

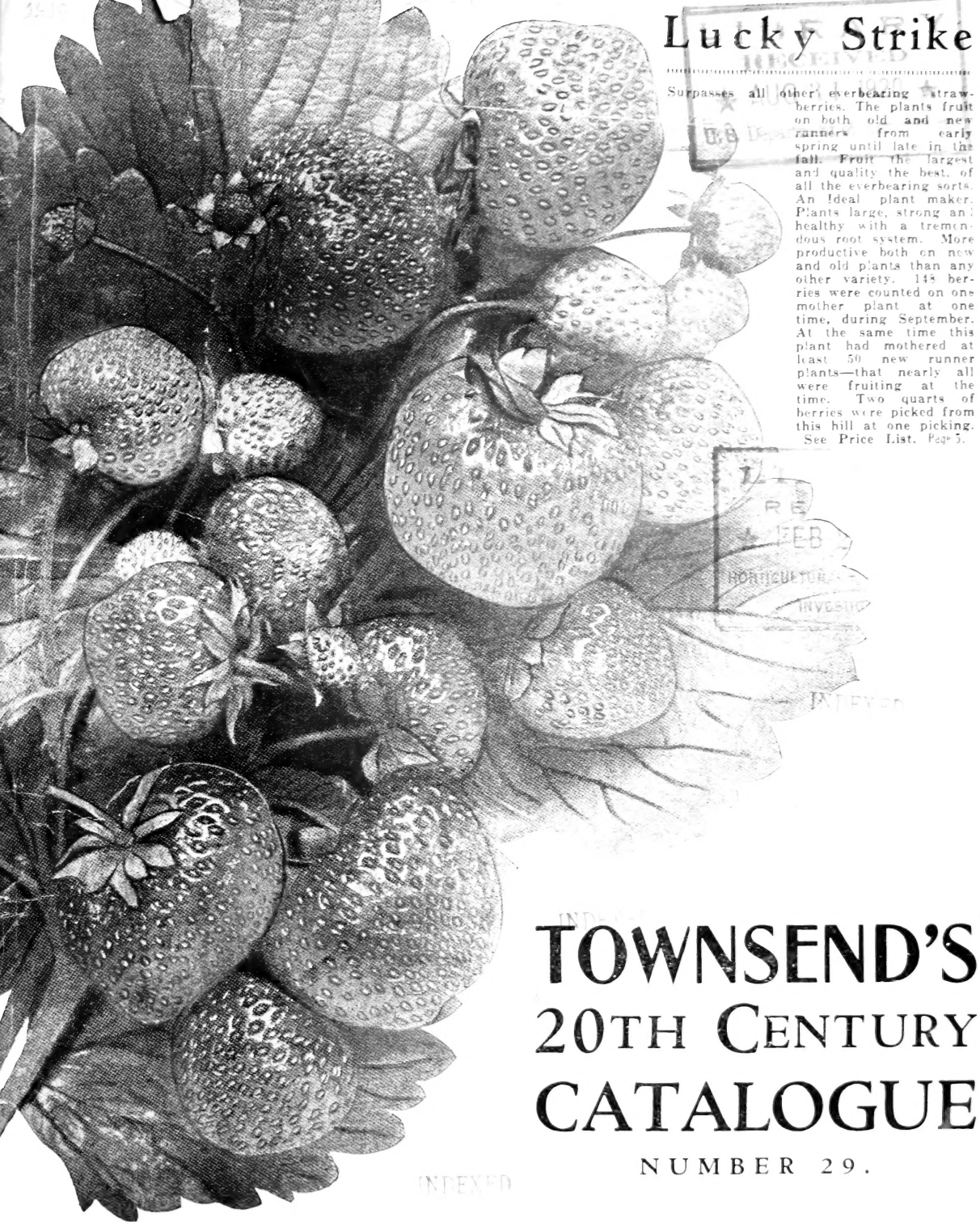
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Do not assume content reflects current scientific knowledge, policies, or practices.



# Lucky Strike

Surpasses all other everbearing strawberries. The plants fruit on both old and new runners from early spring until late in the fall. Fruit the largest and quality the best of all the everbearing sorts. An Ideal plant maker. Plants large, strong and healthy with a tremendous root system. More productive both on new and old plants than any other variety. 148 berries were counted on one mother plant at one time, during September. At the same time this plant had mothered at least 50 new runner plants—that nearly all were fruiting at the time. Two quarts of berries were picked from this hill at one picking. See Price List, Page 5.



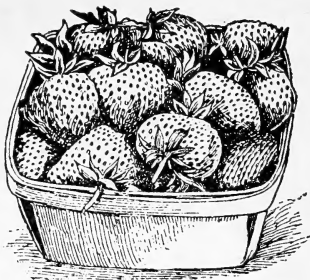
## TOWNSEND'S 20TH CENTURY CATALOGUE

NUMBER 29.

1919

Strawberries and How to Grow Them

E. W. Townsend & Son, Salisbury, Md.



# Instruction For Ordering Plants

**OUR TERMS** should be read carefully before making out the order.

We can not afford to accept orders amounting to less than \$1.00. Full payment is requested with orders amounting to \$5.00 or less. Orders amounting to more than \$5.00, one-third can be remitted when order is sent, balance before April 1st.

Full payment is requested from all parties except public institutions. We make no C. O. D. shipments, nor do we book orders until at least one-third of the amount is paid.

All orders are booked in rotation as they are received. The earlier we receive your order the better chance you stand in getting varieties ordered.

Always give shipping instructions at least two weeks before plants are expected to be used. In mild winters we dig and ship all winter. Our main season is from February 1st until April 15th.

Plants are dormant at this time and in excellent condition to handle.

We acknowledge receipt of all orders as soon as possible after receiving the order, unless plants are shipped by parcel post in a few days after being received.

**PAYMENTS.**— Send Express or P. O. Money Orders, they are safe, Draft or Registered Letter. Do not send cash in ordinary letters to us. Stamps will be taken for \$1.00 to \$2.00, but for not more than \$2.00, we can not use them. Checks from our old reliable customers is O. K. But 10c. extra for exchange must be added to all personal checks.

**OUR GUARANTEE.**—“That our plants are the equal of plants grown anywhere. That they are bred from the purest strains and that they are fully selected at the time of digging. That our packing is perfect and that every package of plants will be delivered to the carrier in fresh condition. Further than this we can not guarantee as we have no control over the shipment after it leaves our hands. All claims for adjustment should be made promptly on receipt of plants, advising us the number of plants short, also the number of each variety you have received, and number of crates received containing the plants. This will enable us to adjust the claim properly and promptly.

When plants are a long time on the road, they should be examined carefully at the Express Office or Post Office, and if not in good condition refused. And write us at once fully, stating all facts. If plants are accepted from the carriers, you at once release the carrier from all liabilities and no claim can be collected, no matter what the condition of the plants are.

If ground is not in condition to set plants when received, always unpack plants carefully, separate each variety, and untie bundles and heal in a V-shaped trench, dampen roots, but not top of plants, cover with boards to keep sun off, always select a cool shady place for the trench. Plants can be kept for a month in good condition this way. For Northern customers we recommend this method, and advise ordering plants shipped early in April when they are dormant and will stand handling safely. Your success means ours, and we are anxious for our customers to be the leaders in every community.

**SHIPMENT OF PLANTS.**—The past season we found that Parcel Post was by far the safest way to ship plants, and after April 1st made most of our shipments that way. The cost on large orders is more by parcel post but the service given us more than paid the difference.

**PARCEL POST RATES.**—Zones one and two, figures 5 cents per hundred plants or less.

Zone 3, 10 cents per 100 plants.	Zone 6, 25 cents per 100 plants.
Zone 4, 15 cents per 100 plants.	Zone 7, 30 cents per 100 plants.
Zone 5, 20 cents per 100 plants.	Zone 8, 36 cents per 100 plants.

If you wish your plants insured against loss in the mails add 5c. to the amount of postage required.

Your Postmaster will tell you the Zone you live in from SALISBURY, MD.

Please do not fail to include sufficient postage money.

If plants go by Express please do not send any money for Express charges.

Make all orders payable to **E. W. TOWNSEND, Salisbury, Md.**

# EXTRA!

## A GLORIOUS VICTORY WON.

As we go to press the Bells Are Ringing Throughout the Land, "Peace on Earth, Good Will Toward Men."

THREE CHEERS FOR THE RED, WHITE AND BLUE!

The Kaiser has Abdicated; The Armistice is Signed.

The Boys Are Out of The Trenches.

The Huns Are Driven Over The Rhine.

1918 INTRODUCTION 1919

**In Presenting** our 1919 berry book, No. 29, which in size and appearance will not be up to the standard as compared with our former catalogues. All publishers and catalogue houses have been asked to use white paper as sparingly as possible during the rest of the war. We have felt it our duty to cooperate with the wishes of our Government on this line. And will therefore make our 1919 booklet as brief as possible, at the same time giving all the information we possible can in describing our varieties and telling how to grow and care for them.

We have spared no time or expense this year in order to grow the best crop of plants we have ever had the pleasure of growing. Farm labor has increased 150 per cent., also every other item has greatly increased that enters into the growing and selling of plants. We feel thankful that we have succeeded in growing the crop of plants we have for you this season, and believe our efforts will be appreciated by thousands of our customers who have bought their supply of plants from us for more than fifteen years. While we of course are compelled to advance our prices on plants, we have figured our expenses carefully and will make prices just as low as possible. And at the price we are asking we guarantee to give one hundred cents' worth of plants for every dollar sent to us.

And we want to urge on every one who receives this book, the necessity of planting strawberries this year. You have no doubt read in the farm press that there is a great shortage of all fruit. There is an urgent need for fruit of all kinds at this time. There is no fruit that can be grown so quickly as the strawberry, and especially the ever-bearing strawberry. The plants may be set as early

in the season as you can work the land, and you can begin to reap the benefits in less than three months from time plants are set. Just think what can be done in so short a time. Not only should strawberry plants be set this year, but apple, pear, peach, etc., should all be planted liberally. Strawberries can be grown between the tree rows for several years profitably, until the trees begin to bear fruit. The Orchards in France, in a large portion, have been destroyed, and in the other allied countries have been neglected, and it becomes our duty to supply the needs of our Allies, as much as possible. We know that thousands of our customers are handicapped in doing their planting. We know what it means to us. As much as we desire to grow a full acreage we can not, owing to the shortage of labor obtainable for farm work. But we can all plant a little. And a little from every one will fill every need. The War Vegetable Garden, and the War Strawberry Gardens have been found very helpful during the past two years. While one garden would never have amounted to any thing by itself, when millions of war gardens were planted it amounted to the feeding of millions for many months.

At this writing, October 7th, the outlook over there seems brighter. For nearly two months we have been steadily gaining on the enemy, and it is our hope and our prayer, that before we attempt to write another catalog that this horrible war will be in history. But be the end in months or years, it is our solemn duty not to slack one inch until the end is sure. We must buy Liberty Bonds; we must grow all we can; we must build ships; we must furnish our dear boys, and back them up by straining every nerve—by using every drop of red blood that is within us to the very best of

## INTRODUCTION---(Continued)

advantage. We are a united people and we are going to win. And the end is in sight.

There has always come over me a very near feeling toward each of my dear customers when I begin to write a catalogue, and at no previous time has this nearness been felt so keenly as at this time. One thing; I feel that nearly every home that my little visitor enters will be in sadness. There will be vacant chairs, there will be found mothers and fathers anxiously awaiting the return of their boys. Many homes will have already received the news that HE will not return. May God comfort those. Another cause for the near feeling to our customers; is that they have stood by us year after year. Sending us their orders and their very kind letters of appreciation for the service that we have rendered them. We wish we could meet every one of you, but such is impossible and we must keep up the good work we have begun by sending our yearly messenger. Thanking you with all our hearts for your kindness towards us and striving to do our very best at this end to please each of you. I hope that every one who receives this book will accept this as a personal message from me.

In addition I want to say there is a reason why Townsend and his customers are so close friends. The Townsend way of doing business is the only happy way of doing business. We try to give every man, woman and child a square deal. We deal with them as we would like for them to deal with us were the positions reversed. We make mistakes, yes indeed; we are only human beings. Our road is not all smiles in this business. In many cases we have to bear the blame for the transportation Companies. The service of which has been very bad for the past two years. The Express Companies have now been taken over by the Government and we hope that conditions will be better this season. At least we can now collect for the loss and damaged goods while in transit. Parcel Post proved a blessing to us the past season. We were able to ship 50-pound packages anywhere in the U. S. The cost is moderate and is usually quick in reaching destination.

We learned long ago that a satisfied customer is our best asset, and we go the limit in order to please all who place confidence enough in us to send us their orders. Our business is mutual, each of us in a way is dependent upon the other. The growth of our great business depends entirely upon your confidence in us, and your success depends a great deal on the service we render you in the way of quality plants, and the information that we are able to give you selecting plants, and other advice which, our free service, is yours for the asking.

It is the desire of the Townsend nursery folks to get just as close to their customers as possible, to help them in every way possible,

as your success means our success, always.

It is this plan that has caused our business to grow every year until we are second largest strawberry plant nursery in the world. And we believe that Our Customers are the most successful strawberry growers in the world.

We do not claim to be all the folks in the world who can grow and pack strawberry plants, but we do know this: We have ordered strawberry plants from every section of the country where plants are grown and we have yet to receive any plants that have ever equalled ours in appearance or productiveness. We contribute the following to our success in growing the best plants.

First.—We have our nurseries situated in the most favorable spot on earth for the growing of nursery stock. This fact goes without contradiction.

Second.—There is nothing left undone in order to grow the crop so it will prove to be perfect in every respect. The soil and climate being ideal, we apply the most up-to-date methods in manuring and cultivation. All plants are selected from the highest breeding strains every year. We have followed this method of selection until we have built up a strain of plants that are unequalled by any strain of plants in the world. Many of our customers write us that our plants produce more than twice as much as other common grown varieties and we have received letters stating that they produced more than four times as many berries per acre. Even some of our best learned men, whom the States are paying high salaries, are proven to be asleep on the watch. We have read their claims that a strawberry plant was a "strawberry plant", and that it could not be bred up to become a more productive plant. Such statements are erroneous. Were we not fully satisfied as to our claims we would not dare write such in our books. We have proven it to our own satisfaction on our own grounds and our customers have proven it in every section of the country. We ask such believers that are asleep to wake up. This is no time to be fooling with inferior plants; we need every quart of berries that can be grown. It takes just as much time to set out and cultivate a patch of common plants as it does the best productive plants. The best plants should produce from \$500 to \$1,000 per acre, according to location, net profit yearly, and in many places should beat this. While common grown plants will hardly produce anything net. As we have said before the only saving is in the picking and hauling bill, and that goes in the wrong pocket. All our old customers know this to be true. That is why they are regular Townsend customers. We could print three such books as this if we were to use what testimonials that have come in to us in the last year—many claims from our customers are much stronger than we make.

PLEASE INCLUDE SUFFICIENT POSTAGE IF PLANTS ARE WANTED BY PARCEL POST.



Progressive Plant at Fruiting time, Oct. 1st.

## DESCRIPTIONS OF VARIETIES

Every year finds us shortening our list of varieties. We try to grow only the best and most profitable varieties for our trade. And when it is known that some varieties are favorites in some sections of the country and failures in other parts, it becomes important for our customers to read carefully our description, or leave the selection of varieties to us. We try to give a true description of each variety as it has behaved with us together with reports from our thousands of customers which are scattered all over the "strawberry world".

### Everbearing Strawberries

#### — LUCKY BOY (per)

This remarkable ever-bearing variety is the latest addition to the ever-bearing family on our list. We have tested it for two seasons here on our own grounds. Was found among a number of seedlings sent to us by Mr. Cooper, the originator of the first true American ever-bearing strawberry. Excepting the Lucky Strike, this is the largest of the ever-bearing strawberries, and in quality is unsurpassed by any strawberry we have ever seen. We describe it briefly as follows:

In plant growth it is unexcelled as a rapid plant maker. Plants medium in size when grown in matted rows, makes a very bushy plant when grown in hills, plants deep rooted, and stood the very dry weather this season better than any plants on our grounds. Young runner plants began to fruit in a few weeks after rooting, if not allowed to make many plants will produce a good crop of fruit the first season plants are set after keeping off blossoms until July as should be done with all ever-bearing for best results.

It was the spring crop that took my eye the first season. I do not believe that I ever saw plants loaded with more fruit than the

Lucky Boy had on the spring crop, ripening with the late varieties, and without exception was the finest berry on our grounds. It was compared side by side with Big Joe, Chesapeake, Gandy, Sample, Kellogg Prize, and many other late standard sorts, and easily won the favor by all who saw them. We believe that if given good culture that it will easily produce 20,000 quarts per acre on the spring crop. And as an ever-bearing variety it by far surpasses the Superb, and such varieties. We expect to hear great things said about the Lucky Boy the coming season. One man who visited our farms and saw them fruiting, exclaimed: "It is impossible, what have you done to those plants to make them produce such loads of berries, I never saw anything like them, not room enough anywhere for another berry. How did they ever produce such heavy crop, and grow to this immense size?" When we advised him that they had no extra care he again said "impossible". No picture that ever will be taken will show the Lucky Boy as it appears in real life. We have them priced so that all our customers can get a few plants this season and advise them to do so. We have barely touched on its good qualities.

See Illustration, page 25.

**PARTICULAR NOTICE.—This is the Year to Get The Order in Early. Take No Chances.**

## LUCKY STRIKE (per)

We listed this variety for the first time last season, and gave the following description: "LUCKY STRIKE"—Surpasses all other everbearing strawberries. The plants fruit on both old and new runners from early in spring until late in fall. Fruit the largest and quality the best of all the everbearing sorts. An ideal plant maker. Plants strong and healthy with a tremendous root system. Are more productive on both old and new plants than any other variety. 148 berries were counted on one mother plant during Sept., at the same time this plant had mothered 50 new runner plants that nearly all were fruiting at the time. Two quarts of berries were picked from one hill at one time.

The above is what we said about Lucky Strike the past season. Now here is what a few of our customers say after giving it a short trial.

Mr. Charles W. Sanborn,  
"The Pines", N. H.

August 11th, 1918.

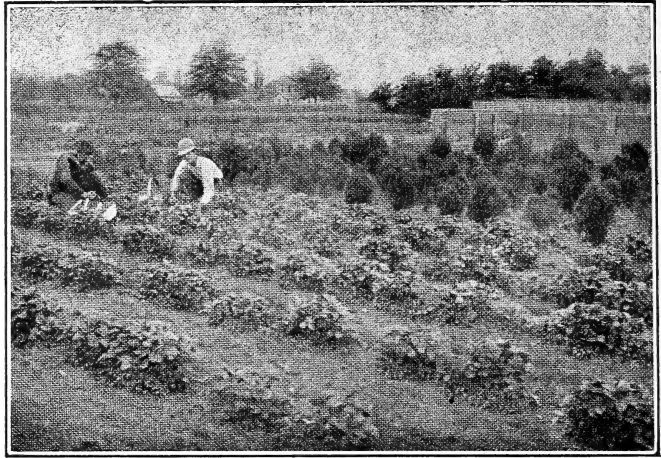
Dear Mr. Townsend:—I wish to write you a few lines in regard to the Lucky Strike strawberry plants which you sent me last May, and to say that they have done fine. Your new method of packing plants you send by mail assures their arrival in good condition. The five plants I had of you have been set about three months, and have produced about seventy-five young plants, and in addition to this are now loaded with berries. Some of them are ripe and show what they are like. The plants have very heavy dark foliage of rank growth and as plant makers can't be beat. It is indeed wonderful that the plants could make all those new runner plants and at the same time be loaded with berries both on the old and runner plants in three months time. In my fifty years experience in growing strawberries I have never seen anything to approach it. I thought the Progressive was a wonderful berry, but as far as my experience has gone I find the Lucky Strike far ahead of it in every way. It stands up to your description AND THEN SOME. I am pleased and take great pleasure in showing them to my friends and neighbors. I thank you for the very fine treatment in handling my order.

Chas. W. Sanborn.

Another One From Danvers, Mass.

September, 1918.

Mr. Townsend:—The Lucky Strike berry plants arrived promptly and perfectly. They are fine. Gratitude has been styled the great-



Picking Everbearing Strawberries grown the Townsend way. It is easy to grow from 10,000 to 15,000 quarts per acre this way. Requires 14,000 plants to set an acre.

est if not the mother of all virtues. Of all men would I be most miserable were I not to give you all the gratitude I possibly can for the generosity shown me. The Worlds Wonder won for you fame in the strawberry field. The Lucky Strike will win for you still more fame and also fill your coffers with gold in this world and crown your name with imperishable glory which fame's wings will carry through centuries. You have demonstrated not alone that you are a successful grower of plants and berries, but also a raiser of the standard of business men. May you reap as you have sown; may prosperity and posterity pay you for your performance.

Gratefully and fraternally,

W. O. Dwinell.

NOTE.—Had we the space would print more testimonials, but will just add to our last years description by saying: We never sent out a new variety that has met with the approval that the Lucky Strike has, notwithstanding all who purchased it of course expected to find it far in the lead of other varieties as the price seemed exorbitant that we were compelled to ask. In every case where they have had a fair trial they have more than made good. We are sorry we have not more in stock. Our customers begged us for the plants the past spring and we let them go until we did not have half as many as we intended to set ourselves. We have only a few thousand plants to offer again this season, and only in small lots. We can spare as many as 100 plants to a customer but hope they will ask for 25 instead of 100. We have booked orders all the year every month for the Lucky Strike plants. We are proud to be the introducers of such varieties as Lucky Strike and Lucky Boy. Not so much as to the profit that we expect to derive from the sale of the plants, but that we are bettering the strawberry world 100 fold by sending out these two named varieties.

## This Is The Year To Set Ever-Bearing Strawberry Plants

They will be the best paying crop. The more strawberries for home means more apples for the boys "over there".



**PRICE LIST OF "LUCKY STRIKE" PLANTS---Season 1919.**

No less than six plants nor more than 100 plants sold to any one customer.

6 plants .....	\$ 5.00	50 plants .....	\$35.00
12 plants .....	\$10.00	75 plants .....	\$40.00
25 plants .....	\$20.00	100 plants .....	\$50.00

**PRICE LIST OF "LUCKY BOY" STRAWBERRY PLANTS---Season 1919**

12 plants .....	\$ 3.00	200 plants .....	\$15.00
25 plants .....	\$ 5.00	300 plants .....	\$18.50
50 plants .....	\$ 7.00	500 plants .....	\$25.00
75 plants .....	\$ 8.50	1000 plants .....	\$50.00
100 plants .....	\$10.00		

**✓ PROGRESSIVE (per) Ever-Bearing**

This wonderful ever-bearer has become so well known and has proved such a favorite that it is unnecessary for us to give another long description. As a home garden berry the Progressive fills the bill. The Progressive is a persistent bearer from time plants are set in the spring until hard freezing, and again is the first to bloom in the following spring, and yields a good crop same time as other early varieties, quality of which is considered of the best. It will also continue to fruit during the second summer and fall but unless grown under the hill system, and given frequent cultivation berries will run small and not so many of them as in the first seasons. We recommend setting a new patch of Progressive every spring. This will keep you in berries continually the season through. Usually the Progressive make strong vigorous plants. Requires very fertile soil to do its best. Hundreds of our customers are now using the Progressive for their leader as a standard early variety, being almost entirely immune from frosts, thus a crop failure on account of frost is impossible. This is a great advantage over the one season early varieties, which are sure to get caught by late frost. Don't miss setting some Progressive in your garden this spring.

**✓ SUPERB (per) Ever-Bearing.**

In many localities the Superb is considered the favorite ever-bearing variety. It is indeed a fine berry, large bright shiny red, with high qualities in every respect. But with a great many growers has not fruited satisfactorily for them during first summer and fall as has the Progressive and others, in some sections it has fruited abundantly and very big profits have been made from fields set for commercial use. For second year the Superb is a grand success as a spring cropper, and fruits well all through the summer and fall. Is one of our very heaviest yielders in late spring, ripening with Chesapeake, and other late sorts, and will about double them in production. We have a good stock of Thoroughbred Superb plants, and will be pleased to fill your orders.

**✓ PEERLESS (per) Ever-Bearing.**

Another one of Cooper's originations, and so far as tested has proven much better than Superb.

We have given it a fair test on our plant breeding farms and recommend it as an ever-bearing variety. We describe it as follows: A good strong plant maker, making plants medium in size, but strong well rooted plants, hardy in every respect. Plants fruit moderate-



**A FIELD OF THOROUGHbred PLANTS FROM WHERE WE WILL FILL YOUR ORDER**

**PEELESS—(Continued)**

ly all summer on both old and new runner plants. Fruit very large, equal to Superb, round and of rich dark red in color, and a most delicious flavor, both in spring and fall. Second year it is the best probably of the ever-bearing, excepting our two Giants, the Lucky Boy and Lucky Strike, which are unsurpassed in any thing like strawberries we have yet seen. We have a good stock of fine Thoroughbred plants; prices reasonable.

**IDEAL (per) Ever-Bearing.**

Same in every way as the Peerless, there is no need of but one name.

**KING of the Autumn (per) Ever-Bearing**

Introduced by us season 1913. A cross between the Autumn, one of the first Cooper ever-bearing, and the Chesapeake. Greatly resembles the Chesapeake in appearance, being slightly larger and brighter red, firmer in quality and many state it is their choice as a table variety. The King fruits moderately the first year, but produces one of the heaviest crops of fruit the following spring, ripening with late varieties, and continuing until the very latest thing like strawberries are gone. About August 1st it begins to produce another heavy crop of fruit which is almost equal to the spring crop, and again late in September is loaded again. The King has received the highest praise from the leading experiment stations, as an ever-bearing variety, and recommend it to the public as the very best late crop variety. We have grown the largest crop of plants we have ever grown of the King and have cut our price with the other sorts such as Progressive, and hope our folks who have not tried the King will do so this season.

**A Townsend Customer Brings His Friends.**

"Several of our neighbors bought ever-bearing plants last year and paid more money than you charged us. But now we have the laugh on them, we are the only ones who have any berries, and we had bushels of them. You will get the orders from here in the future. We think it pays to buy of Townsend. We expect to set half acre more and you bet we get our plants from you. W. D. Johns, Ind.

**FRANCIS (per) Ever-Bearing.**

In some localities Francis is the favorite. As far as the quality of fruit is concerned it is a "dandy". The quality is enough to make one swallow the tongue, and the later in season the better the flavor. We grow them only in a small way, and will not sell more than a few hundred plants to any one customer.

**AMERICUS (per) Ever-Bearing**

It would take an expert to tell the difference between Americus and Francis. If any better in the two varieties the Francis has the best flavor, and is slightly the largest berry. Plants grown only in small lots. A few hundred only to one customer.

**ONWARD, FORWARD and ADVANCE Ever-Bearing.**

We keep these three varieties separate, but there is practically no difference. Fruit moderately during the first year plants are set. Fruit is large and fancy, with very best quality. As a spring crop they produce wonderfully, of the very best and largest berries. We do not grow a large stock of these berries, as we consider others more profitable as ever-bearing.

**TOWNSEND'S SPECIAL EVER-BEARING GARDEN****SPECIAL PRICE \$5.00.**

300 of our leading Ever-Bearing varieties, our own selection.

This garden will give you a continuous crop from August to November this season, and another big crop in early June and July and continue until November 1920. You pay the postage at the special price, which will not be over 75c. and you save \$1.30 from list prices.

NO, we cannot afford to select Lucky Strike or Lucky Boy, we have only a very small supply of those plants and sell them at list price to everybody. They are cheap at the price we ask you.

**WHAT SOME OF OUR CUSTOMERS SAY ABOUT TOWNSEND'S SPECIAL GARDEN OFFERS.**

"We sold far more than \$25.00 from our Townsend strawberry garden. Have canned plenty berries for winter, and have had all we could use from July until now—November. To say we are delighted puts it very mild. We thank you from the bottom of our hearts for putting us next to this business. Mrs. T. M. Jones, Kansas.

"We have had a wonderful success with the strawberries from the \$5.00 invested. We have had plenty berries all the time, and a show ground for the town. We thank you for this service. Mrs. Annie Johnathan, Maine.

**SO WELL PLEASED CAME BACK WITH A REPEAT ORDER.**

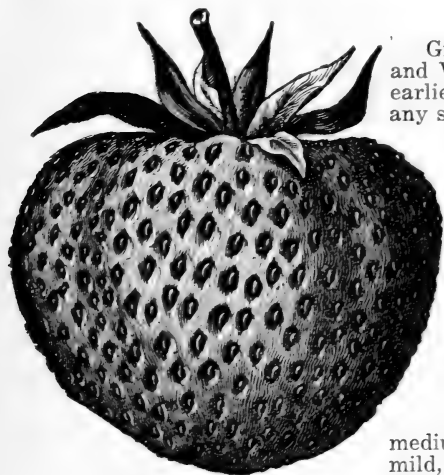
Sherbourne, N. Y., April 23, 1918.

Dear Mr. Townsend.—I received the box of plants in just six days from time I mailed you the order. I was so well pleased with them that I am sending you another order for 1,000 Progressive.

Respectfully Yours,

Wm. B.

## Short Descriptions of Leading Standard Varieties



EARLY OZARK

### EARLY JERSEY GIANT (per)

This is proving a popular extra early variety from Maryland—North and West. Is a hardy grower, strong upright plants, fruit crimson in color, large to extra large in size, conical in shape, colors evenly, and is of extra good eating quality; firm enough for a shipping berry. Heavy green calyx makes it a very attractive berry when packed ready to market, and always brings top of market. We are growing it on our farms for fruit, as it is a big money maker; suited for any culture, and on most any soil. Will grow 10,000 quarts per acre if given proper attention. Do not forget to try a few of these plants this season.

### MATTHEWS (per)

We are somewhat disappointed with the behavior of the Matthews the past season. We had plenty of fruit which was good colored, but seemed to lack quality other ways. The Matthews ripens very early and is large in size, of a Klondyke appearance, but does not have the quality of the Klondyke. Fruits very heavy and made big money for our growers who had it to ship. We might have expected too much of it why our disappointment. No customer has made any complaint to us and we have sold plants for two seasons. We recommend it only as a trial.

### UNCLE SAM (per)

Introduced by us several years ago, and in many sections they ask for no other early variety. Is one of the earliest varieties to bloom and is a persistent bloomer, and if first blossoms are killed by frost will still produce a big crop. Plants upright, strong and healthy. Fruit dark red through and through. Rich, juicy flavor, fine sub acid flavor. Yields heavily on good land. Size large to very large. Firm enough for good shipper. Is said to be proving one of Florida's best money makers where grown there. Begins to ripen around Thanksgiving. We have picked one quart per hill in hill culture.

### MISSIONARY (Townsend's)

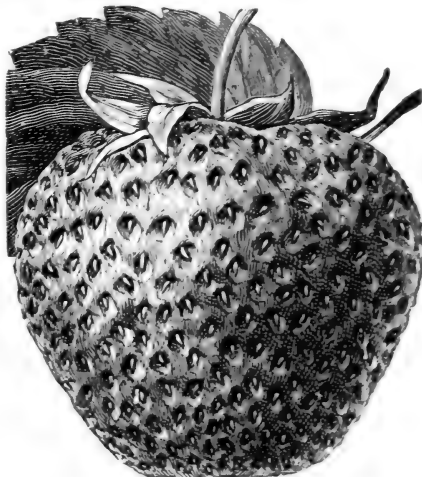
Needs no description—is probably the best

### EARLY OZARK (per)

Grows with popularity every season—North, South, East and West—seems to be no failures with it. One of the very earliest to ripen, and among the largest berries to ripen in any season, leading all others as an extra early variety. Fruit rich in flavor, colored through and through, rich dark red, firm and one of the most productive sorts. We recommend this variety thousands of times during a season, and have never received a complaint in more than ten years we have been growing it. Plants stand up like bushes; may be grown in any way—either hills, matted rows, or hedge rows, with equal success.

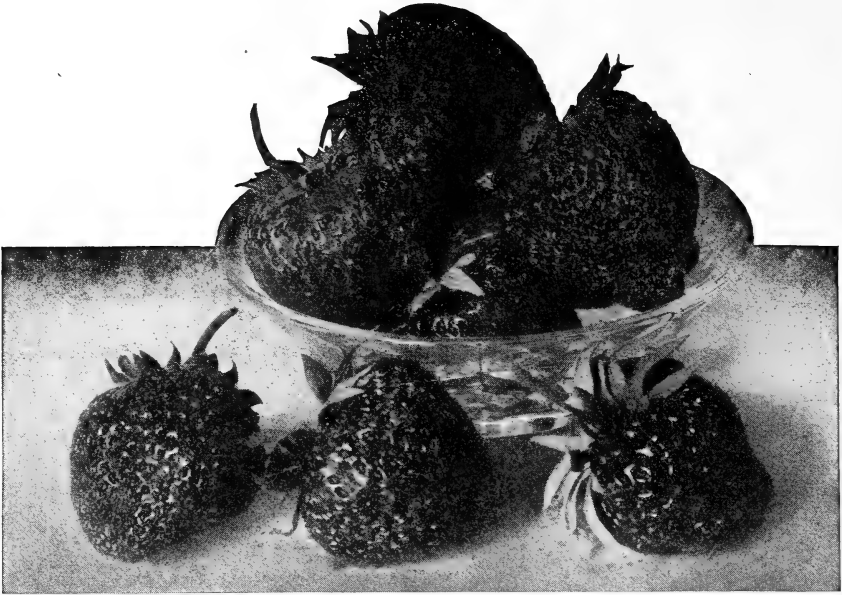
### CAMPBELL'S EARLY (per)

This variety comes to us highly recommended as an extra early variety. We have only grown it two seasons and can say it has proved as follows on our grounds: Moderate plant maker, plants strong, and show no blemish or rust. Fruit ripens very early, is medium to large, of good quality, color bright red, and flavor mild, firm enough for a good commercial berry. We have a good stock of plants from originators.



EARLY JERSEY GIANT

known berry in the South, and also best known on the markets. No berry will sell for more money on the Northern markets than Missionary in its season. Begins to ripen in Florida before Christmas and continues until late in Spring. Large, firm, and of good quality, moderately productive when grown in hills as is usually practiced in the South. Is considered a strictly fancy berry. While the Missionary is better known in the South, especially Florida, we have customers that we have been furnishing in the New England states for ten years that will have nothing else, so it seems the Missionary is at home anywhere. We have tested and discarded hundreds of variety since the Missionary was introduced by us in 1906. We expect to continue doing the same for many years before we find another Missionary. Missionary is one of the very easy varieties to grow; requires no special soil, and will produce wonderful crops under ordinary culture. We hope to have enough plants to serve our customers this season.



Kellogg's Premier

**SENATOR DUNLAP (per)**

Needs no description. There is probably no variety better known than the Dunlap. Known as the poor man's variety; easy to grow in any soil or climate. Plants small, but strong in habit and growth, and produces heavily of very large, good quality fruit, that always sell well on the markets. Is bound to yield a good crop wherever planted. We ship plants to every State and in Canada. Always give satisfaction. We have a good supply of nice strong, well rooted plants, strictly Thoroughbred.

**LADY CORNEILLÆ (per)**

This variety originated in the South. Is a grand variety in many sections. We have received several very good reports and many large orders for the plants in different sections of the country. Rapid plant maker; very productive of medium red shiny berries of good quality; firm enough to ship across the continent.

**TWILLEY (per)**

One of the best early market sorts. Ranks favorable with the Klondyke; in some respects surpasses it, and is no doubt a much better money maker for the grower if he knew it. Berries same quality as Klondyke, only larger in shape and largest in size. Has a live green calx when berry is ripe. We recommend the Twilley. Originated here in our own County by one of our very best beloved citizens, Rev. Dr. Twilley.

**KELLOGGS PREMIER (per) Early**

From the reports received, the Premier is destined to become the leading early standard variety in a short time. We have reports from nearly every State making great claims for the Premier. The introducers claim that without exception it is the grandest and best extra early variety ever originated. The Premier is a strong pollinizer and plants grow large and root deeply. It succeeds in all climates and is wonderfully productive of large beautiful formed deep red berries of the very finest quality. The berries are ideal for canning and shipping to long distant markets. From our reports received the during the past year and the great demand for the plants we advise all our customers who are looking for a good extra early variety to try Premier this season. We have a good supply of plants, stock which was bought of the introducers three years ago and shall be pleased to supply your needs.

We would like to print the letters sent to us praising this variety but space will not permit.

**124 Berries on One KING of Autumn Plant, And Others Looked Just as Full.**

This is Mr. George H. Roses' report last May. He says: "Like to try your new ever-bearer, the Lucky Strike. If they do better than the King they are going some. The Autumn King plants that we got from you three years ago, have certainly done fine. On the 28th of September last year on one plant I counted 124 berries and lots of the others looked just as full.—Cleveland, Ohio, May 7, 1918.

**LUCKY BOY and LUCKY STRIKE** can not be purchased from any one else in the trade. We have no agents, and any one claiming to

sell you the above named plants are frauds, and we will reward you liberally if you will inform us if you see any such work going on.

**DR. BURRILL per**  
**Medium Early**

After fruiting Dr. Burrill another season and reading over the grand reports from hundreds of our customers, we feel that we cannot recommend it too strongly to our closest customers and friends. No matter where you are situated, we believe that if strawberries can be grown at all, there can be a grand success with Dr. Burrill. Dr. Burrill is a scientific cross between Crescent and Dunlap and therefore comes of the best strawberry blood in the country. The good qualities of both varieties are not lacking in the Dr. Burrill. In plant growth it is a marvel. Plants strong, healthy, deep rooted without a blemish. The mother plants grow to a wonderful size.

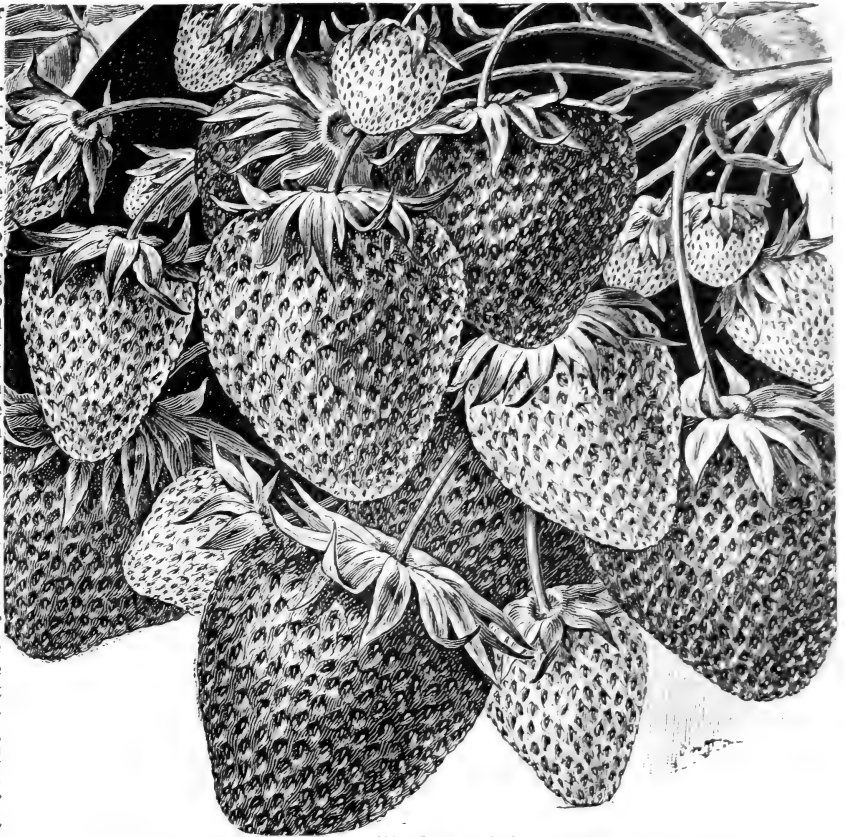
The runner plants are many and medium in size when making first season's growth. We believe that there has been nothing added to the strawberry world that will be more beneficial than the Dr. Burrill. In the production of fruit it is simply immense in quantity and quality; averages larger than Dunlap, of which it is same color and appearance. Is much firmer than the parent Dunlap, and will stand shipping from the Southern States. Dr. Burrill begins blooming very early and continues for a long time, and is a long season variety. Fruiting season covers that of the early mid-season and a portion of the late varieties. Has large perfect blossom, rich with pollen and is beneficial to plant alternate rows in the fields with most any other varieties. We secured our plants from the introducer, and have grown a very large stock this season as we were sold short last season, and hope to have enough plants to go around this time. Ask for special prices on large lots.

**EARLY WOODROW (per) Early**

A new promising variety originated in this section a few years ago. Fruit large, firm and of good quality. Color, bright red. Plants strong and healthy. Seems adopted to all parts of the U. S. We recommend it for trial.

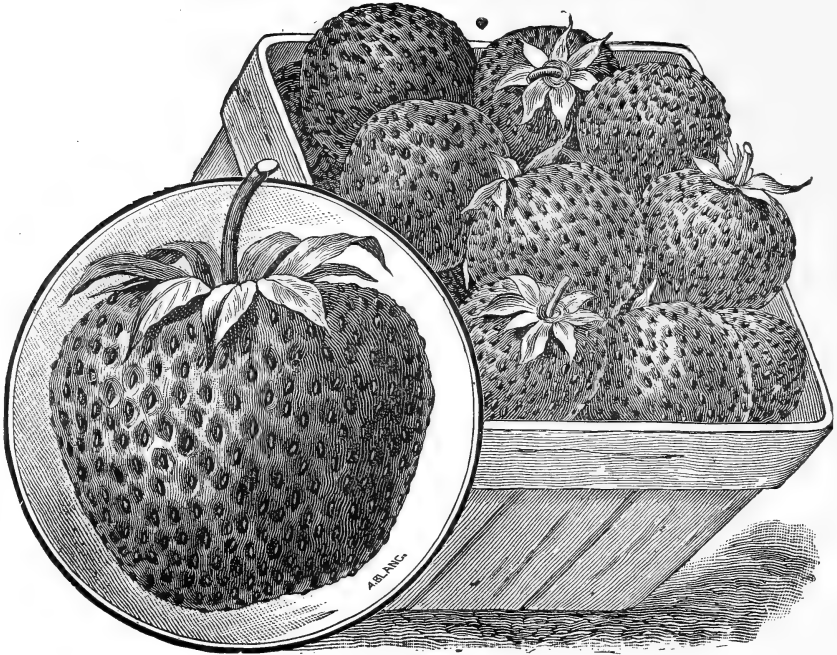
**KLONDYKE (per) Early**

This variety ranks with the Missionary and



This Illustrates Dr. Burrill, Our Million Dollar Strawberry

Dunlap as to popularity. Has been grown a good many years and tested in all parts of the country. Is noted for its good shipping qualities and appearance. We have probably one of the best strains of the Klondyke. We often get letters saying that our plants produce more than twice as many berries per acre as plants from other sources. We have grown this variety for a good many years for fruit and have done much experimenting with it in breeding up our stock. In the first place we found that there was likely to be a great many barren plants in the Klondyke beds. When we examined some of our neighbor's fields who had practiced the method of taking plants from the middle of the rows continuously year after year we found still more barren plants in the fruiting beds. We began to select our propagating plants late in the season from the plants that showed the largest crowns and most fruit stems, being sure nothing else were taken when setting our plots. In the first year we could see a 50 per cent change between our trial beds and our fields. Making a still more careful selection another year we found not only a fifty per cent change, but more than one hundred per cent benefit in the favor of selection. We have practiced this method ever since, and have built up a wonderful productive strain of Klondyke plants. We have letters on file that state our Klondyke plants are cheaper at \$10.00 per 1000 than the average plants would be if given free.



Klondyke

**BILLY SUNDAY (per) Medium Early to Late**

We have grown this variety two seasons. It is highly recommended for home market, or where a fancy variety is wanted. Is very productive of large good quality berries. Season medium early to late. We have picked berries for four weeks from this variety. It ranks in the Wm. Belt class. Good to plant with other imperfect varieties.

**HAVERLAND (Imp.) Medium.**

We have grown the Haverland ever since we began the Nursery business nearly 20 years ago. We have found that it gains steadily in popularity. One of the very best imperfect sorts to plant with Dunlap, Dr. Burrill, Magic Gem. Wonderful productive and attractive. Needs no further description. We have a fine stock of plants to offer. Strictly Thoroughbred.

**MAGIC GEM (per) Mid-Season**

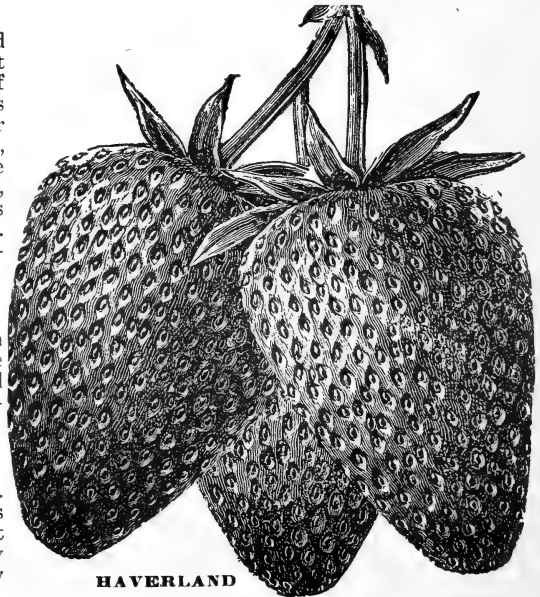
Claimed a million dollar berry. Introduced by the Kellogg Co. of Mich., and in a short time is making a wonderful showing. Some of our customers claim it ranks next to Worlds Wonder in size, surpassing that of all other large class berries. In plant growth it is tall, rich, dark, wide leaves spreading. Plants are strong producers of large fine quality berries, and is considered by hundreds of growers as one of the most productive and money-makers. Market gardeners everywhere should not overlook the MAGIC GEM.

**BIG VALLEY (per) Medium to Late.**

Originated in Penn., and is sent out with many good claims. We picked some very nice berries from our trial plot last season and think it worthy of a trial, especially throughout the North.

**MARSHALL (per)**

One of the few old sorts still on the list. There are only a few calls for Marshall plants as compared with other sorts. But we say it still ranks with the A No. 1 class, when quality and not quantity is wanted. We have a few customers who will have nothing else.



HAVERLAND

**BIG JOE (per)**

Also known as Joe Johnson

As a money-maker I know of nothing in the strawberry field in standard varieties that will surpass the Joe Johnson. In productiveness it is almost by itself. In size and beauty it is all that can be desired. There is nothing but good qualities about the Joe Johnson. Under just ordinary culture the Joe netted our customers more than \$1000 an acre several times in the past five years. In plant growth the Joe makes a strong clean plant. Sets just enough plants for a matted row. The Joe is a universal type of berry. It grows good and 'makes good' everywhere under nearly all conditions.



Picking BIG JOE in Penna., from Townsend's Thoroughbred Plants.

We sold the Joe at our stations here in Maryland this year carload after carload at \$7.00 to \$8.00 per 32-quart crate, and some brought as high as \$10.00 per crate. We have proof of one acre picking eighty 32-qt. crates one day. I know all the above to be facts, and when I say the Joe Johnson is a wonderful variety I have not said half.

We have a Thoroughbred stock of plants this season. We introduced the variety seven years ago, and our stock has never been equal to the demands and we have increased our acreage year after year until we cannot increase any more. Only one way to get the plants—send in the order as soon as you get the booklet.

**PARSON'S BEAUTY (per) Mid-Season**

A favorite with market gardeners and canners throughout the country. Fruit large and of best eating quality. Not firm enough for a shipper.

**NEW YORK (per) Medium**

As a local market or home use berry, it is a general favorite. Fruit large and mild in flavor. Strong upright plant grower. Has many other names, such as Uncle Jim, Oswego, Ryckman, etc.

**HERITAGE (per) Medium.**

A large and very fine berry. Once grown, always grown. We have had this on our lists for several years and demands increase. Moderately productive in fruit, but is supreme in quality. Good plant maker and free from rust.

**WARFIELD (Imp.) Mid-Season.**

Warfield is a good mate for Dr. Burrill or Dunlap. One of the most productive when properly pollinized. Extra fine for canning.

**BEDERWOOD (per) Early to Mid-Season**

One of the old time sorts that came to stay. Fruit medium in size; best of quality for a table or canning berry. Plants hardy and easy to grow. A great favorite with home gardeners.

**GLEN MARY (per) Late**

A late variety that has been a favorite for a long time in the New England States, also many other sections. It is a beautiful rich colored berry; flavor mild and considered fine for market gardeners and home use.

**WM. BELT (per) Mid-Season to Late.**

Produces a large berry of extraordinary beauty and quality. The Wm. Belt is a variety of which many of the best table varieties are compared with as to quality. Has been the leading berry for table use in thousands of homes for many years and still grows in demand. This is an ideal strawberry for market gardeners as well as for home use. As to productiveness it is all that can be desired. Is one of the best pollenizers for imperfect sorts of its season. Plants strong and make runners freely. We have never heard of the Wm. Belt being a failure anywhere.

Read What a Texas Lady says about Townsend's Plants. Dekalb, Texas, March 22-18.

The Strawberry plants arrived all O. K. after a long time on the road. They were packed so nicely that they had already begun to grow. Have had a fine rain today, do not think I shall lose a single plant. Many thanks for extra plants, they were the best plants I ever received from any one. Will send you some more customers this fall. Strawberries are ripe here now.

MRS. J. O. CALVINE.

**Does Fine—Comes Back Again.**

From Oakland, Maine, Feb. 20th, 1918.

Inclosed find \$9.00 for the following ever bearing plants. The plants bought of you last spring did fine. Was pleased with them. Superb and Progressive made a great growth and were bearing great crops when the freeze came. They went into winter quarters in fine shape.

H. B. K.

**Townsend's Plants Best and Cheapest.**

Chestertown, Md.

Inclosed find check for \$20.00 for which send me plants as per list if in stock, if not make your own selection.

I bought plants from you in 1916, and an equal number of another part in — Mich. He was away ahead of you in price but you beat him all to pieces in quality.

W. H. TRUESLOW & SON.

DO NOT FAIL TO INCLUDE SUFFICIENT POSTAGE IF PLANTS ARE WANTED BY PARCEL POST

**REWASTICO****(per) Late.**

One of our new leaders in the late varieties. While it has not taken the place of the Joe, and probably never will it is a good commercial variety. Fruit large and rich dark red in color. Plant growth perfect in every respect. Strong and healthy plants free from rust. In productiveness it is all one can wish; firm enough to ship across the continent. Brings top market prices everywhere. We grow it for fruit. Mr. Allen says it is the only close competitor of the Chesapeake, the great favorite of thousands. It is a good one to try in any amount you want to plant.

**CHESTER (per) Late.**

Another new late champion that is winning much fame. Is said to be so large that nine berries fill a quart cup. We have not grown any that size, but we have grown some fine berries, large as we wished them to be, and quality good enough for a King. Fruit rich red round, colors all over and is exceedingly productive. Plant growth very fine. Large stalky plants, free from rust. Said to bring a premium on the markets throughout Penn. and N. J., where it is mostly grown.

**NIC OHMER (per) Late.**

One of the old-time late varieties. Has its greatest popularity in the West and South. Needs no description.

**NORWOOD (per) Mid-Season to Late.**

Norwood is of the improved Marshall type. Plants large and healthy; makes few runner plants. Produces moderately of the very finest quality large to extra large berries. Where quality is wanted and not quantity—for home use—we recommend Norwood.

**BALTIMORE (per) Late.**

We introduced this variety nine years ago, and our sales have grown every year until it is hardly second to any late variety on our list. The Baltimore is a strong plant maker and good grower on most any soil. Fruit large to extra large, bright shiny red, and wonderfully productive. Quality ranks with that of the Wm. Belt, of which we believe it is a descendant. Anyone looking for a late standard variety for either home use or commercial purposes can not go wrong in selecting the Baltimore.

**SHERMAN (per) Mid-Season to Late.**

Another of our own introductions. Of the

**Rewastico**

Marshall type. Not as productive as some, but every berry a big lucious fellow, good enough for a King. Experiment Stations wherever it has been tested recommend it very highly. Try it.

**PEARL (per) Late.**

We were asked by some of our customers in the New England States to add the Pearl to our list. We secured a small stock of plants from a Michigan grower and have a stock of plants for those who wish to try them. We have seen no fruit from the Pearl, but say it is recommended as a good late variety.

An old berry grower says Townsend's plants, best he ever saw.

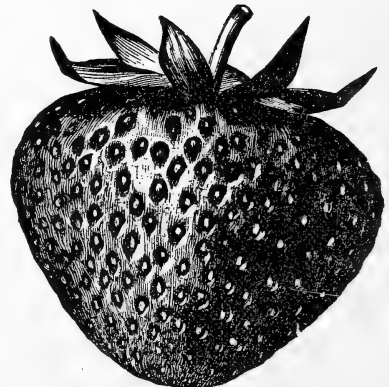
Chenango Co., N. Y., July 13, 1918.

Mr. Townsend: Dear Sir:—How soon can you furnish me with more plants. The plants you sent me in April were the best plants I ever saw sent out by Any Nursery. Respt. WM. BOIS.

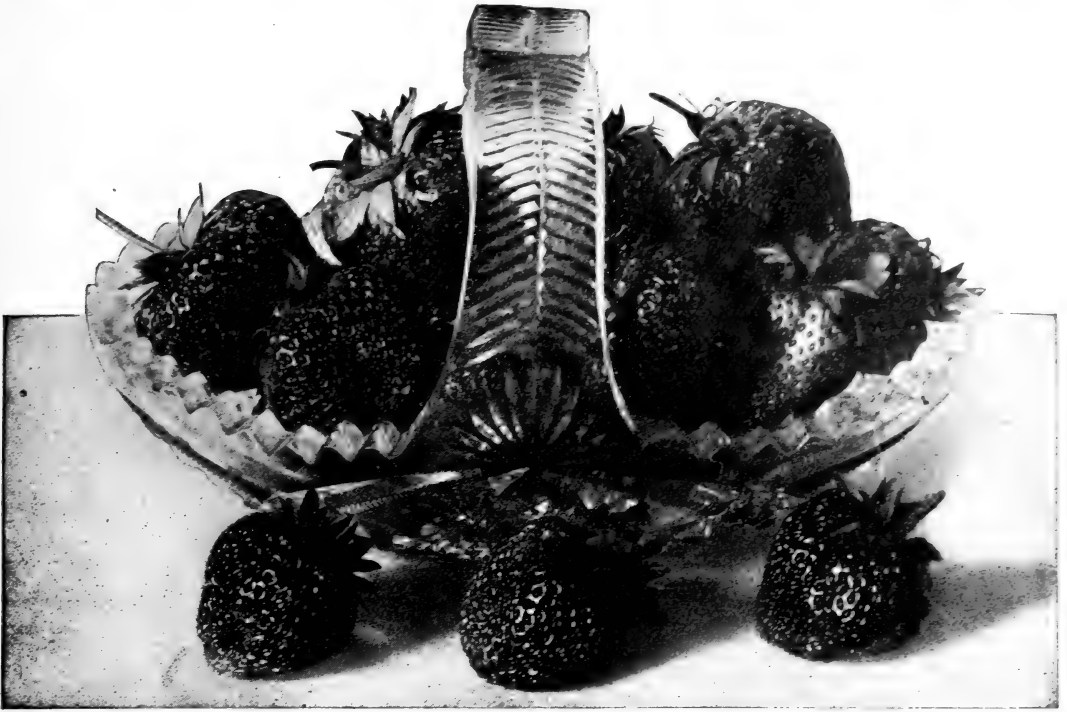
Good Count, Prompt Service.

Lewis Count, N. Y., Sept. 19th, 1918.

Received plants in good condition, thanks for liberal count and prompt service. I remain, FRANK FETTERLY.

**Chester**





Ford

**FORD (per) Late.**

We introduced the Ford four years ago, and at the time stated it was destined to become as favorably known as its namesake, the FORD CAR, (Tin Lizy), (Fliver). From reports that poured in to us the past season we have not missed our guess. New York Experiment Station gives a very fine report on it and recommends it to the public as one of the most promising late varieties. We were soon swamped with orders the past season and could not fill half of what we received, and we had a pretty good stock of plants. We have a good supply this season but if our customers want to add Ford to their list better place order as soon as Catalogue is received.

One Experiment Station says the following: "The FORD, introduced by Mr. Townsend, of Salisbury, Md., is one of the best of the late varieties. A characteristic in its large dark green leaves; large blossoms; long erect and branching fruit stems; large showy green calx, all of which when added to the extra large beautiful bright red berries make the Ford a valuable acquisition to the strawberry family.

The Manager of a big berry farm in Penn., says the following: "The Ford is probably the best of the late varieties tested here and we have tested more than fifty late in the past ten years. Fruit large to extra large, exceedingly attractive in appearance, retains size throughout the season; very late in bloom, which makes it all the more valuable in sections where late frosts are frequent.

We could reproduce more than fifty letters of commendation but we are limited with space and will add that no other variety sent out by us has given greater satisfaction than the Ford. The Ford is truly an ideal strawberry. easy to grow is what they all say. Good in size, productiveness, and fine in quality. Big, delicious red berries, red all over and through and through. Blooms late, makes it frost-proof. Long roots makes it a great drought resister; has never missed a crop, from Maine to California. Be sure to place your order early with Townsend, the Introducer, and get the genuine (Fliver). We guarantee the Ford to be a universal variety.

**TOWNSEND FOR BUSINESS.**

Richmond, Va., April 29th, 1918.

E. W. Townsend: My Dear Sir:—Plants arrived in fine shape; never saw finer plants or roots, so please send me 500 more Uncle Sam if you have them, by parcel post. I wrote a Michigan man for Catalog same time did you. Received plants from you and had them set out before I received Catalog from him. So it is Townsend for business.

Yours very truly, W. C. McAllister

**WORLDS WONDER (per) Very Late**

Introduced by us four years ago. The Worlds Wonder holds the record as being the largest strawberry grown. We have sold it to more than 2,000 customers in the past 3 years, who make much greater claims for it than we do. In size it runs more like apples than strawberries. In quality it is wonderful—one of the most pleasant tasted berries ever tasted. Unusually firm for so large a berry. In plant growth it is a marvel—makes plants in abundance, that look more like bushes than strawberry plants, when grown in hills. We have had them stand fifteen inches high, and as big around as a bushel basket. Broad leaves and heavy fruit stems that hold the wonderful large berries well off the ground. There is no variety on the list that will produce more quarts than World's Wonder. Where the largest strawberries are wanted, we recommend World's Wonder. We have a moderate supply of plants and expect to be sold out long before the season is over, as the demand increases by leaps and bounds each season. We will pay ten dollars in gold for a plant that will produce larger berries than the Worlds Wonder.

**Worlds Wonder Largest Berry Ever Seen. Tells His Neighbors About Townsend's Plants And Townsend's Service.**

Dela. Co., Ohio, May 31, 1918.

Mr. Townsend: Dear Sir.—Received an order from you with a neighbor for some Progressive and Worlds Wonder plants. Both are bearing fine. Progressive are wonderful. But Worlds Wonder is certainly the largest berry I have ever seen. Picked one this morning measured four by five inches, and there are still larger ones on the plants. Have recommended you and your plants to my friends and hope you will receive more orders from here in the future. If not too late please fill the enclosed order.—Horsea Slough.

**KELLOGG'S BIG LATE (per) Late.**

We secured our stock of plants the past season and can give only the introducers' description—in part as follows: The Kelloggs Big Late is the one strawberry in a class by itself. It differs from all other varieties both in plant and fruit. It grows the tallest foliage of any variety we have ever grown, its leaf stems measuring over a foot in length. It is an exceedingly heavy fruiter, each fruit stock producing from twenty to thirty berries. At fruiting time the plants are completely surrounded with large beautiful berries with the very highest quality. The berries are not only large and produced in large quantities, but are of a flavor that leaves nothing to be desired. They are bright red with a polished surface. They are solid and firm, unsurpassed by any other berry as a shipper. It is further claimed that berries that have been picked for a week



**World's Wonder.**

can not be distinguished from fresh picked berries. There is much more of the good things said of them which we have not room to mention here, but we will close by saying the plant growth made here this year is great, fully up to expectations, and we believe they are worth a trial.

**AROMA (per) Late.**

One of the best known late varieties now on the list. Once grown always grown. Fruit large bright red, and firm enough for a good shipping variety. As a commercial variety there is probably no variety more widely grown than the Aroma. Grown from coast to coast. Productive of large fancy good quality berries wherever grown. We have a fine stock of Aroma plants, fully up to the Townsend standard.

**A Good One On The Flivver.**

Erie County, N. Y., July 24th, 1918.

Dear Mr. Townsend:—I want to write you a line regarding those FORD plants sent to us. Never saw any such berries in this part of the county. From Fifty plants grown in hills under the "Townsend way," we picked forty-two quarts one picking. I am sorry I did not keep correct count of the total quarts picked from the fifty plants, but I am sure it would have been unbelievable in print. I must have picked more than two hundred quarts altogether. I do not understand why you named them the Ford, they should have been called "Super Six" or Packard, if you were going to name them after an Automobile. Their equal has never been met here, and I doubt any where else.

Respt. yours, H. E. HEINTZ, Gardner.

**Plants Too Nice to Accept as GRATIS.**

Lonaconing, Md., May 8th, 1918.

Inclosed find another order for Superb. The Lucky Strike plants received O. K. You sent me just twice as many as I paid for, I enclose payment for the extra, as they were such nice plants, and arrived in such good condition.

MR. WM. GARLANDER.

Chicopee Falls, Mass., May 8th, 1918.

E. W. T. Dear Sir:—I received plants in such fine shape want another 500 Progressive, for which I enclose check.

Respt. WM. DUN.



One of Townsend's Plant Fields

#### CHESAPEAKE (per)

Has been on the market now several years and has made many friends, and needs no further description at this time. Is classed as one of the strictly fancy varieties. Sells for top-notch price on every market. If it is a standard late variety wanted either for home use or commercial purpose, you can not go wrong on the Chesapeake.

#### FENDALL (Imp.) Late.

We have been growing Fendall for a great many years but have never grown as many plants as we could sell. Make an ideal mate for Chesapeake, Ford, Worlds Wonder, Baltimore, Aroma, etc. One of the most productive varieties on the list. Fruit large shiny red all over. If it's quality and quantity wanted, select the Fendall.

#### BRANDYWINE (per) Late.

Brandywine is a universal variety that needs no description here. It has been planted North, South, East and West, and succeeds everywhere. Is productive of extra large, good quality berries hardy, and does well on any soil.

#### SAMPLE (Imp.) Late.

A great commercial variety in nearly all

sections of the country. Also a great favorite of home gardeners. There is a constant increasing demand for plants. Produces great quantities of rich colored, handsome fruit, with very best quality and appearance. Begins to ripen with the late varieties and continues very late in season. We have the strictly pure bred Sample plants with a wonderful record for production.

#### LATE JERSEY GIANT (per) Late.

One of New Jersey's latest productions. Is of the Gandy type; said to be much more productive. We have not had time to give it a good trial here. Comes very highly recommended, and a great demand the past season from N. J. growers for the plants. We have a good stock of plants this season.

Anncville, Pa., June 10, 1918.

I am pleased to write you that all my plants grew but one. How soon shall I begin cutting off the runners from Lucky Strike?

Truly yours, H. S. DAVIS.

Mr. Townsend:

May 15, 1918.

We received the shipment of plants by Parcel Post this A. M., 43 bunches. They came to us in the best shape I ever got plants and the best stock I ever handled. If you want any recommendation, any time we will gladly furnish same.

E. C. WICKERT & CO.

#### PLANTS ARRIVE ACROSS CONTINENT IN GOOD ORDER

Plemons, Texas, April 25th, 1918.

Mr. E. W. T.—Dear Sir: I received my plants O. K. on the 23rd and they were truly fine plants and in fine condition. Many thanks.

Respectfully, C. L. Graham.



An Everbearing Strawberry Plant Field Ready For Your 1919 Orders.

#### KELLOGG PRIZE (Imp.)

We have grown this variety for several years and have found it a most worthy variety and one that is steadily growing in popularity. Season very late. Should be properly mated with the very late varieties, such as Chesapeake, Ford, Worlds Wonder, Baltimore, etc. In plant growth it is fine, and produces heavily of wonderful large berries that are uniform in size and color when properly polinized. Is firm enough for a good shipping variety, and always brings highest market price. We have set this variety for fruit for past four years and find it a great money-maker. If you have not grown Kellogg Prize, get some this year, you will like it.

#### MASCOT (per) Latest.

One of the latest varieties grown. Commences to fruit with Gandy and continues about ten days longer. Size, large to very large; firm and with good quality; productive. Is a great drought resister. We have had Mascot berries stand the drought when all others failed. Until we got such varieties as Peerless, iKng and Superb ever-bearing varieties to prolong our main crop we planted largely of the Mascot, but now we use the ever-bearing mostly.

Michaelville, Ia., May 5th, 1918.

Dear Mr. Townsend:—Want to thank you for filling my order so nice. You certainly are liberal in count, giving me much more than I expected or paid for. There was nearly enough to set an acre.

Respt., DR. BALL.

April 30th, 1918.

E. W. Townsend, Salisbury, Md.

Our order No. 9821 arrived April 27th in good order and we thank you for such good count and excellent plants. The spring of 1916 we set out 4500 of your plants, 1000 of which were Early Ozark. When they fruited last year the vines were loaded and were a week to ten days ahead of other varieties here. We want more plants this fall.

Mrs. Chas. C. Marceline, Mass.

From Delaware:—I am sending to you again for plants, somehow your plants beat the Delaware plants growing. I have never found any plants to equal Townsend's. Check inclosed for \$90.00. If out of Joe Johnson, send Townsend's Late, both do well here. J. H. Johnstown, Pa., July 1st, 1918.

I am writing you at this early date in order to have you reserve for my next spring planting 10,000 Strawberry plants. I enclose \$25.00 on the order as good faith to take the plants. I am sorry I did not give you all my order last year. I lost more than \$500 by getting part of my plants from a Delaware Grower. There was no comparison between your plants and his with the same varieties. Yours netted me more than \$1000 per acre. F. G. P.

Lee Count Va., June 6th, 1918.

I am well pleased with the plants you sent to me. We are having a severe drought and they are standing it exceedingly well. Had some very nice berries on them, best I ever saw for spring set plants.

Yours truly, R. A. WOOD.

#### TOWNSEND'S PLANTS BEST THAT GO TO FLORIDA.

Plant City, Florida, April 2, 1918.

Enclosed find another order for 10,000 Missionary. This makes in all 32,500 plants ordered from you this season. There are no plants that come to Plant City that gives the satisfaction at fruiting time that Townsend's do. This is the twelfth year I have handled your plants. Wishing you a continued success, I am,

Yours very truly,

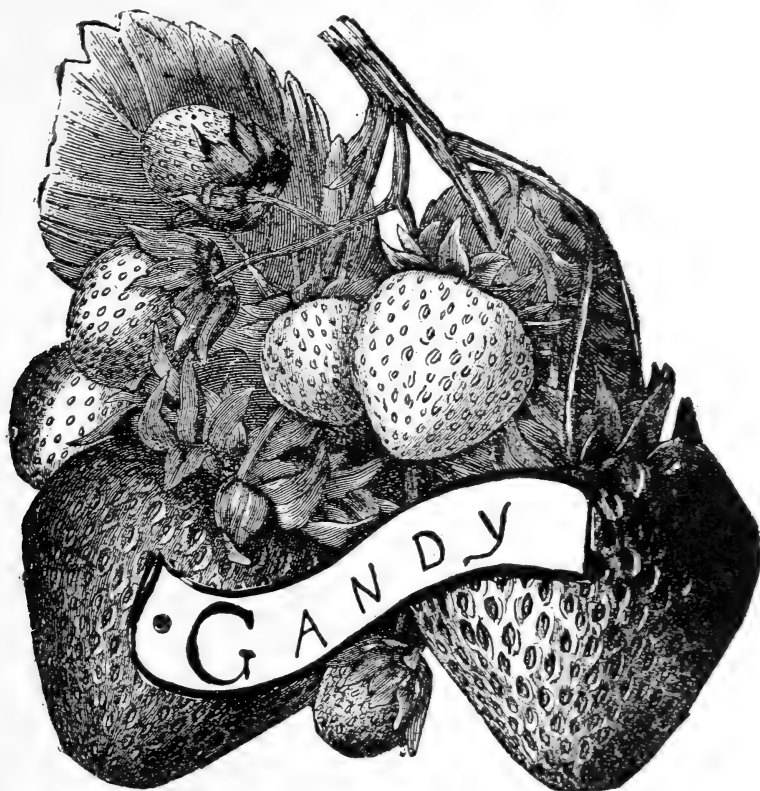
H. W.

## TOWNSEND'S PLANTS ATTRACT ATTENTION OTHERS DIE THREE TIMES.

Dear Mr. Townsend:

I am enclosing you an order for a poor man and a friend of mine, who has set plants three times this fall and all died. He saw ours that we got from you and wanted us to order him some of yours. Our plants are doing fine and attracting a lot of attention.

Yours respectfully,  
FRANK M. THORNE,  
Clearwater, Fla.



### GANDY (per) Late.

One of the best known late varieties. Does best on Black springy soil or springy clay; not suited for high land. We have grown this variety for twenty years, and it is still in de-

mand by a great many growers in most sections. Does best when set with other good polinizers, such as Ford, Baltimore, Aroma, etc., as the first blossoms are not rich in pollen.

### A Few Testimonials From Some of Our Appreciative Customers

North Wailes, Pa., 4|18|18.

Strawberries received O. K. fine shape. Please send special price on the inclosed order. W. B. H.

Oscela, Kans., 4|19|18.  
From A Lawyer.

You will find order attached. Kindly RUSH plants to me, your own selection. I received a shipment from you the other day, have them set out, every plant is growing nicely and I am more than pleased with them. W. W. P.

From Old N. C., March 22, 1918.

I received my order of plants in good order, well rooted plants and am well pleased. I find you send more plants than the order called for. All strictly fine plants. P. H. L.

Kortright, N. Y., April 13, 1918.

Mr. Townsend:—I am sending you an order to try your plants. They have been recommended very highly to me. My neighbor says he picked more than one quart from each plant last spring. M. H. D.

# Our Free Service Department and Other Things Of Interest to Our Customers.

## FREE—OUR SERVICE DEPT.

We do not consider the deal closed when we accept your money and ship your order of plants. We are here to guide you in giving advice and in helping you in every way possible in growing and marketing the crop. More than one-half of the time of the writer is spent in correspondence with his customers in advising them in the different problems in growing their crops and in making selections.

In this booklet, we are trying to give all the advice possible as to selecting varieties, manuring, plowing, setting plants and caring for them from start to finish—in order to avoid so much unnecessary correspondence as possible, during the coming very busy season. But any advice not given here will be cheerfully given for the asking.

## We have discontinued the growing of other small fruit plants.

The growing demand for our strawberry plants prevents us from growing other nursery stock until labor conditions change. We believe this to be to the interest of our customers at this time. Strawberry plants and other nursery stock can not usually be shipped in the same package and it therefore can be ordered from another nursery without any more expense to the purchaser.

## WE COULD GROW JUST STRAWBERRY PLANTS—

Just such plants as are grown and advertised by the average plant man. But would we grow ourselves?

We think not. We have seen the coming and the going of a great many plant growers since we started in the business.

## WE WOULD NOT BE CONTENT TO GROW JUST STRAWBERRY PLANTS.

Our one aim is to grow only the very best plants that it is possible to grow. And to make every Townsend customer a leader in his section as a successful strawberry grower.

For this reason it is to the interest of every berry grower large or small to select Townsend as his or her Nurseryman to supply the plants for this year's crop. Mistakes and failures are fatal at this time, we must not take a chance and buy something called plants just because they happen to be a little cheaper or a little nearer home. Our packing is perfect. No matter where situated plants should reach you in time, at the proper season—our prices are as cheap as the best plants can be grown and delivered to you.

## Once a Townsend Customer—always a Townsend Customer—WHY?

The first thought with us when we get a new customer is to try to please him better than he was ever pleased before. We begin by serving him with better plants than he was ever accustomed to. We give him prompter service than he is used to. We never allow a

customer to make a mistake in getting the wrong varieties if we can help it. We are never too busy to sit down and write our customer a letter advising him about his order. We try to give every customer a little more than he expects, (note what some of them say when writing us). We do not treat a customer in the above manner just when he is new, but we try to give him better service every time he comes back.

## WHEN THE ORDER IS RECEIVED.

When an order is received, first it is handed to our Manager. He reads the order and letter over (if accompanied by letter), fifty per cent. of the orders sent to us is left to the Manager's own way to fill, as he thinks best. Twenty-five per cent. of the orders state: if varieties ordered not suited for my section, please substitute something better. The Manager at once takes his pencil and crosses out any variety not suited; or if left entirely to him to make selections, makes out the order with our very best varieties for the particular section, adding a few more plants than the customer expected or paid for. The order goes at once to the Packing House, where it is booked for shipment on a certain day. The foreman there instructs the book-keeper to add a few extras. Next the packer gets the order in hand to fill. He gives instructions for digging the order and preparing same for shipment. When plants are counted (after giving two or three plants over in every bundle) the packer finds he has a few bundles over, he places them in the package also, as he says no use to leave them over we will make him feel good when the box is opened. So it goes; every one who has a crack at the order tries to do a little more than he is required to do in order to make the customer happy.

We have no favorites. Every customer is extended the same treatment whether the order is a dollar order or a five hundred dollar order. In short we could not ask any one of our customers to give us more for our money than we give them, if our positions were reversed.

## IS EVERY CUSTOMER PLEASED?

We answer no! No angel from heaven could please everybody. About two kickers in every thousand, (but isn't that fine?). Some few exact plants to be shipped before we get the order. Honestly, we have received letters and orders like this: Dated April 1st, mailed five hundred miles away, giving shipping instructions to be shipped April 2nd. We get the order April 3rd or 4th; on April 6th we get a letter saying we sent you an order about a week ago to ship at once. Please send plants at once or return our money. What do we do? Fill the order just as it comes in turn—no other way to do. A postal is always mailed when an order is received and booked unless the order is going to be shipped Parcel Post same day, then no postal is required. Usually the kickers turn out our very best customers in the end, as they get just as good treatment as we can give the rest.

## OUR RESPONSIBILITY.

As to our responsibility, we refer you to our bankers—the Salisbury National Bank of our city., all Express Co's., Postmaster of Salisbury, Md., Dunn's or Bradstreet's Commercial Agencies. Have your banker look us up for you, will only take a minute of his time, and he will be pleased to do this for you.

If you have never done business with us we will thank you to make the inquiry. You will then have confidence in us, which is the foundation of all business relations. Placing an order for plants and seed is like placing your all with a man, so far as crop prospects are concerned. It is true that the plants nor the seed can do it all no matter how perfect, but good plants are the foundation for a good crop, and always remember that there are none too good.

## SPECIAL NOTICE TO OUR OLD FRIENDS AND CUSTOMERS.

We are not advertising through the Farm Press but very little this season. We are depending upon our old friends whom we have been serving for many years to do our advertising for us, and to give them the benefit of our lowest prices possible. Kindly send us a list of names of the Folks in your vicinity who might be interested in strawberries that we may mail them our literature. We are revising our mailing list and hope receive these names as soon as you receive this Catalog. For this service we will add One Dollars worth of plants to your order. PLEASE DO THIS, AND SEND YOUR OWN ORDER EARLY.

## Brief Cultural Directions For The New Beginner

Strawberries will thrive in most any soil that is not too dry or water-soaked, and no crop will respond more quickly to good cultivation than the Strawberry. Strawberries require a great deal of moisture, especially at fruiting time.

**PREPARING THE SOIL.**—Strawberries should follow some truck crop if possible. We do not recommend planting strawberries after an old sod has been turned under, too many grubs are likely to destroy the plants. All sod land should be plowed at least a year in advance and sowed to some vine crop and manured the fall or winter before planting to strawberries, and then thoroughly worked up in the spring, where it is possible; land that has been manured a year in advance makes the best strawberries. We do not recommend heavy applications of manure immediately before planting, and under no consideration do we recommend the use of commercial fertilizer, directly under the plants when set. The fertilizer is likely to cause the plants to die as soon as the sun gets hot. If fertilizer is to be used, broadcast on the land, thoroughly work in the land a few weeks before setting plants. The finer the condition of the soil at planting time the better for the crop. If land is hard and cloddy, better roll, also if very loose sandy, it is best to roll, as this rolling holds the moisture that is so much needed at this time.

**TIME TO PLANT.**—The Fall from November 1st to March 30th in the South plants may be set any time. In the Middle States, March and first half of April. In the North, as early in the spring as the ground can be worked, the sooner the better. Northern customers should always order their plants shipped at least two weeks before they expect to set them out. The plants should be heeled in a V-shaped trench after they have been unpacked and untied, bunches opened and roots dipped in water. Cover with a board to shade the plants and they will keep several weeks and be in fine condition to plant when the proper day arrives. We ship most orders to the far North during last half of April. But some of our wisest customers order plants shipped April 1st, and heal in as above. Some few customers ask us for plants during August and September, we have as good plants at this time as any one in the business, but we cannot recommend the planting at this time, and do not see where the gain is in August planting in the North. Everbearing plants set in April will fruit just as quick as the August and September plants, and much less trouble and expense.

### SETTING PLANTS AND MARKING OUT THE ROWS.

After ground is in perfect condition mark rows out with any kind of light marker, that will not make too much of a sink in the ground.

**IF HILL SYSTEM.**—Mark rows 30 inches apart, one way and fifteen inches the other and set plants in the check with a spade or trowel, being sure to get roots down straight and fan shaped, firming ground around plants hard with the hand or foot. Some customers write us they water the plants when setting them. Don't Do That. Nothing could be more injurious to the strawberry plant. Under this system, all runner plants are kept cut off and only the plant you set is allowed to grow. Plants grown this way grow to be very large and usually meet the 15 inch way, and produce more quarts of berries per acre than the latter named systems. It is easy to grow one quart of berries per plant under this system. Fruit will average twice as large and sell for more money in the markets. We recommend the hill system, as so many of our customers have reported such large yields from their fields.

**SINGLE HEDGE ROW.**—Mark rows thirty inches one way, and set plants twenty inches apart and allow each plant to make about two to four plants. Some very fine berries can be grown this way.

**DOUBLE HEDGE ROW.**—For double hedge rows, mark rows thirty-six inches one way, two rows of plants are set zig zag fashion, and each plant is allowed to make only a few plants. The object of the double hedge row is to get more fruit to the acre than by the single hedge row. The center of the bed is kept open so as to give the plants air and sun. This is one of the intensive systems and requires more work than the other ways, and should not be practiced on a large scale.

**THE NARROW MATTED ROW.**—Mark rows forty inches apart one way; set plants eighteen to twenty-four inches apart and allow to grow until row is as wide as desired and then keep down by cutting runners off the balance of the season. Usually ten inches is the desired width. This is probably the most common system

of growing berries in the large commercial growing sections, where fancy fruit is not the particular object. Too many plants should never be allowed to mat in the bed as their growth is only at the expense of the former plants and when such crowding is allowed small berries and small yields may be expected. One acre grown in the proper way is worth at least two grown the wrong way. It takes a strong robust plant to make a productive plant and to make a productive plant it must have plenty of room and moisture, if the roots are crowded moisture will be lacking. If one is not particular about neither quality or quantity, strawberries will generally grow with as little attention as any other crop. But we always contend that any thing that is worth growing is worth growing right, and advise our customers to get all there is in it by using the proper methods. The largest crops are produced when grown in hills and cultivated each way, one way with horse, if in commercial lots, and the narrow way with hoe or wheel hoe. If for garden purpose, plants may be set 12 x 24 inches, and worked with wheel hoe and give the largest yields.

### MATING VARIETIES. [This paragraph should be especially noted by all].

Strawberry plants are divided into two sexes, male and female, or perfect and imperfect blossoms as the varieties are listed in our books. The perfect flowering sorts will produce as well with out the imperfect flowering sorts, but should you plant all imperfect sorts, you would have indeed a very poor crop, if any crop at all. Most catalogue writers recommend planting perfect varieties of the same season, with the imperfect sorts, same rows of each, or two rows of perfect flowering to three or four of imperfect, and so on across the field or garden.

For best results, we have found that where the most is to be gotten from an imperfect variety, (and indeed they are our very best producers when properly mated), is to set an imperfect variety between two different perfect varieties, on one side should be a perfect variety that opens blossoms a few days in advance of the imperfect sort, and on the other side a perfect sort, that will continue to bloom until after the blooming of the imperfect sort. When a trio of this sort is set, you are sure of getting fertilization for all blossoms of the imperfect sort, hence the larger crop to be expected and more uniform shaped berries. Let us illustrate. Commence by setting two rows of Dr. Burrill, four rows of Kellogg prize, and two rows of Chesapeake, and continue across the patch in this manner. If other cultural methods are followed success is sure with the above varieties. We shall at all times be pleased to make the selections of the perfect sorts when imperfect varieties are wanted, for main crop.

### REMOVING BLOSSOMS (Very Important).

All strawberry plants whether standards or ever bearing begin to blossom very soon after being set in the Spring, and these blossoms should be removed as soon as they are all open by cutting off the fruit stems with a sharp knife, or shears. Nothing weakens a plant more than letting the fruit ripen on it when it is young.

It requires but a few hours to remove the blossoms from an acre and that will mean your success in growing a strong, healthy crop of plants that will prove fruitful the following crop.

Most of the everbearing sorts require the removing of blossoms about twice during the first season before berries should be allowed to ripen. Aside from this fact ever bearing strawberries are given the same care and cultivation as other standard varieties.

### CULTIVATING AND HOEING.

The Cultivators should start soon after plants are set and given often and shallow cultivation the entire growing season. Always remember the shallow cultivation, nothing is more injurious to a plant than deep cultivation. The light, shallow cultivation keeps a dust mulch around the plants which is so essential in dry weather, and the roots should never be disturbed by either hoe or cultivator.

**AS TO SPRAYING.**—This is left entirely to our customers. They can get better advice from their State Colleges, than we can give, every locality has it's own individual troubles with insects. (We are thankful that we have no plant insects on the old Eastern Shore of Maryland.) Neither do we have to mulch our plants in winter in order to save them from freezing. But in the

**CULTURE DIRECTIONS—Continued**

very cold sections of the country where Mulch is necessary, we recommend straw manure if possible, if not convenient, any kind of straw, Marsh grass, shredded corn stalks, may be used and removed in the early spring before new growth starts. This mulch should be raked off and left between the rows as a protector to the coming fruit crop. As to the length of time a strawberry bed should be allowed to stand depends on

the care given to it. We have reports that beds have been kept up for six years and given bumper crops, some times producing more fruit the third and fourth year than the first season. Keeping up old patches requires a great deal of work more so than renewing with a new bed at least every two years. Old beds are given practically the same care as new beds in first year. The ground must be kept constantly cultivated and all weeds kept out.

**MISCELLANEOUS PRICE LIST.—SEASON 1919.**

	Each	10	25	50	100	250	1000
<b>GRAPES</b>							
Concord .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Campbell's Early .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Delaware .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Moore's Early .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Niagara .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Worden .....	25c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
<b>ASPARAGUS ROOTS</b>							
Palmetto .....	10c.	\$2.00	\$3.50	\$6.00	\$10.00	\$20.00	\$60.00
Bar's Mammoth .....	10c.	\$ .50	\$ .75	\$1.25	\$ 2.00	\$ 3.00	\$10.00
Conivers .....	10c.	\$ .50	\$ .75	\$1.25	\$ 2.00	\$ 3.00	\$10.00
Columbus .....	10c.	\$ .50	\$ .75	\$1.25	\$ 2.00	\$ 3.00	\$10.00
<b>DEWBERRY PLANTS</b>							
Lucretia .....	10c.	\$ .75	\$1.50	\$2.00	\$ 3.50	\$ 7.00	\$20.00
Austin .....	10c.	\$ .75	\$1.50	\$2.00	\$ 3.50	\$ 7.00	\$20.00
<b>GOOSEBERRY</b>							
Downing .....	25c.	\$2.00	\$4.00	\$7.00	\$12.50		
Haughton .....	25c.	\$2.00	\$4.00	\$7.00	\$12.50		
Pearl .....	25c.	\$2.00	\$4.00	\$7.00	\$12.50		
<b>CURRANTS</b>							
Cherry .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Fay's Prolific .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Red Cross .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
White Grape .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Wilder .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
<b>BLACKBERRY</b>							
Blowers .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Eldorado .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Mercereau .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
Snyder .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
<b>DEWBERRY</b>							
Scrugges .....	25c.	\$2.00	\$4.50	\$8.00	\$15.00		
<b>RED RASPBERRY</b>							
Cuthbert .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
St. Regis .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00		
<b>BLACK RASPBERRY</b>							
Cumberland .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00	\$25.00	
Kansas .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00	\$25.00	
Black Diamond .....	25c.	\$2.00	\$4.00	\$7.00	\$12.00	\$25.00	
<b>PURPLE RASPBERRY</b>							
Columbian .....	35c.	\$2.50	\$4.50	\$8.00	\$15.00	\$30.00	
Royal Purple .....	35c.	\$2.50	\$4.50	\$8.00	\$15.00	\$30.00	
<b>JAPANESE WINE BERRY</b>	50c.	\$4.00	\$8.00				
<b>DAHLIA ROOTS, (mixed colors and varieties, over 200 varieties).</b>							
Large Clumps .....	\$1.00	\$7.50					
Single Dahlia Bulbs .....	10c.	\$ .75	\$1.50	\$3.00	\$ 5.00		

All stock listed on this page sold as follows: Less than 10 lots sold at each price, less than 25 sold at 10 price, less than 50 sold at 25 price, less than 100 sold at 50 price, less than 250 sold at 100 price, 500 lots sold at 1000 rate. No two varieties can be added together in order to get lower rates. All stock listed on this page is very scarce the world over and cannot be had only in small lots at the above prices. We are only carrying this stock this season to accommodate our customers for home garden purposes. Orders should reach us early for this stock.



## OUR LADIES' CORNER

More than ever our Lady Customers visited us the past season. Their orders almost equaled that of our brothers. We intended the past season to grow a fine selection of Flower Seeds and Plants especially for our Lady Customers, but such was impossible owing to the lack of help. We have, however, grown our usual supply of the finest Dahlias, more than two hundred varieties of every color and specie. At this writing, October 10th, I wish it were possible for each one of you to see our Dahlias in bloom. They are the talk of the town and are worthy of all praise given them. We think we can supply your wants in Dahlias, and have priced them at just about actual cost to grow. We guarantee no special variety or colors, but will give as large assortment as possible with every order and guarantee to please.

Our Lady Customers are our most successful customers in raising strawberries. Some of the most wonderful yields and biggest profits are reported by them. The women of this



A TOWNSEND STRAWBERRY GARDEN  
Grown the Townsend Way.

country are worthy of a great deal of praise for the wonderful work they are doing at this time. Not only in War Work, but in Home Gardening, and preparing eatables for the families. Nothing we have heard from has received greater praise from Uncle Sam than the success the past year with the War Gardens. They have fed millions of our people for several months and have kept the cost of living down more than any other one thing.

## SPECIAL BARGAIN SELECTIONS

Below we give a few Special Bargains in our Strawberry Plants for our Lady Customers, and trust they will appreciate our service in this respect.

### (LADIES' GARDEN NO. 1.)

We will send by parcel post prepaid 300 of our Ever-Bearing Plants, choice varieties, that will bear fruit from July until Frost this year and next year from June until November, for ..... \$5.00

### (LADIES' GARDEN, NO. 2)

We will send by parcel post prepaid, 100 of each of our best Early, Mid-Season and Late Standard Varieties, our own selection for \$3.00

### (LADIES' GARDEN NO. 3)

Here is a wonderful bargain in Strawberry Plants and Dahlia roots:

- 50 Best Early Strawberry.
- 50 Best Medium Strawberry.
- 50 Best Late Strawberry.
- 50 Progressive Ever-Bearing.
- 50 Peerless Ever-Bearing.
- 12 Dahlia Roots.

And 4 Lucky Boy, Ever-Bearing, our newest and best Ever-Bearing.

Value \$10.00; post paid for ..... \$7.50

This order should be booked early as we have only a small stock of Lucky Boy, and Dahlias will soon all be sold. Order early and we will reserve stock for you.

### (LADIES' GARDEN NO. 4)

Four of the leading Standard Varieties, 100 each post paid for ..... \$5.00

- 100 Dr. Burrill.
- 100 Magic Gem.
- 100 Ford.
- 100 Premier.

This collection will give finest fruit from Early to Late, (not ever-bearing).

### THE BOYS' GARDEN.

Let the boy have a small garden of his own and we will help him on the start.

He wants Ever-Bearing of course in his garden as they encourage him to work, for what can be nicer than hoeing a pretty garden of strawberries late in the afternoon and plucking big red lucious berries every minute. We send the boy the following: 100 Ever-Bearing, (two choice varieties); 50 Ford, and 50 Worlds Wonder, and 2 Lucky Boy. Valued at catalog price, \$6.00. We send by Parcel Post prepaid for ..... \$3.50

### GIRLS' GARDEN

The Girls must not be forgotten in our Garden Page. Some of them write us beautiful letters about their gardens, and they are making the boys hustle. From a very small garden one girl writes, she sold \$42.00 worth of berries and had lots of berries to eat and lots of fun growing them.

Here is the Girls' Garden, all prepaid by Parcel Post for..... \$4.00

Value \$5.00.

- 25 Progressive (ever-bearing).
  - 25 Peerless (ever-bearing).
  - 50 Worlds Wonder (standard late, largest berry grown).
  - 50 Dr. Burrill (medium season, fine for home use).
  - 12 Dahlias (as many colors as possible).
- Girls, this is a dandy, don't miss it.

## SEASON 1918-1919.

## PRICE LIST of Townsend's Thoroughbred Plants

NO. 29.

**IMPORTANT INSTRUCTION FOR ORDERING PLANTS.**—Beneath the varieties in each column is a complete scale of prices which applies separately to each variety. If plants are wanted of more than one variety, figure each variety separate. 500 or more plants are sold at the 1000 rate.

**NOTE.**—10 per cent. discount will be allowed on orders amounting to \$20.00 or more.

**PARTICULAR NOTICE.**—If plants are to go by parcel post sufficient money must be added as per table on Inside Cover Page to pay postage and insurance fee.

COLUMN 1.	COLUMN 2.	COLUMN 3.	COLUMN 4.
AROMA	CAMPBELLS EARLY	BALTIMORE	ADVANCE
BEDERWOOD	BIG VALLEY	FORD	AMERICUS
DR. BURRILL	EARLY OZARK	Late JERSEY GIANT	FRANCIS
HAVERLAND	E'Y JERSEY GIANT	KELLOGG BIG LATE	FORWARD
LADY CORNEILLIE	EARLY WOODROW	NORWOOD	KING
MAGIC GEM	BILLY SUNDAY	PEARL	ONWARD
MATTHEWS	TWILLEY	NIC OHMER	PEEDLESS
MISSIONARY	MARSHALL	TOWNSEND LATE	PROGRESSIVE
SENATOR DUNLAP	PARSONS BEAUTY	UNCLE SAM	SUPERB
KLONDIKE	NEW YORK	WORLDS WONDER	IDEAL
WARFIELD	HERITAGE	SHERMAN (Townsend)	(Same as Peerless)
GANDY	JOE JOHNSON	CHESTER	
	REWASTICO		
	GLEN MARY		
	WM BELT		
	CHESAPEAKE		
	FENDALL		
	BRANDYWINE		
	SAMPLE		
	KELLOGG PRIZE		
	MASCOT		
	KELLOGG PREMIER		
25 plants.....\$ .35	25 plants.....\$ .40	25 plants.....\$ .60	25 plants.....\$ .75
50 plants.....\$ .50	50 plants.....\$ .60	50 plants.....\$1.00	50 plants.....\$ 1.00
75 plants.....\$ .75	75 plants.....\$ .80	75 plants.....\$1.25	75 plants.....\$ 1.25
100 plants.....\$ .90	100 plants.....\$ .95	100 plants.....\$1.50	100 plants.....\$ 1.50
125 plants.....\$1.05	125 plants.....\$1.10	125 plants.....\$1.65	125 plants.....\$ 1.75
150 plants.....\$1.20	150 plants.....\$1.25	150 plants.....\$1.80	150 plants.....\$ 2.00
175 plants.....\$1.35	175 plants.....\$1.40	175 plants.....\$1.95	175 plants.....\$ 2.25
200 plants.....\$1.50	200 plants.....\$1.55	200 plants.....\$2.10	200 plants.....\$ 2.50
225 plants.....\$1.65	225 plants.....\$1.70	225 plants.....\$2.30	225 plants.....\$ 2.75
250 plants.....\$1.75	250 plants.....\$1.75	250 plants.....\$2.50	250 plants.....\$ 3.00
275 plants.....\$1.80	275 plants.....\$1.80	275 plants.....\$2.65	275 plants.....\$ 3.25
300 plants.....\$1.85	300 plants.....\$1.90	300 plants.....\$2.85	300 plants.....\$ 3.50
325 plants.....\$1.90	325 plants.....\$1.95	325 plants.....\$3.00	325 plants.....\$ 3.75
350 plants.....\$1.95	350 plants.....\$2.00	350 plants.....\$3.20	350 plants.....\$ 4.00
375 plants.....\$2.00	375 plants.....\$2.05	375 plants.....\$3.35	375 plants.....\$ 4.25
400 plants.....\$2.05	400 plants.....\$2.15	400 plants.....\$3.50	400 plants.....\$ 4.40
425 plants.....\$2.10	425 plants.....\$2.25	425 plants.....\$3.65	425 plants.....\$ 4.55
450 plants.....\$2.15	450 plants.....\$2.30	450 plants.....\$3.75	450 plants.....\$ 4.70
475 plants.....\$2.20	475 plants.....\$2.40	475 plants.....\$3.90	475 plants.....\$ 4.80
500 plants.....\$2.25	500 plants.....\$2.50	500 plants.....\$4.00	500 plants.....\$ 5.00
1000 plants.....\$4.50	1000 plants.....\$5.00	1000 plants.....\$8.00	1000 plants.....\$10.00

ALL PRICES are quoted f. o. b. our shipping point. When plants are to go by express do not send us any money to pay express charges, you pay express collect at your end. We get you a special rate on all plants we ship; 25 per cent. less than merchandise rates.

IF YOU HAVE TO WRITE US ABOUT AN ORDER DO NOT FORGET TO MENTION ORDER NUMBER; DATE ORDER WAS SENT TO US IF NO NUMBER; ALWAYS WRITE NAME AND ADDRESS PLAINLY. MAKE ALL LETTERS BRIEF AND TO THE POINT.

From W. Va.—I received the 100 Progressive plants. Think they are the best plants I ever saw. D. D. B.  
From Wash., Sept. 12th.

The 200 Peerless plants bought of you have been a great success; picked more than 100 quarts and sold at 50c. each quart. G. J.





## Biggest, Sweetest, Most Productive



### LUCKY BOY

"IS THE GEM OF PERFECTION IN STRAWBERRIES" said one of our old customers, when visiting our plant farms the other day. During all October the LUCKY BOY has been at its best. While no account has been kept of the amount of berries picked we feel sure that more than one quart of berries have been picked from each plant during this month, and they have been constantly fruiting since August 1st, and are at this writing (October 25th) full of blossoms and both green and ripe fruit. And we have had three heavy frosts which seem to have told them nothing. They are without an exception the hardest of the ever bearing plants, as they stood the dry summer without a blemish of the effect, and the colder it gets the better they seem to grow. Size of fruit is larger now than at any time during the summer months, and is just as good in quality.

We measured berries today that were two inches long and four and one-half inches around; six and eight berries to a stem. We wish that every customer could see our trial plot now. While we could not supply the demand there would be for them they would have the pleasure of seeing what I shall never be able to explain in words.

# The Principles of This Business Are The Same Yesterday, Today and Tomorrow

We are trying to conduct this business along absolutely fair lines for two reasons. First: Because we believe in the principle of fairness. Second: Because it pays in dollars and cents. Away back in the beginning we discovered that we must have the confidence of our customers, or the business would not succeed. There was no way of meeting all of our customers face to face, of establishing confidence by personal contact, so the simple plan was adopted of gaining confidence by conducting the business so fairly that confidence would come to us by our acts. It was a fortunate policy, and we have stood by it ever since.

**WE MUST HAVE YOUR CONFIDENCE BEFORE WE CAN EXPECT  
YOUR ORDERS. WE NEVER ALLOW OURSELVES TO  
FORGET THIS.**

We want you to know that our colors are nailed to the mast that we are going to please you. If we don't please you, we lose your support. Nobody knows this better than we do. We can't go on unless we continue to satisfy our customers. We have to satisfy them; our success depends upon it.

## **OUR POLICY IS TO LIVE AND LET LIVE.**

Our policy is a live and let live policy; we do not believe in building up a fortune in a year, or in ten years. We believe in sharing our fortunes with our fellowmen. When providence smiles on us and gives us the growing showers to grow an abundant crop of plants we feel like sharing our good fortune with our good customers, in the way of making our prices just as low as possible with a living profit for ourselves. Each manager of our different departments are financially interested in the business. We are all striving to one end—to please our customers, and make our business grow. In this we have not been disappointed. Our business has grown by leaps and bounds until today we are second to none in the United States.

We are but human, we have made mistakes. It would be impossible to run any business as large as this without making mistakes. But we have never made an error that we have not been ready and willing to correct.

We thank our customers who have stood by us from the small beginning; who have recommended us to their friends. To these we attribute a good share of our success.

With very best wishes to all our customers and friends, we beg to remain,

Yours very truly,

**E. W. TOWNSEND & SON, Salisbury, Md.**

(Formerly E. W. Townsend)