS

THEY YIELD BETTER

Preferred by Successful Growers Everywhere

MAY WE BOOK YOUR ORDER?

OUR REPUTATION is back of every order sent us, and once a Townsend customer always a satisfied customer. We take great pride in reading the many letters that we receive each year from our customers, complimenting us on our excellent plants and service, and stating that they are recommending us to their neighbors. We ask you for your order this season and assure you that we will do everything possible to please you, or your money will be cheerfully refunded.

Best Plants He Ever Saw Anywhere

Mr. Frank Knowles, of Northwood, N. H.—Have bought plants of your firm for several years and always found them satisfactory. The ones last year were the best I have ever seen anywhere.

Our Packing Will Assure You of Safe Arrival

Santa Fe Isle of Pine, Cuba,
February 6, 1928.

Dear Sirs:—The plants came through in fine shape and all O.K. Have them all set out; will send another order soon. The way you pack your plants is fine, and should carry anywhere.

Mr. Theo. R. Barnes.

Townsend's Plants Produce Nice Bed for Him

Mr. R. W. Hildreth, Gardiner, Maine, writes December 11, '27: Dropping you a line to thank you for the extra nice plants that you sent me this spring. They all did well, and have a nice bed from them.

States Our Plants Always Arrive in Good Shape

J. Milton Humphrey, Pennsgrove, N. J., Dec. 7, 1927: I have been buying your plants for several years and have found them first-class in every respect. You always pack them nice and they arrive in such good shape.

Mr. Eaton Averaged 9000 Quarts to the Acre of Fine Berries

February 13, 1928.

Mr. John H. Eaton, Kinderhook, N. Y., writes: "I want 6000 more strawberry plants; the 3000 plants purchased from you picked 3392 quarts and they certainly were fine."

Mrs. Mattson Is Making Good Money, Too, On Townsend's Quality Plants

Swedeboro, New Jersey.

Dear Sirs:—The plants that I received from you were fine, and I have made good money off them. The people around here are wild about your plants.

Mrs. John W. Mattson.

TOWNSEND'S PREMIER Best Ever Seen Grown

Henderson, Ky., June 21, 1928.

Gents:—I am writing to tell you how pleased I have been with the Premier plants bought of you last year. They were the finest plants I ever set out, and the fruit has been the best I have ever grown or seen grown. I want to try your Townking next spring, as I understand it is fine.

Respectfully, HERMAN HOFFMAN.

HAD A FINE CROP

Cuyhoga Falls, Ohio, July 12, 1928.

Gents:—Plants purchased from you last spring very fine, as usual, and had a fine crop. I want to set another bed soon, and they will surely be Townsend's plants.

Respectfully, MRS. JENNIE HIBBARD.



Strawberries His Best Paying Crop

Mr. Le Bondi, of New Jersey, sends this photo stating since purchasing plants from us that Strawberries is his best paying crop, netting him last year \$785 per acre. Good Quality Plants, he states, is the secret of his success.

Townsend's 1929 Price List

2-Yr. Grape Vines

- Agawam—Red
- Catawba—Red
- Clinton—Black
- Delaware—Red
- Moore's Early—Black
- Niagara—White
- Worden—Black

(For 3-year Vines double these prices)

1 Vine.....	\$.35
3 Vines.....	.90
6 Vines.....	1.55
12 Vines.....	3.00
25 Vines.....	5.00
50 Vines.....	10.00
100 Vines.....	18.00
1000 Vines.....	150.00
500 Vines at the 1000 rate.	

(Note.—Caco and Portland, the two new grapes, see page 23 for prices.)

Concord

Standard Black Grape

	1-Year	2-Year
1 Vine...\$.20	\$.25
6 Vines..	.70	.80
12 Vines..	.95	1.20
25 Vines..	2.00	2.25
50 Vines..	3.50	4.00
100 Vines..	6.00	7.50
500 Vines..	20.00	25.00
1000 Vines..	40.00	55.00

Bearing age Concord Vines will be furnished at double the 2-Year prices. See inside back cover for description.

Dewberry Plant Prices

SELECTED STRONG ROOTED TIPS

	12	25	50	100	250	1000
Aus Lu	\$2.00	\$4.00	\$7.50	\$10.00	\$20.00	\$60.00
Austin75	1.00	1.50	2.50	4.00	15.00
Lucreatia75	1.00	1.50	2.50	4.00	15.00
Loganberry	4.00	8.00				

PARCEL POST RATES ON GRAPE VINES, RASPBERRIES AND BLACKBERRIES

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 to 2 Vines..	\$.07	\$.08	\$.09	\$.10	\$.11	\$.13	\$.14
3 to 6 Vines..	.09	.12	.17	.22	.27	.33	.38
6 to 12 Vines..	.11	.16	.25	.34	.43	.53	.62
12 to 20 Vines..	.16	.26	.45	.64	.83	1.03	1.22
20 to 25 Vines..	.21	.36	.65	.94	1.23	1.53	1.82
25 to 35 Vines..	.26	.46	.85	1.24	1.63	2.03	2.42
35 to 50 Vines..	.36	.66	1.25	1.84	2.43	3.03	3.62
50 to 75 Vines..	.46	.86	1.65	2.44	3.23	4.03	4.82
75 to 100 Vines..	.56	1.06	2.05	3.04	4.03	5.03	6.02

Over 100 Vines Sent by Express

PARCEL POST RATES ON STRAWBERRY PLANTS

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
100 Plants....	\$.10	\$.14	\$.21	\$.28	\$.35	\$.43	\$.50
200 Plants....	.13	.20	.33	.46	.59	.73	.86
300 Plants....	.16	.26	.45	.64	.83	1.03	1.22
400 Plants....	.21	.36	.65	.94	1.23	1.53	1.82
500 Plants....	.26	.46	.85	1.24	1.63	2.03	2.42
600 Plants....	.29	.52	.97	1.42	1.88	2.33	2.78
700 Plants....	.31	.56	1.05	1.54	2.03	2.53	3.02
800 Plants....	.36	.66	1.25	1.84	2.44	3.03	3.62
900 Plants....	.38	.70	1.33	1.96	2.59	3.23	3.86
1000 Plants....	.41	.76	1.45	2.14	2.84	3.53	4.22
2000 Plants....	.56	1.06					

On all orders of 500 plants or more, the rate is cheaper by Express after the Third Zone.

Owing to the fact that the Postoffice Department demand a minimum charge for C. O. D. collection and money order fee of 17c, it is found cheaper for our customers to remit the amount of postage with the order.

Raspberry Plant Prices

Cardinal Purple	Katherine—Red Evb.
Columbian Purple	King—Red
Cuthbert—Red	Latham—Red
Golden Queen—Yellow	Louden—Red
Herbert—Red	Ohio—Black
Honey Sweet—Black	St. Regis—Red Evb.
12 Plants.....	\$1.00
25 Plants.....	2.00
50 Plants.....	3.50
100 Plants.....	\$ 6.00
250 Plants.....	12.00
1000 Plants.....	40.00

Cumberland—Black	Kansas—Black
Black Diamond, Black	Plum Farmer—Black
12 Plants.....	\$.75
25 Plants.....	1.25
50 Plants.....	2.25
100 Plants.....	\$ 4.00
250 Plants.....	8.00
1000 Plants.....	25.00

(500 Plants at the Thousand Rate)

Blackberry Plant Prices

Alfred	Crystal White	Macatawa
12 Plants....	\$1.50	100 Plants.... \$ 9.00
25 Plants....	3.00	250 Plants.... 20.00
50 Plants....	5.00	1000 Plants.... 60.00

Blower Mesereau	Early Harvest McDonald	Eldorado Snyder	Erie
12 Plants....	\$1.00	100 Plants....	\$ 5.00
25 Plants....	1.75	250 Plants....	11.50
50 Plants....	3.00	1000 Plants....	40.00

500 Plants at the Thousand Rate.

Start Right—Set Townsend's Quality Plants

Mrs. Harry Remsen, Cannondale, Conn.—Plants arrived O.K. Have them all set.
 Henry Arp, Catskill, N. Y.—Plants arrived in good order. Fine plants.
 C. H. Edwards, Northford, Conn.—Plants arrived in good shape. Extra fine.
 J. W. Parks, Williamsburg, Pa.—Plants arrived O.K. Many thanks.
 E. M. Cecil, Glenshaw, Pa.—Plants arrived O.K. Many thanks.

IMPORTANT!

Unless Postage Money is remitted with order as per tables on this page, the order will be sent by Express Collect.

SPRING, 1929

Regular Shipping Season
October 15th to May 1st

STRAWBERRIES

FALL, 1929

October Delivery, Add
50 Per Cent to List Price

Townsend's Special Wholesale Prices Direct To Growers!

More Than a Quarter Century Direct Selling

One Price to All - - A Square Deal to Everyone

Extra Early Varieties

Page		Per 1000
2	PREMIER (per)	\$ 5.00
2	HOWARD 17 (per)	5.00
2	Townsend's Select Missionary (per)	5.00
	Townsend's Select Klondyke (per) ..	5.00
3	THE PRINCE (per)	8.00
3	LORD SALISBURY (per)	8.00
3	CHAMPION K. (per) Extra Early ..	8.00
3	Excelsior (per) Extra Early	5.00
3	Mitchell's Early (per) Extra Early ..	5.00
3	St. Louis (per) Extra Early	8.00

Medium Early Varieties

4	DR. BURRILL (per)	\$ 5.00
4	Senator Dunlap (per)	5.00
4	Eaton (per)	8.00
4	Lady Thompson (per)	5.00
4	Haverland (imp)	8.00
4	COOPER (per)	8.00

Medium Late Varieties

5	AROMA (per)	\$ 5.00
5	BIG JOE (per)	6.00
5	GOLD MINE (per)	8.00
5	Gibson (per)	6.00
5	Glen Mary (per)	8.00

500 Plants at the 1000 Rate

If less than 500 plants are ordered, prices must be carried out according to the following table.

Each variety must be added separate.

If Priced at	\$5 per	\$6 per	\$8 per	\$10 per	\$15 per
	1000	1000	1000	1000	1000
25 Plants will cost	\$.30	\$.40	\$.50	\$.70	\$ 1.00
50 Plants will cost	.50	.60	.80	1.00	1.50
75 Plants will cost	.70	.80	1.00	1.25	2.00
100 Plants will cost	.90	1.00	1.40	1.75	2.50
150 Plants will cost	1.15	1.30	1.60	2.20	3.25
200 Plants will cost	1.40	1.60	2.00	2.50	4.75
250 Plants will cost	1.60	1.90	2.35	3.00	5.50
300 Plants will cost	1.80	2.15	2.70	3.40	6.00
350 Plants will cost	2.00	2.30	3.05	3.80	6.50
400 Plants will cost	2.20	2.60	3.40	4.20	7.00
450 Plants will cost	2.35	2.80	3.70	4.60	7.25
500 Plants will cost	2.50	3.00	4.00	5.00	7.50
1000 Plants will cost	5.00	6.00	8.00	10.00	15.00
2000 Plants will cost	9.80	11.75	15.70	19.50	29.50
3000 Plants will cost	14.55	17.40	23.25	29.10	44.00
4000 Plants will cost	19.60	23.00	31.00	38.50	58.50
5000 Plants will cost	23.75	28.75	38.75	48.75	72.50
10000 Plants will cost	45.00	55.00	75.00	95.00	140.00

If larger quantities are wanted, figure each variety at 10,000 rate.

Special 10% cash discount on all orders received on or before March 1st when cash in full accompanies the order.

Page

Per 1000

5	Brandywine (per)	\$ 6.00
5	Marshall (per)	8.00
5	New York (per)	8.00
5	Nic Ohmer (per)	8.00
5	Parson's Beauty (per)	6.00
5	Paul Jones (imp)	6.00
5	Sample (imp)	6.00

Late to Very Late Varieties

7	"TOWNKING" (per)	\$15.00
8	"MAYQUEEN"	15.00
10	CHESAPEAKE (per)	6.00
9	CRAWFORD 25 (imp)	10.00
9	FORD (per)	6.00
9	GANDY (per)	5.00
9	LUPTON (per)	6.00
9	Mascot (per)	10.00
9	McAlpine (per)	5.00
9	Pearl (per)	8.00
9	TOWNSEND'S BIG LATE (imp) ..	6.00
9	Wm. Belt (per)	6.00
9	WORLD'S WONDER (per)	10.00

Everbearing Varieties

11	LUCKY STRIKE (per)	\$15.00
15-16	MASTODON (per)	15.00
11	PROGRESSIVE	8.00
11	WORLD'S CHAMPION (per)	8.00

Correct Transportation Charges

If we made you prepaid prices we would have to figure the average transportation cost. We have never thought it fair to make our nearby customers pay a part of the transportation on the distant customers' shipments. And for this reason we do not quote PREPAID prices. Every Townsend customer pays only his exact transportation charges. If large growers and Associations desire plants shipped prepaid we will get the exact charges on said shipment and add it to their bill and ship prepaid. We often do this in quantity shipments.

POSTAGE RATES, Page 29

SPECIAL NOTICE—All Prices quoted above are F. O. B. Salisbury, Maryland. NOT PREPAID.



Concord Grapes.

CONCORD GRAPES

BEARING AGE VINES

Having made the growing of Concord bearing age vines one of our grape specialties for years, we feel safe in recommending to any customer who wishes quick results in producing an abundance of fine grapes, these grape vines. Extra care in pruning and growing this past season has produced for us one of the finest and largest plantings of this size grape vine in the country. The growing season has provided them with an abundance of fibrous roots with heavy canes that will produce an abundance of fruit the first year after setting.

Prices of Concord Bearing Age Vines

1 to 5 Vines	50c each
5 to 11 Vines	30c each
11 to 24 Vines	20c each
25 to 49 Vines	18c each
50 to 99 Vines	16c each
100 or more Vines	15c each

See page 23 for Other Varieties.

GLADIOLI OF THE NEWER AND BETTER VARIETIES

Spread Gladness with Unusually Beautiful Glads.

(NOTE.—Asterisk (*) denotes varieties good for Exhibition; two Asterisks (**) denote Fine for Cut Flowers.)

Strong No. 1 Bulbs, 25c each, Prepaid.

- ***BRILLIANT**—New fiery red of the finest type.
- ***CAPT. BOYNTON**—Large lavender; extremely beautiful.
- ****P. J. SHAYLOR**—Deep rose pink; one of the very best.
- ***ELAIN**—Beautifully lily-white, faint lilac veins at throat. Awarded first-class medal at A. G. S.
- ***ELIZABETH TABOR**—Earliest blooming Glad. Delicate rose pink. Flowers very large.
- ****GOLD**—Pure bright yellow; attractive in every way.
- ***HENRY FORD**—Dark Rhodamine purple; extra fine grower.
- ****HERADA**—Purest lavender mauve; exceptionally fine variety.
- ***LOS ANGELES**—Shrimp pink, orange carmine throat; throwing several spikes of enormous flowers from each bulb over a long period. The cut and come again Glad.
- ****NEZINSCOTT**—Fiery red, with splashing white throat.
- ***PINK WONDER**—La France pink, producing immense flowers on long spikes.
- ****RAMONA**—Pure white; very large; produced on long graceful stems.

SPECIAL OFFER

3 Bulbs each of above 12 varieties, \$7.20, Prepaid.
Members American Gladiolus Society and American Dahlia Society.

(See page 27 for Other Spring Flowering Bulbs)



Brilliant Gladiolus.



“TOWNKING”

The New Big Late Berry
Without a Fault.

See page 7 for description.



TOWNSEND'S GENUINE MASTODON

Biggest Thing in the Strawberry World

Plants set in April begin to fruit in July same year, and continue every day until winter. Another big crop the following spring. And after taking a rest, continue to fruit again until winter sets in. See pages 16-17.