

Historic, archived document

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



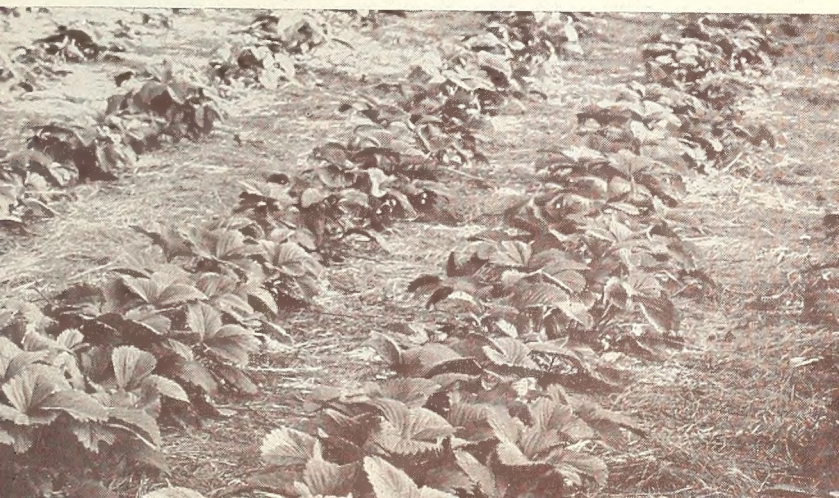
★ JUL 16 1926 ★
U. S. Department of Agriculture

Your
Garden
and
The Element
of Time

Being LOVETT'S
MIDSUMMER HINTS
of Strawberry Plants
Bearing Banner Crops

Catalog No. 118

LOVETT'S NURSERY
Little Silver & New Jersey



Advice and Terms

Pot-grown Strawberry plants should be shipped by express; they cannot be mailed easily on account of the heavy ball of earth at the roots, and the delays incidental to freight shipments are often fatal to them.

We cannot accept an order of less amount than \$1.00. Payments invariably in advance. Goods sent C.O.D. only when 25 per cent of the amount is forwarded with order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance with the order.

Everything offered in this pamphlet is packed free of charge and delivered to forwarders, after which our control ceases, consequently our responsibility also. State plainly to what point goods are to be sent. Six and fifty of a variety will be supplied at dozen and hundred rates, respectively. Less than fifty of a variety go at dozen rates. We cannot accept orders for less than six plants of a variety.

A 10 per cent discount off the 100 rate will be granted on lots of 500 or over.

It is our custom, should the supply of a variety become exhausted, to substitute a similar sort properly labeled, of course. When it is desired that we shall not do this, please so state in the order.

Pot-grown Strawberry Plants by Parcel Post

We will ship any of the varieties offered by Parcel Post, if requested to do so. Rates are as follows:

	<i>First pound or fraction</i>	<i>Each addi- tional pound or fraction</i>
1st and 2nd zone.....	7c.	1c.
3rd zone.....	8c.	2c.
4th zone.....	9c.	4c.
5th zone.....	10c.	6c.
6th zone.....	11c.	8c.
7th zone.....	13c.	10c.
8th zone.....	14c.	12c.

Shipments by parcel post are limited to 70 lbs. per package to the first, second and third zones and to 50 lbs. per package to the other zones.

Weight when packed: Pot-grown strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.

Western Union Telegraph: Little Silver, N. J.
and Red Bank, N. J.

Postal Telegraph, Red Bank, N. J.

Long Distance Telephone—No. 1475,
Red Bank, N. J.

Saving the Day in Your Midsummer Garden

WHEN the immortal Immanuel Kant said that "Time is an illusion," he proved that he cared or knew little about gardening. Time, in the garden, should be esteemed as sixty precious minutes per hour. This holds good especially in the Midsummer garden where the productive days on this side of the frost line are reduced frequently to a few score.

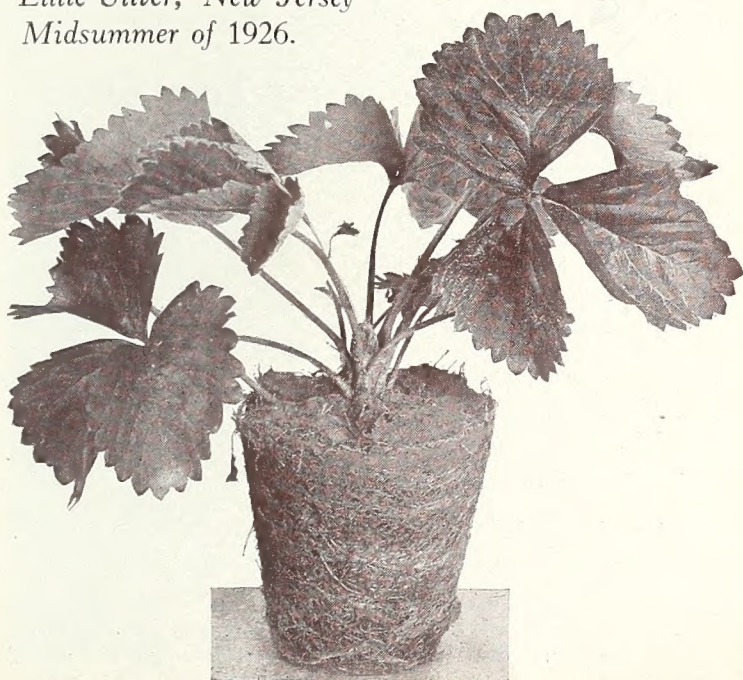
How to utilize properly such space as has borne early crops has always been a problem. The solution of it greatly interested the founder of this business. Almost two score of years ago he first began to experiment by potting Strawberry plants. By cultivating a compact root system he provided plants that would take hold promptly regardless of heat or drought.

From these experiments the present volume of business developed calling for nearly a million pot-grown Strawberry plants in the course of some seasons. The picture below shows a fair average specimen plant of the type we ship. Such plants will help you gather extra dividends from your food garden, either this Fall or next June, depending upon the varieties set out.

Yours for greater garden rewards,

LOVETT'S NURSERY

*Little Silver, New Jersey
Midsummer of 1926.*





Here is How We Ship

When your order reaches us we assemble the various kinds you want. They are taken out of their pots, each with root-ball moist and intact, and carefully wrapped in paper. They are then placed in a box, each variety carefully labeled and kept separately, so that upon receipt you will experience no difficulty in telling apart the various varieties.

Plants packed and shipped in this fashion "smile at miles"! We have satisfied customers, here and there, in the far West, North, South and in every state of the East. This year for the first time we are equipped to ship from both headquarters at Little Silver, N. J., and from our branch nursery at Southampton, Long Island. At Southampton, as at Little Silver, we have ideal soil and growing conditions for producing great Strawberry plants. Customers will oblige us by indicating from which shipping point they prefer to receive their plants.

Why it Pays to Grow Your Own

Different ideals produce different results. The market grower wants, *first* of all, a firm berry that stands shipping well. Second, it must be of attractive appearance—color, shape and form. Quality of flesh comes last—*there* is your reason why you should grow your own. For the home, flavor and aroma are the factors of first consideration, firmness and appearance ranking *last*.

Throughout this catalog we point out frankly which varieties we believe to be eminently suitable for one purpose or another. Occasionally great market berries are also of great usefulness in the home patch, and these are the outstanding leaders.

The plants we offer are all pot-grown. They come to you with splendid rootballs, are ready to take hold promptly, grow and bloom. In the case of the Everbearing sorts, you may look for modest crops of fine berries this Fall. More hints about the details of planting are given on Page 6.

West Grove, Pa., Sept. 2, 1925.

Your Strawberry plants arrived safely a few days ago, and are all growing nicely.
MR. GEORGE R. CHAMBERS.

How to Establish a Good Strawberry Bed

Strawberry plants are not finicky. They adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Alaska produces some marvelous berries. With us, in the temperate zone, they do best in any good, substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

The bed should be dug thoroughly to a depth of 12 to 14 inches. Incorporate rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it generally holds grubworms. After digging, scatter bonemeal at the rate of 100 lbs. to each bed, 15x50 feet, raking it well into the surface.

Place the bed where the plants get a minimum of six hours of sun each day. Heavy soils will bear bountiful crops, provided drainage is good. On light soils the bed may require extra irrigation. If you have the choice between a heavy soil and a dry location, the heavy soil is the preferable.

Planting with Care for Greatest Returns

Not so long ago a great scientist of India staggered the thinking world by boldly claiming that plants as we know them are just as sensitive to touch and treatment as are "human" plants. We have always contended (without scientific background, of course) that the humane handling of a plant had a most profound influence on its subsequent development and all of us have known persons who, somehow, "could make anything grow and bloom."

The Strawberry plant seems to be particularly appreciative of special care, returning same with compound interest. When plants reach you, unpack at once and place them in a shady spot, then sprinkle them with a can or two of water. As evening approaches, take them where the ground is prepared. Get a bucket of water and, just before planting, dip the rootball in a pail of water as shown on next page.

In the home garden, the plants may be set in rows 2 feet apart, with the plants a foot apart in the row. Where horse cultivation is employed, place the rows 3 feet apart. Cut off runners as they appear or, if you prefer matted rows (which, on rich soil will, of course, bear greater crops), then allow 3½ to 4 feet between the rows. Whatever cultural method is employed, the plants should be set a foot apart in the row. For the first two or three days after planting, it is quite beneficial to shade the plants, in some fashion during the hottest part of the day.



Varieties Best for Various Purposes

Throughout this catalog, we refer to the adaptability, possibilities and limitations of the various sorts. Where extra heavy crops are desired, at a specific time, your choice should be made from among the June bearing sorts. Where continuous crops are expected, the Fall or Everbearing sorts will serve best. The characteristics that make a variety either a great home garden or market sort are plainly set forth in descriptions. When in doubt which to choose from among so many, you will make no mistake in ordering collections of our selection, as offered on pages 10 and 15.

In the case of the June bearing sorts, we suggest to plant at least three varieties: an early, a midseason and a late. Not less than a dozen of any one kind should be planted for a fair test. The Fall or Everbearing sorts usually begin to yield berries in from four to six weeks from date of planting.

Culture Throughout the Season

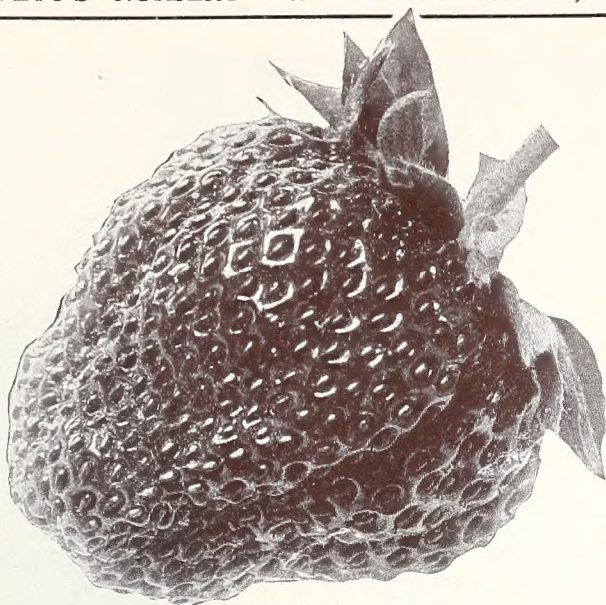
Of course, you haven't enriched your soil to fatten weeds! Keeping these down by going over the bed once a week with a good sharp hoe will also loosen the soil, preserve the moisture, and stimulate growth. Mulching with clean straw or hay will also prove beneficial, besides keeping the rain from splashing the berries.

In the Fall, after the ground becomes frozen, the bed should be mulched with coarse manure. This will serve the double purpose of preventing alternate thawing and freezing of the soil (which is apt to cause the plants to heave) and it will enrich the bed. In the Spring, this manure may be dug into the surface of the soil.

156 Water Street, New York, N. Y., Oct. 14, 1925.

Mr. S. H. Conklin, Export Commission Merchant, when placing an order with us on Oct. 14, 1925, states in referring to a lot of Strawberry plants which we sold him a year ago, and which were planted in Cuba: "I want the best selected plants suitable for growth in Cuba." My client has had very good luck with those which you supplied for the past two years.





Worth While Newcomers Among Strawberries

Every garden year is marked by a certain amount of progress, in form of improved varieties. Better bearers of bigger berries and surer cropping characteristics are constantly sought. While not all newcomers stand the test of time, the year 1926 finds us convinced of the decided merit of at least three newcomers offered herewith. The descriptions stand for the combined experiences of the originators and ourselves, but allowances must be made for varying behaviors in different soils and sections. However, we believe that we owe it to our customers to keep them informed as to what's happening in the novelty field.

Mastodon Everbearing *The Outstanding Achievement of a Decade*

Every once in a while a hybridizer will hit upon two parents having the blood to produce a perfect offspring. Such is **Mastodon**, a hybrid between Superb and a late June bearing sort, a berry bound to revolutionize market standards in Strawberries.

Size is still the determining factor in berries and it is in size that **Mastodon** surpasses. Berries 5 inches in circumference are found frequently. Five placed end to end measured 8 inches. Two-ounce berries are not exceptional and the fruits are firm and of splendid color.

Notwithstanding its size, **Mastodon** is unquestionably the most prolific of all the everbearing varieties. It bears continuously from June until frost. Its flavor, too, is excellent, so we can truly claim that it has all the qualifications for becoming one of the outstanding Strawberries of the future.

Pot-grown plants, \$4.00 per doz., \$25.00 per 100.

DELICIOUS (June bearing). We predict that in a short time this will become one of the leaders among home and market berries, because of its readiness to adapt itself and thrive luxuriantly in a great variety of soils and situations. The healthy plants make a vigorous growth, producing sufficient runners to make a nicely matted row. This plant is an abundant bearer of extra large berries which are of a beautiful red color clear through and of exceptionally high quality flavor and aroma—hence the name—“**Delicious.**”

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.



Illustrating the everbearing habit of Lovett's All Season

Lovett's All Season

An Everbearing Sort of Distinct Merit

It's perhaps unusual to describe a variety of merit by first citing its one and only fault. In the case of **Lovett's All Season** this is its characteristic of bearing exceptionally heavy crops over such a long period as to cause the plant's vitality to be seriously weakened at the end of the season. Discounting this one drawback, **Lovett's All Season** will be found to be *the* variety "par excellence" for home and market garden.

Lovett's All Season perfects sturdy, upright plants with thick, leathery foliage that withstands unfavorable weather conditions in an admirable fashion. It starts to yield its large, firm and juicy berries during June. It continues to bear throughout Summer and Fall, never abating, even during the hot, dry months when most sorts take a rest period. In size, the berries compare favorably with those of the largest June bearing sorts, while the quality is the highest under all conditions.

Price: Pot-grown plants, \$4.00 per doz., \$25.00 per 100.

JUMBO (June bearing). A most remarkable novelty, very aptly named for it is of exceptional dimensions in every way. It makes the largest, healthiest, thriest plants, with very large leaves, very large leaf stalks, and, of course, the runners are exceptionally strong and vigorous. It is only logical, therefore, that a plant of this type should produce berries of truly "jumbo" dimensions. The berries ripen at the beginning of the season of late bearers and are continuously borne long after all other lates have stopped. Of excellent quality and flavor—a real acquisition among truly worth while sorts.

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.

The Van Fleet Hybrids

A Distinct Race of Strawberries

The late Dr. Van Fleet was unquestionably one of this country's greatest hybridizers. Living here at Little Silver, we knew him well, and watched his constant experiments with keen interest. Being particularly enthusiastic about Strawberries, he literally created thousands of new hybrids, using as parents some of the finest European sorts as well as pedigreed American varieties.

The results varied greatly, but in the case of three sorts, Dr. Van Fleet achieved triumphs. In these we have all the characteristics that make berries really great, viz., constitution, prolificacy, appearance, and last, but not least, high quality plus marvelous aroma. Comparatively speaking, the three Van Fleet hybrids offered in the following pages are more vigorous than the run of varieties. They are exceedingly prolific and exceptionally beautiful. We have named Early Jersey Giant "the early Strawberry without a fault;" of Edmund Wilson we think as a "Giant Berry;" John H. Cook is "the variety for everybody's garden." The trio we consider the greatest monument to the persistent efforts of a most remarkable man and plant breeder.

Early Jersey Giant

"The Early Strawberry Without a Fault"

(See illustration of a typical cluster below).

So large and fine, it outclasses by far all other early varieties. No variety known ripens earlier, and no other early variety approaches it in size. Besides being the largest, it is by far the finest of early varieties. The very large, brilliant scarlet-crimson berries are of simply delicious flavor. So rich is their aroma that a fair-sized dish of ripe berries will perfume a room. The beautiful berries are of conical form, with a pointed tip. Plants are strong growers, heavy yielders.

Pot-grown plants, \$1.25 per doz., \$8.00 per 100.



Early Jersey Giant

The Early Strawberry Without a Fault

The Van Fleet Hybrid Strawberries—continued

John H. Cook

"The Variety for Everybody's Garden"

(Illustrated below)

In some respects this is the finest of all the wonderful Van Fleet hybrids. It is an enormous cropper among the second early varieties. The berries are nearly round (though somewhat irregular in shape), of exquisite quality, blood red in color and very firm. The plants are of strong growth, with large, spotless foliage. Valuable alike for the home garden and for market growing. In delicious flavor it closely approaches the wild strawberries. Due to extraordinary demands our supply of this sort is still very low and we suggest early orders to those who would have no other.

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.

SPECIAL OFFER of the Three Van Fleet Hybrid Strawberries

We will send a dozen each (36 in all) of the three wonderful Van Fleet Hybrids, Early Jersey Giant, John H. Cook and Edmund Wilson (all pot-grown), for \$4.00; or twenty-five of each for \$7.50.

We Aim to Please!

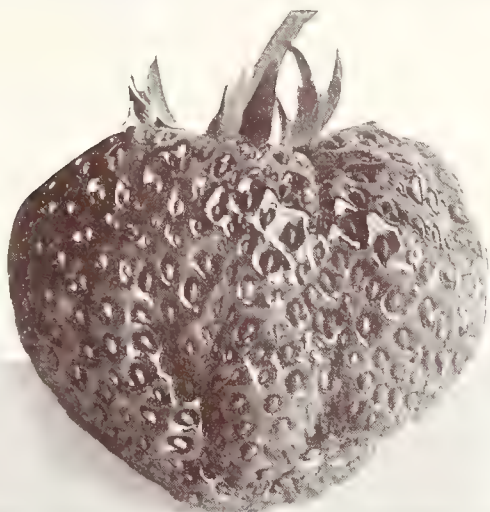
Livingston Manor N. Y., July 30, 1925.

The Strawberry plants you sent me were fine, really a credit for a nursery to be able to sell such plants.

HARRY VOORHESS.



John H. Cook—A Great Bearer of Great Berries



The Van Fleet Hybrid Strawberries—concluded

Edmund Wilson "The Giant Strawberry"

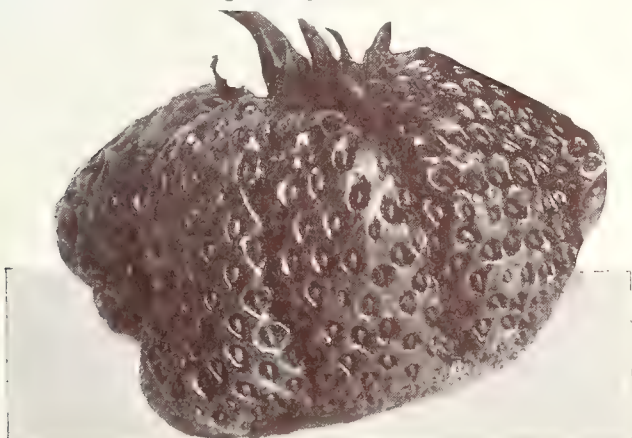
This produces, we believe, the largest fruit of any variety in existence. It is a most unusual berry, with so many exceptional qualities and of such superb flavor, that every home garden should have it. Not so firm as some other varieties and is of a deep maroon color, hence not recommended as a commercial variety. The plants are huge and vigorous. The bluntly, heart-shaped berries, which are freely produced, are of very dark color throughout the entire berry and are simply immense. Hard as it may be to believe, it is true, nevertheless, that we have seen many plants of Edmund Wilson 12 inches and more in height, bearing fruit that actually approached in size small apples, or oranges. Ripens in midseason.

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.

It Pays to Come to Specialists

While we do not confine ourselves to growing Strawberry plants exclusively, yet it is with perhaps pardonable pride that we feel that we are rendering American Home Gardeners real service in Strawberry plants. Doing one thing well and doing it better than anybody else, is preferable to splitting energies in many directions. This was the slogan which the founder of Lovett's constantly impressed upon his men. And as the organization grew, we made it a point to train specialists for the various departments.

The men in charge of growing our pot-grown Strawberry plants are true specialists. Instinctively they know the plants that have the stamina. They know how to start them in pots, when to lift them and when the plants are ready to give a good account of themselves in the home garden patch.





Everbearing or Fall Bearing Strawberries **Their Advantages and Limitations**

As a class, the Fall bearing varieties do not produce berries averaging so large as the June bearers. (The exceptions to this are Mastodon and Lovett's All Season, to which reference is made under Novelties on pages 7-8). To offset the smaller size, the Everbearers surely yield berries over a longer season and, where hill culture is practiced, the berries reach quite creditable size. Moreover, broadly speaking, we feel that the quality and especially the aroma of the Everbearers is just a little above that of the average June berry.

Our list of Everbearers has been cut down "to the bone," a factor dictated by necessity on the basis of extensive experiments. We see no use in continuing to offer old standards that are superceded by more meritorious newcomers. On moist, fertile soil our pot-grown plants of Everbearing varieties frequently yield some fruit a few weeks after they are planted. Clipping off the runners as fast as they appear (hill culture) is the ideal way to make the plants yield record crops. Likewise, if in the Spring, the blossoms are removed until the last of June, the plants will be of greater vigor, resulting in heavier crops in the Fall when, after all, the fruit is wanted most. Where they are permitted to fruit during June, the gardener will, of necessity, have to be satisfied with a lesser yield during the Fall.

Pot-grown plants, \$1.25 per doz., \$8.00 per 100, except as noted.

It is always a pleasure to get letters such as this:

Saranac Lake, N. Y., Aug. 31, 1925.

Again I wish to praise your wonderful plants; they are the finest I have ever seen.

The Early Jersey Giants are truly giant plants. Thanking you for your prompt service.

EDWARD W. CADY, JR.



**Fall Bearing
Strawberries—continued**

**Champion
Everbearing**

In Michigan, the original home of this remarkable variety, it outclasses other everbearing varieties to such an extent that it really promises to crowd them all into oblivion, excepting, of course Mastodon and Lovett's All Season. It produces "fine, dark-red, delicious Strawberries from July until frost" and is so very productive that 256 berries have been found on one plant. It is hardy, a good plant maker and free in pollen, so does not need the association of another variety in order to produce its large crops.

Progressive

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.

PROGRESSIVE. This variety has a widespread popularity. Each year it produces two large crops. The June yield, coming with the second early sorts, is so heavy, it is a profitable variety at this season, and in the Autumn it yields freely until freezing weather.

The plants are of vigorous habit and very attractive with their large, clean leaves. The berries are so smooth and uniform in size and shape that one might think them turned from a mold. They are deep crimson, glossy and of good quality, though rather small during some seasons.

Pot-grown plants, \$1.25 per doz., \$8.00 per 100.

**Lovett's for Garden Fruits and Other
Nursery Stock**

For nearly half a century this nursery has specialized in growing a better plant product of such fruits as Strawberries, Raspberries, Blackberries, Grapevines and other small fruits for the home garden. We also grow as specialties, Roses, hardy "old-fashioned flowers," shrubs, hedge plants, etc. Grown by specialists, plants from Lovett's Nursery combine all characteristics necessary for success on your grounds.



Fall or Everbearing Strawberries—concluded

SUPERB. No other Fall bearing variety is so well known or so largely planted. It yields a good crop both Summer and Autumn. Pot-grown plants set out in Summer yield a few berries the first Autumn, and a fine crop the following year. The berries are nearly round, smooth, dark crimson, glossy, of sweet, mild flavor, and larger than those of the Progressive. Plants are vigorous for a Fall bearing variety, with clean, dark-green leaves. **Pot-grown plants, \$1.25 per doz., \$8.00 per 100.**

Special EVERBEARING Collection

Offering a Long Bearing Season:

24 CHAMPION EVERBEARING.....	\$3.00
24 PROGRESSIVE.....	2.50
12 MASTODON.....	4.00

A total value of \$9.50 for \$8.00

This is the greatest offer of Everbearing sorts ever made. The above 60 plants, combined with the collection of June bearing sorts offered on opposite page will give to any home garden "the greatest berry patch on earth!"

We Strive to Please!

It is always a satisfaction to have customers express unqualified approval of our plants and methods. If in the past, Lovett's service has been satisfactory, please *tell your friends* and come again. On the other hand, if any service that we have ever rendered has not been up to standards to which you are accustomed, *please let us know*, for we fully realize that no business endures which does not make friends and satisfied customers.

Boothbay Harbor, Maine, Sept. 30, 1925.

The pot-grown Strawberry plants arrived in splendid condition last Saturday and were at once set out. They never turned a leaf and today the new leaves actually seem to have made some growth. I thank you also for your generous filling of the order.

MISS J. M. C. NOBLE.

Lovett's "Well Balanced" Home Garden Collection

It is not easy, especially for the newcomer to the ranks, to select from among scores of varieties such as would serve best. Even the most accurate descriptions cannot always convey reasons why one sort is better than another for specific purposes. And because we have been in "the same boat" in other less familiar lines, we have always made it a point to offer a selection such as we would pick (and do pick) for ourselves.

Detailed descriptions of the varieties that make up our "well balanced" selection this year will be found elsewhere in this book. But, considering them collectively, we are frank to confess that it would be difficult, even for us, to pick from among the scores we offer, another quintet of thoroughbreds like these. They should "make good" anywhere, for anybody. The total of 100 plants for \$7.50 brings you the greatest value ever offered in pot-grown Strawberry plants.

Here is What You'll Get:

- 20 **PREMIER**—among the best early kinds.
- 20 **WM. BELT**—a dandy variety, following Premier.
- 20 **JOE**—There is no greater midseason variety.
- 20 **GANDY**—still a great late fruiting sort.
- 20 **CHAMPION EVERBEARING**—the variety that will "carry on" till snow flies.

100 sturdy, pot-grown plants all told, for \$7.50 by express

What Others Say:

Bronxville, N. Y., Oct. 1, 1925.

The pot-grown Strawberries I got from you in August are doing wonderfully, and I am ordering 36 more plants.

MRS. BLANCHE TWYFORD, 315 Pondfield Road.

Chicago, Ill., Oct. 3, 1925.

Many thanks for the package of Early Jersey Giants. They are now all planted and look first class.

RAYMOND H. HORN BROOK, Box 43.





Brandywine

General List of June Bearing Strawberries

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted. On lots of 500 plants or more, of any one variety, we will grant a special discount of 10%.

BARRYMORE. A superb variety as illustrated below. The bluntly conical berries are of large size, beautiful to look upon, firm and meaty, and are of surpassing quality—rich

and sugary. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is deep red. Midseason to late.

BRANDYWINE. The plants produce vast quantities of uniformly large, bright crimson berries that are not only firm enough for shipment but of good quality as well. Rather exacting, however, in that it demands deep, rich soil, well manured, in order to give best results. Midseason.

BUN SPECIAL

Here is a good, all-around berry for a great variety of soils and purposes. Equally useful for canning, marketing, or as a table fruit, it is rapidly superceding some of the old standards. A heavy yielder of large berries combining firm flesh with fine flavor. We are sure of the satisfactory performance record of this valuable newcomer.

\$1.25 per doz., \$8.00 per 100.

BUSHEL BASKET. One of the very finest varieties introduced in many years, awarded the Barry Gold Medal. Even so, we did not expect it to be so remarkably fine as it did prove. It is an immense plant, fruiting in midseason, and the fruit, though unusually large, is freely produced and of high quality. \$1.25 per doz., \$8.00 per 100.



Barrymore

West Newbury, Mass.
Oct. 14, 1925

My order No. 35858 came to me in splendid condition. Have already shown some green sprouts since planted. Thank you.

MRS. G. S. GOODRICH.



June Bearing Strawberries—*continued*

All prices refer to sturdy pot-grown plants.

CALIFORNIA. Out of 30,000 hybrids the originator chose 84 as being worth while for use in conducting further experiments. He finally fixed the characteristics of seven of these 84 in a sufficient degree to consider them unique. The choicest of these he named California, in honor of his state. California is a heavy producer of large berries of the finest flavor and aroma. The plants are very hardy, free from all diseases, altogether a distinctly worth while acquisition. \$1.25 per doz., \$8.00 per 100.

CHESAPEAKE

A splendid variety, but to be at its best it should be grown on rich, loamy soil and given high culture. The berries are uniform and beautiful, with smooth, even surface and prominent seeds. The color is bright, lively crimson and the prevailing form is heart-shaped. Flesh firm, quality very good. Plants vigorous and healthy with large foliage. They multiply sparingly. Midseason until quite late. If one has rich soil and will cultivate it freely, it is an excellent kind. \$1.25 per doz., \$8.00 per 100.

CHARLES I. Extra early, being one of the very first varieties to mature its fruit. A big cropper of evenly shaped, well-colored berries. Because of its extra heavy root system, will withstand drought better than almost any other variety. \$1.25 per doz., \$8.00 per 100.

COLLINS. A long season berry that is at its best when most midsummer varieties stop bearing and before the late varieties reach the height of their bearing season. Fine for the man who desires a constant supply of high-class berries. Equally useful as a shipper. \$1.25 per doz., \$8.00 per 100.

Governing Ideals

This nursery deals in the best to be planted in fruits and flowers. A constant weeding out process maintains varieties we offer at the highest standards. Only plants holding promise of fair returns are offered, because we know that crops of plentiful quality will win us loyal customers and constant friends.

Mineola, L. I., N. Y., Aug. 11, 1925.

I am in receipt of the three dozen Strawberry plants which reached me in good condition, and for which I thank you most sincerely.

ELIZABETH MEHL.

Wetunka, Okla.,
Oct. 26, 1925.

I received plants ordered of you; they were in splendid condition.

I thank you for same.

MRS. E. D. HALL.

Shady Side, Md.,
Nov. 7, 1925.

Everything came in good condition and everything checked out right.

WEEMS & THOMAS.



Chesapeake

June Bearing Strawberries—continued

Pot-grown plants,
\$1.00 per doz., \$7.00
per 100, except as
noted.

EATON. Of remarkable size, excellent in color, of superior flavor, and possesses every characteristic to make it one of the really worth while Strawberries introduced to date. It yields large berries in greatest profusion and their dark red color easily makes them one of the most desirable for canning. \$1.25 per doz., \$8.00 per 100.



Eaton

GANDY

Almost every berry grower knows this old and trusted friend. It was introduced by us 34 years ago and has been largely grown ever since. The texture is of the firmest and the color a bright flame. After picking, this bright color remains until decay. Although the berries are large to very large, the flavor is rather acid and not of the highest quality. After a third of a century of service it is still one of the finest late sorts in cultivation. (Illustrated on page 22.)

GLEN MARY. Still retains its popularity, especially throughout the Middle and New England States, where it does best. Because of its superb quality and tremendous productivity, it is, without doubt, one of the most satisfactory varieties to grow, especially in the home garden. Should be planted near some good pollenizer such as Joe.

HOWARD NO. 17. A good second early, bearing good-sized berries over a long season; an intensely strong grower, with large, beautifully colored berries of uniformly high quality.

HUNDRED DOLLAR. A very valuable midseason variety. The plant is a strong, vigorous grower and among the most prolific. The berries, which are hardly firm enough for distant shipment, average very large indeed; the color is bright scarlet and the quality mild, sweet and luscious. There are indeed few varieties more valuable for nearby markets or for the home garden.



Howard No. 17

You Should Know the Great Van Fleet Hybrid Strawberries about which REV. MERRITT MILLER, *Essex Co., N.Y.*, wrote as follows:

"I tried out the Early Jersey Giant and the Edmund Wilson a few years ago. They are fine berries. I want to put out a bed in August and want to put out potted plants. The Early Jersey Giant is a fine early berry, the earliest in this section where I grew them (Dundee, N. Y.) and the largest early berry I have ever seen. The Edmund Wilson is a fine, rich-flavored berry."

Van Fleet Hybrids are described and illustrated on pages 9-11.

June Bearing Strawberries—*continued*

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

JOE

A most valuable sort ripening just after the Chesapeake, equals it in size, firmness and yield, surpasses it in color and flavor but it succeeds under all soil conditions; hence is more valuable. It is a midseason to late variety and very productive, of very large, beautiful berries (see illustration at the left), with large, bright green calyx, and is one of the best in flavor. Well



Joe

nigh ideal both for the home garden and market.

JUDITH. The plants come into bearing very early and continue through a long season. The large, well-flavored fruit maintains its size uniformly throughout the season. The deep red berries are large, pointed in shape, and of a deep red color throughout, to the core. They are firm and full of juice—a combination that makes this variety ideal for both home and market garden purposes. \$1.25 per doz., \$8.00 per 100.

LUPTON. We consider this one of the best sorts, if not the very best late season variety; furthermore, it is one of the most productive, bearing fruits of immense size. Lupton is a very heavy yielder. Berries are large (see natural-size fruit shown below), bluntly conical, bright flame-colored, glossy, and retain their color after being picked; has a large, double, dark-green calyx or "burr," hence is very showy; it is also very firm.

We ARE Specialists, But—

While this catalog is devoted to Strawberry plants *exclusively*, we grow an extensive collection of other fruits for the home garden, besides many flowering plants, shrubs, trees, evergreens, etc. If in need of ornamentals for your garden, please ask for our catalog No. 117. We do try to render service pleasing to all, and it is no small measure of reward to receive letters like this:

"The shipment of shrubbery by parcel post has been received and is O.K. With this shipment and the previous one by express I am very well pleased both as to quality and prompt attention to my orders."

T. W. KEIFE,
Bethlehem, Pa.



One of the Best—Lupton

June-bearing Strawberries
—continued

Uniform price, pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted otherwise.

MARSHALL

This is a real "quality" berry, and those who have made its acquaintance will be satisfied with no other. Like many of



Marshall

our best sorts, it should be grown on good loamy, fertile soil to produce best results. It is a very attractive, large berry (see illustration), of rich quality, and meaty texture, ripening in midseason. One of the best varieties for forcing under glass in Winter.



McKinley

McKINLEY. The high quality of its fruit raised this variety to an unrivaled position for the home garden, before the appearance of the Van Fleet hybrids. It is pre-eminently a variety for the home garden, being too tender in texture to endure shipment. The berries are large, handsome and freely produced on strong-growing plants. Ripens in midseason.

NEW YORK. Another "quality" berry ripening in mid-season. It is in many respects very much like Marshall, but appears to give better results under less exacting soil conditions than does that popular old sort.

NICK OHMER. This splendid old variety, because of its vigor of growth and high quality, is still in great demand; we regard it as among the very best of the midseason to late sorts. Produces extra large fruit of superlative quality. Good for forcing under glass in Winter.

We compliment Mr. McClung and the robins!

OLIVER W. McCLUNG, *Brockton, Mass.*, recently sent us the clipping as follows:

Brockton, June 23—An exceptionally large strawberry, as large as a child's fist, was grown by Oliver W. McClung in his strawberry bed on Herman St., Montello. The berry, an Edmund Wilson, weighed four ounces when picked. Mr. McClung has several varieties and says that the robins, which he says have delicate palates, will eat none except the Wilson.

EDMUND WILSON—one of the famous Van Fleet Hybrids—is offered on page 11.

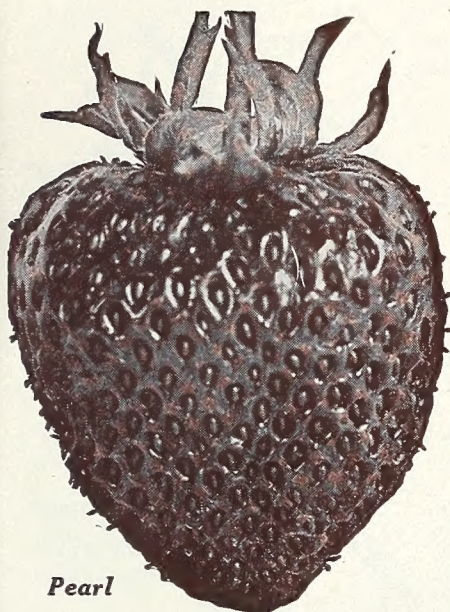
Here is a Real Hobbyist's Own Story of a Performance Record of Lovett Strawberry Plants:

KENNETH HOLMES, Pittsburgh, Pa., says the following:

"About my Strawberries, a review of your records would show that I purchased last Fall 72 plants from you. I planted these in rows and kept the runners in the rows by transplanting them after they rooted. These 72 plants, therefore, finished their first year in seven rows, solidly matted to a length of 18 feet to the row, and I will start next year with probably 300 selected plants, as I kept only runners from good fruiting plants and only strong runners.

"While I was increasing my bed, it was fruiting all the time. I had a fair crop in June, a big crop in July, a fair crop in August, and my best crop in September. I will have Strawberries in plenty all season from June till November unless we have a real heavy freeze before that date. We had a large Strawberry shortcake for seven people on November 12th this year, after which I covered the plants for a well-earned rest."

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.



Pearl

quantities berries of good size, attractive appearance and excellent quality (illustrated alongside).

ROYAL SOVEREIGN.

"In a class by itself" for forcing under glass in the Winter time. It is an English variety and of wonderfully high quality both under glass and when grown out of doors. Ripens from early to midseason. The true variety is indeed scarce. \$2.00 per doz., \$12.00 per 100.

Montague, Mass.
Nov. 6, 1925.

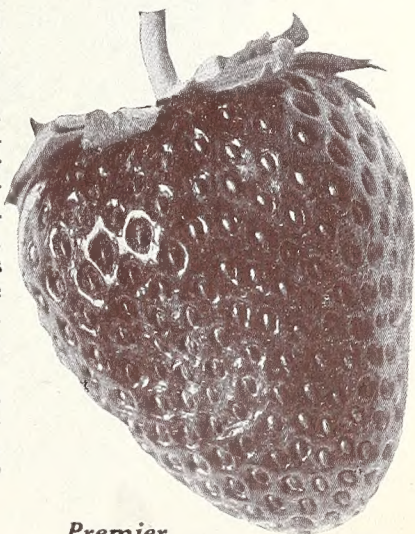
Stock arrived all O. K. Nov. 4th. Many thanks for same, also for catalog received.

MRS. MARY A. NICHOLS,
Box 127.

PEARL. Ripens almost two weeks after the other late varieties have finished bearing, and is consequently very valuable. Belongs to the giant class (see illustration alongside) Immense in plant, immense in size of fruit, immense in every way. \$1.50 per doz., \$10.00 per 100.

PREMIER

One of the very best of the extra early varieties; in fact, we consider it excelled by no early variety except our own Early Jersey Giant. It succeeds, on almost all sorts of well-drained soils and throughout a large section of the country. Produces in vast



Premier

June Bearing Strawberries—continued

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

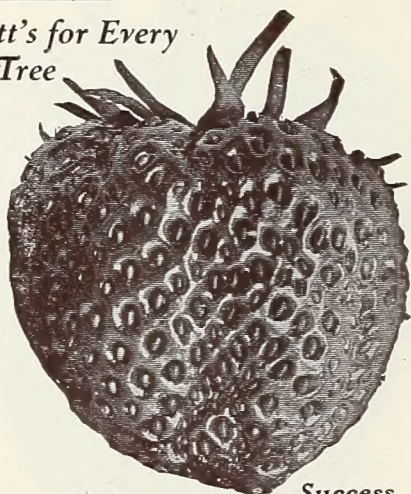
SENATOR DUNLAP. For those who desire a heavy crop of fruit, but do not care much about the size of the individual berries, this is the variety to plant. It does well on any soil except that which is so low and damp as to be really sour. Of good quality for a firm berry and the berries uniform in color and shape. Largely planted for market and found very profitable. It is a second early to midseason variety.

SHARPLESS. A variety that fruits rather late in the season and a good old sort that still "holds its own" with the best of them. It is a good, healthy grower and produces handsome large berries of fine quality. One of the best varieties for forcing under glass.

STEVENS LATE CHAMPION. Here is another descendant of the Gandy. Like its parent, it ripens late and is similar to it in many respects. However, the berries are not so uniform in size and shape and not nearly so handsome as the Gandy. Excellent for canning, since it will hold its shape and retain its flavor. It is a most prolific late sort.

Learn to Look to Lovett's for Every Good Plant, Shrub or Tree—Fruits or Flowers— for Your Garden

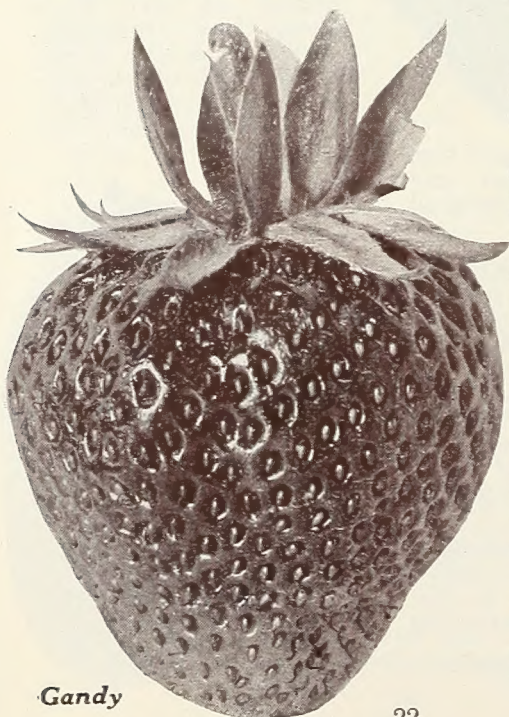
Lest this catalog, devoted to Strawberries exclusively, causes you to get the wrong impression of this nursery, permit us to state that our general line of nursery stock embraces everything from Asparagus roots and all worth while small fruits, to hardy ornamentals of all kinds, including many



Success

rare, broadleaved and cone-bearing evergreens.

Among our leading specialties we class Grapevines, Raspberries and Blackberries, among fruits, and Roses and Hardy Perennials among flowers. No matter what you order from this nursery, you will get a plant product second to none in the country, regardless of price paid. If you do not have the forty-eighth annual edition of the Lovett catalog No. 117, please write for it and get acquainted with the entire plant resources of this nursery.

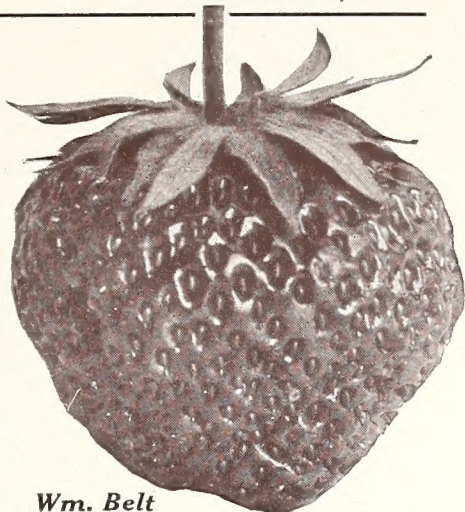


Gandy

June Bearing Strawberries—concluded

SUCCESS. All things considered, this is one of the best early varieties, both for the home garden and nearby market. Berries slightly oblong, with blunt end, bright scarlet or flame color, quite large and uniform in size, color and shape. Plants are vigorous.

WM. BELT. Of all the Strawberries grown in the United States, this variety doubtless



Wm. Belt

excels in popularity. The plant is vigorous, though not a rampant grower, succeeds upon almost all soils, invariably yields heavily and the berries are always of large size and highest quality. It begins to ripen quite early and continues during a long season. (See illustration above).

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

It Is Not too Late to Start that Old-Fashioned Flower Garden

Just as soon as the early Spring flowers are through blooming, they enter upon a period of rest prior to starting new root action. It is during this rest period that they are safely transplanted, which would enable them to start root action for next year's flower crop in your own garden.

We grow hardy perennials by the thousands, in hundreds of varieties. Since this will make selection very difficult for those not familiar with the different flowers, we offer

LOVETT'S SUNSHINE COLLECTION

Contains 51 sturdy plants—3 each of 17 distinctly beautiful flowers blooming over a long season for \$5.00.

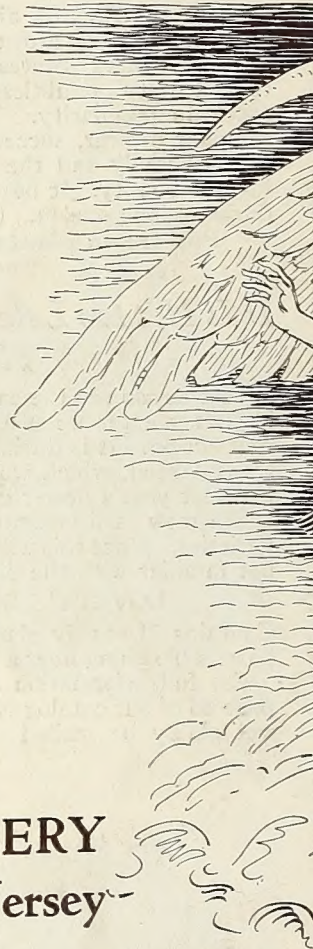
For full information about this collection, kindly refer to page 38 of our catalog No. 117. If you do not have it, a copy will gladly be mailed upon request.



This is the type of "Pot-grown" Strawberry Plant that will catch up with the season, to bear bountiful crops next June.



*Your
Garden
and
The Element
of Time*



How to Arrest
the Flight of Time
with the Help of Plants
Bearing Bumper Crops

Catalog No. 118

LOVETT'S NURSERY
Little Silver & New Jersey

