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U.S. Department of Agriculture

TOWNSEND'S

TWENTIETH CENTURY CATALOGUE

No. 26

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STRAWBERRIES
AND OTHER
SMALL FRUITS
AND HOW TO GROW THEM

DEAL NURSERY

Instructions For Ordering Townsend's Thoroughbred Plants

Terms—Cash with order—or part cash, balance before shipment

I desire my plants to do well in every section of the country, and strange as it may seem, plants not paid for in advance seldom grow well. I make my price as low as possible. I have no bad bills to add to the price. My customers get a square deal and every one treated the same.

How to Send Money—Make all orders payable to E. W. Townsend, (Post Office Money Orders preferred), Drafts, Express Money Orders or Registered Letter. Please do not send money in open letters. I cannot be held responsible when so sent. I have received thousands of dollars in this way, but it is risky. I had rather pay the fee myself than have remittances made open.

References—As to my standing I refer to the Postmaster, Express Agent, R. R. Agents at Salisbury, Md., Salisbury National Bank (my depository), Bradstreet or Dunn Com. Agency, Farm Journal, or any first-class farm paper in the Eastern States

Orders should be sent to me as soon as possible. If you are not ready to send all the money, send a small part and your order will be booked and shipped on receipt of balance of payment, or when you desire plants shipped

Time of Shipment—From the time you receive this catalogue until May 1st, or in other words, from October 1st until May 1st

Guarantee—I guarantee that all plants leave me in perfect condition, that they are true to name, and equal to plants sent out by any grower, and that full count will be given. Plants are packed in light ventilated crates with plenty of fine damp moss (just damp, not soggy wet as I have received from many nurseries), they are packed as light as possible to reach our customers safely. Every package is examined carefully before leaving the packing house, to see that it is correctly packed, addressed, and properly routed. We deliver to the express agent (or freight agent), taking his receipt for same, making him responsible for the prompt delivery of the shipment and in few cases have we ever had that shipments did not arrive safely and promptly. But in case they did not I should be advised promptly, as I desire all claims to be made within five days from the time the plants should have arrived. I have had so few complaints from my customers in our many years' dealings of plants not proving true to name it seems hardly worthy to add the old customary language. But in order to protect myself it is well to still continue as the trade laws demand, namely, that in case any plants prove untrue to name I am only responsible for the purchase price. **Remember particularly**—that all claims must be made within five days from receipt of plants.

TWENTY-FIVE—All plants are tied twenty-five (26-to-30) in a bundle.

Shipping Facilities—Our shipping facilities are unsurpassed. We have trains leaving and going in every direction every few hours in the day. We have the Adams Express Company.

What To Do With Two Catalogues—Please hand one to your neighbor.

You Take No Risk—In sending me your order you are absolutely safe. I promise to send just what you order or refund your money. If you make your order out according to my instructions I guarantee to please you.

PLEASE DO NOT ASK FOR CREDIT.

To Our Friends and Customers

WHY? Has Townsend's Nursery business grown from year to year without any violent advertising? Why do we find it almost impossible to grow enough plants for our greatly increasing trade, without going outside our own circle of FRIENDS.

BECAUSE—every customer brings more customers. Because every man who grows Townsend's plants advertises the good qualities of our plants; our liberal count; our good packing; our prompt service; and our very low prices. People who get our plants know all this, they tell their friends, friends bring more friends, and more friends bring more still.

Our present immense plant business has been built up from a very small beginning. The reason that it has reached its present large proportions is because it is built on a solid foundation. We have always done business in the good old fashion way. We believe in filling an order for our customers just like we would have them fill it for us were our positions reversed. We never aimed to misrepresent our stock, and have always stood back of every sale.

We have constantly striven to give everyone the greatest possible value for their money and to extend the lowest net price to all. We continue almost without exception, to sell every one of our old customers their plants, and each season more and more of our old customer's friends become our friends and patrons. We wish to again thank our friends for the success they have made our Nursery business. We hope to have the continued patronage and we want the patronage of your friends.

We wish to assure you that we have grown this season the largest crop of plants that we have ever grown. We increased our acreage to almost double for this season's crop. We have not only grown a large crop but we have in Quality the BEST crop of plants we have ever grown. The seasons have been ideal for our soil, we have been favored from the time our crop was set until now, the first of October, and our fields are being given the last cultivation this week.

We expect this season will be another record breaker, and we see no reason why it should not be. We have the quantity and quality of plants. The Strawberry and other Small Fruit industry, have shown better results than any other line of farming the past several years. We are prepared to give our customers and their friends exceptionally fine bargains this season, and we look for a greatly increased trade from every section of the country. We have made the proper arrangements for our growing business this season and will be able to handle your order promptly, and will ask you to kindly let us have it as early as possible.

With best wishes to one and all for a prosperous season, I am,

Yours very truly,

E. W. TOWNSEND,

THE FAIR DEALING NURSEYMEN.

NOTE—Our old customers will notice the absence of our colored covers this season. In explanation will say that we refused to pay the exhorbant price charged us by the printers for this work, and will give this saving to our customers in the way of lower prices.

Copyrighted 1915, by E. W. Townsend.

DESCRIBING VARIETIES OF STRAWBERRIES

This is the catalog writer's hardest task in compiling the book, as there are so many varieties on the list with almost the same description and sometimes just the same description will answer for several varieties. It is my desire to make the descriptions as brief as possible, and give the true description as the variety has behaved with me, together with reports received from other sources. One reading over the lists in the various catalogs is sometimes led to believe that there are no bad ones, but all good, better and best. There are very few varieties in existence that are good in every locality. Thus it becomes very important that one should be familiar

with the variety before setting largely of it. Your nurseryman can often be of great benefit to you in selecting for you. It has been my purpose for years to encourage growers to grow a small testing plot each season. This testing plot proves both profitable and it is a great pleasure in growing and watching their behavior. I prepare special collections each season for this purpose, or one may test out my entire list, 25 plants, each with a very small cost, and it does not require much space to set and grow the plants. My own testing plot is my greatest pleasure resort each season. It is here that I learn all about them and am thus enabled to pick out the favorites and discard the unfavorable sorts.

Aroma

AROMA—A late, perfect flowering variety, that has been on the market a long time, and seems to be gaining popularity wherever it is grown. For the past several years we have sold more of this variety in the Southern States for a late berry than all other combined. It is equally popular in the North, East and West. Makes a good number of strong, well-rooted plants, is hardy and will grow well on most any soil under ordinary conditions. The berries are large, showy and firm, and very prolific, and will always bring near the top price on any market. We have filled orders of this variety for as many as 4,000,000 plants and have never been able to grow as many plants as we could sell. We have a good large stock this season, but do not expect to have enough to supply our trade.

AMERICUS (Everbearing)—About the third variety of any prominence to be introduced of the fall bearing varieties. Is considered by some to be the best variety of the everbearers, but the writer does not think so. The plants grow very close to the ground and do not have sufficient foliage to protect the fruit from the sun.

AMANDA—A mid-season variety with perfect flower. A good one to grow for fancy trade, a strong upright plant grower, vigorous and healthy, ranks among the very largest in size and is exceedingly productive.

ADVANCE—An everbearing variety; not seen enough of its behavior to recommend it at this time.

BARKLEY (Per).—Early. This is another variety that hails from Nanticoke, Md., where so many good ones have come from. It was given me to test three years ago and I have found it as follows: A deep crimson top shaped, flavor rich and delicate, produced enormous crops of very large berries; begins to ripen early and continues until late in season, berries hold up in size until very last pickings. Foliage strong and healthy. Makes

an excellent pollenized for any early to medium early imperfect sort. It is a variety that has come to stay, firm enough for a good shipper and should be classed with the fancy class. Quantity of plants limited. We still recommend it.

BUBACH (Imp).—Fruit large and handsome, roundish, conical, bright scarlet, moderately firm, of fair quality. Plant a strong grower, with a large, healthy foliage and very productive. Succeeds on light or heavy soil. Desirable for home use or near market. One of the best. Season early to medium. This is an old standby, and is deservedly popular. In plant growth it is vigorous but does not throw out excess of runners, hence it is best grown in hedge or half-matted rows.

This variety is perhaps as well known and as widely disseminated as any grown, and while it is perhaps not as popular as it was several years ago, still we always run out of stock long before the close of the season. While it is hardly firm enough for long distance shipping, still it will hold up for ordinary marketing and is one of the largest berries grown.

STATE OF MARYLAND	
DEPARTMENT OF AGRICULTURE HORTICULTURE	DEPARTMENT OF AGRICULTURE HORTICULTURE
CERTIFICATE OF NURSERY INSPECTION	
No. 10	
To Whom It May Concern:	
THIS IS TO CERTIFY that on the 30 day of August 1915 we examined the Nursery of <u>O. W. Townsend</u> growing in <u>Pring</u> , near <u>Salisbury</u> , County of <u>Worcester</u> , and that said nursery and premises are respectively free, as far as we are concerned by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other injurious vegetable insects and plant diseases.	
This Certificate is issued after August 1, 1915, and does not include nursery stock not grown within this State, unless such stock is personally examined and accepted by the State Entomologist and State Pathologist.	
GIVEN AT BALTIMORE, Md., this 30th day of August 1915.	

Ocean County, N. J., April 16, 1915.

E. W. Townsend.

Dear Sir—Strawberry plants received O. K.
F. A. HALL.

BALTIMORE

BALTIMORE—The Baltimore is the same season as Aroma, and picks a long season; fruit is large and firm and good quality, good plant-maker, holds fruit well off the ground and is easily picked. See illustration on page. While I believe that the Baltimore is making good everywhere I can truly recommend it to my Northern customers, or any one looking for a large fancy variety for either home or commercial purposes.

BRANDYWINE (Per).—This has proved so satisfactory with all who have grown it that it is consequently in large demand and of great value by reason of its productiveness, large size, beauty and good quality, which renders it especially desirable for the home garden. The berries are glossy crimson, very handsome, firm and solid, excellent in quality, with fine aromatic flavor. The berries color all over evenly and retain a good size to the last, ripening in succession, and every berry maturing fully. Plant is remarkably vigorous, hardy and exceedingly productive and its foliage is long, clean and healthy. The amateur will delight in such a superb variety, which with his good soil and careful culture will give him magnificent returns. Mid-season to late. It is also an excellent pollenizer for mid-season to late pistillates.

CLIMAX—For commercial purposes I know of no early variety that has proved more profitable. It has a record of 20,000 quarts per acre; is a few days earlier than Klondyke and will produce three quarts to

the Klondyke's one. About same size berry as Klondyke, carrying qualities not as good as Klondyke in the South, but is firm enough in the North to be classed as a good shipper. The sale of plants is always large and seldom have enough to supply my trade.

CARDINAL (Imp.).—Mid-season too late. Size, medium, quality good, productive, good plant-maker.

Berlin, Md., April 30, 1915.

Received the plants all right. Many, many thanks. Shall do my best to make a success.

Yours truly,

MISS ELLEN SMACK.

Tennessee, April 10, 1912.

Thanks for the fine plants you sent me in the last order. Please rush the enclosed order.

R. M. KINGSLEY.

Kathleen, Fla., April 30.

E. W. Townsend & Co.,

Salisbury, Md.:

Gents—I have sold your plants to the growers here for three years and have always got first-class, well-rooted plants. I can recommend E. W. Townsend to anyone wishing to buy first-class strawberry plants.

Yours very truly,

J. Z. KNIGHT.

CHESAPEAKE

Copyright 1913, E. W. Townsend.

Chesapeake

CHESAPEAKE—A perfect flowering variety, late in season, and as far as quality is concerned is not surpassed by any. While the Chesapeake is a very shy plant maker, it seems to be in great demand by the largest commercial growers, and it is seldom that any variety has won so much favor in such a short time. We plant an enormous large acreage of this variety every season, and seldom have any plants left to fruit. We do not advise planting this variety on light, sandy soil, but for best results secure a low, springy spot, well drained. We will have upwards of a million plants this season, which is a very moderate supply, and will soon run short. If this variety is wanted place orders early.

EARLY JERSEY GIANT (Per). New. (Van Fleet No. 10)—Ripens with the very earliest. Berries very large, brilliant scarlet-crimson, conical with pointed tip, colors all over at once. Large, light green calyx, exceedingly showy and attractive. Blossoms open rather late and staminate. Plant a strong grower with large leaves on long, pliant stems and a heavy yielder. The largest and best early variety. (Introducer).

Excelsior

EXCELSIOR (Extra Early)—Small in size and very sour; is a good shipper and comes in a season when few berries are in market, hence it usually brings good money. We have a few customers that bank on it and every season grow a small plot of plants for our trade.

EARLY QUEEN—Another of my own introductions that is proving satisfactory in every section and is in great demand. I sold

MISSIONARY.

Copyright 1913, E. W. Townsend.

nearly half a million plants of this variety the past season, and then returned several orders unfilled. This season my stock is short and I do not expect to be able to fill half the orders sent me.

I describe it as follows: Early to mid-season, crimson color; somewhat wedge shaped; colors all over large to extra large; flavor fine and very productive; firm enough for a long distance shipper; is a great drought resister; has never failed to make a good showing on the grounds.

Early Ozark

EARLY OZARK—This is gaining ground every season and is almost as popular as an extra early variety as the Aroma is a late variety. It seems to do well everywhere, and is really the largest and best shipper of any of the extra early varieties. It is very productive, firm and of good quality and is largely sought for by all commission merchants.

The growth is distinct, makes plenty of strong plants that stand up in a bushy cluster and makes a beautiful appearance. I planted several acres in the spring of 1914 and thought I would have a fine lot of fruit to pick. I lost my guess. I sold every plant excepting a few in my trial beds. Again I have doubled my acreage, but I do not know how many berries I shall be able to pick, as I am already booking orders for plants to be shipped next spring. A letter a few weeks ago from a party in Pennsylvania states that he netted over \$800.00 on less than one acre of Early Ozark, or 4,000 plants. Because they are the best in the market in their season it is easy to make big money with them.

If you are looking for an early variety, you can't go wrong on the Ozark.

FIRST PRIZE

Ernest

ERNEST (Imp).—This is another one of my own introduction sent out with a guarantee to please or refund the money. I have never been asked to return one cent, but hundreds of repeat orders have come back in the last two seasons. The Ernest is a mid-season to late variety. Is one of the most productive varieties I have ever seen and is a sure cropper. Fruit large as Sample, firm and of good quality, slightly pointed and colored all over. Try it this season.

EKEY O. I. C. (Per).—This variety is known by two names at least, and is a general favorite wherever grown, is a make of extra large plants that holds the fruit well from the ground, plants show no blemish of rust and is a sure cropper; fruit large and pointed with extra fine flavor; firm and productive; will sell well, ship well and eat well. Is largely grown in all the berry districts of the East, and known by most growers as the Ekey. I have a fine supply of plants at low prices.

FIRST QUALITY—An early variety, with perfect flower, very large and firm and a very fine flavor, some of our local growers prefer this to any other variety. We have not had it long enough to say.

FIRST PRIZE (Early)—This variety was introduced several years ago and is fast coming to the front where a fancy berry is wanted. It is not the best variety for the South, but for local markets I know of nothing better as a money maker. Plants are strong and beautiful and free from rust; makes plants freely. The fruit is extra large, scarlet red with a beautiful double calyx that holds the color no matter how dry the season. The flavor is mild and sweet and is considered by experts to be of the very best flavor. If you are convenient to a nearby market get this one, and you will want a few for your home use anyway.

FAIRFIELD—Early, perfect flower, recommended for home garden or shipment; a strong rapid plant grower; fruit medium in size, quality fine.

FORWARD (Everbearing)—Not given sufficient trial to recommend.

Queen Anne's County, Md., April 28, 1915.
Mr. Townsend.

The strawberry plants came to hand all right and were fine plants. I never bought any better. Yours respectfully,

JOHN R. HAMMOND.

FORD

Ford

FORD—A perfect flowering variety, season medium late, or in other words same season as Chesapeake, Joe Johnson, Sample. This is the first time that the public has had a chance to secure this wonderful variety. I say wonderful because the qualities of this variety is all that the name implies.

In giving the variety a name the word **FORD** was selected for this reason: the Ford car "has become the universal car," and it is expected in a few short years that the Ford strawberry will be as well known by the farmers of the United States as the Ford car is today. This is saying something. But this variety has all the qualities necessary to make it America's one best late strawberry. Our supply of these plants this season is not large, and will only be offered in small trial lots. We do not expect to do all the talking in praising the good points in the Ford, but are going to leave it to our customers, and will ask each one of our customers who buys this variety this season to report to us just as soon as they have fruited it, describing its behavior with them. Wherever it fails to give satisfaction I want to know it, and the money paid for it will be returned. The cut on page — does not do this variety justice; the size of the fruit runs from 30 to 40 berries to the quart, average; when the largest were picked, about 20; try them now on our guarantee.

Fendall

FENDALL (Imp).—I will give the introducer's description:

"This splendid berry originated in our garden at Towson, Baltimore county, Maryland, in the spring of 1905. It is a seedling of the well known William Belt. Its claims to public favor are as follows: First, great vigor of plant growth. Second, large size and delicious flavor. Third, great length of bearing season. Fourth, wonderful productiveness. Fifth, splendid root system. Sixth, beauty and symmetry of form. The plant is strong and vigorous, clean and healthy. The berries are as large, if not larger, than any other variety grown, and unlike most large varieties in that they are of delicious flavor. In length of season it is certainly remarkable. In 1907 we picked berries from it on the 25th of May and the last on the 10th of July. With the same care and under like conditions, it produced twice as many berries as the Senator Dunlap, Corsican, Glen Mary, William Belt, Marshall, and three times as many as the Gandy."

I have grown the Fendall for seven years and endorse the above. It is one of my very best.

Kent County, R. I., April 23, 1915.
E. W. Townsend.

Dear Sir—Strawberry plants received in fine condition and very satisfactory. Thank you.
E. P. RATHBURN.

GREAT SCOTT—A new variety with us; has made a splendid showing this season; claimed by the originator to be of great importance as an exceedingly fancy home market berry; said to be firm enough for home markets, but not for long, distant shipments. I recommend it for trial, as it is a good grower and plants are strong and healthy; have seen no fruit.

GOVER VAN SANT—A mid-season variety that is giving very good satisfaction in all parts of the country where it has been tried. Is a strong plant grower and will stand as much drought in fruiting season as any variety I have yet tried; fruit medium to large, with a dark, showy calx; fruit firm and of the very best quality; in fact, good enough for a king. We have a fine stock of plants this season and are able to reduce the price, and we hope our customers who have not tried it will give it a trial this season.

GIBSON—A perfect flowering variety; season early to late, commences with Dunlap and continues until quite late in season; this is a new variety here in the East; it has proven well in our trial grounds for past two years and we are recommending it to our customers. I describe it as follows: Very productive, fruit large and firm, quality fair to good.

GOLDEN GATE—A late perfect flowering variety. Quality very poor here in the East, but is a great favorite in New England States. Fruit is extra large, dark red, and is very productive; is a strong plant maker, plants long rooted and healthy; have never shown a spot of rust in any season or failed to give a fine matted row.

GEM—For home market only; a large, perfect flowering sort; season late.

GLEN MARY—A late perfect flowering variety but not suited to plants with imperfect flowering sorts, as it is deficient in pollen, except for its own use. Is a leader among the very best in nearly all sections of the country. Is one of our best sellers; fruit extra large, firm and of good quality. I could say hundreds of good things about Glen Mary but the variety is known by almost everyone who will receive this book and it is taking space for nothing to say more.

Gandy

GANDY—A very late perfect flowering variety and a standard variety in nearly all the largest strawberry sections of the United States. Does best in land of a very springy nature. We always try to grow a very large stock of Gandy plants and have not failed to do so this season and think that we can supply our trade with this variety.

HAVERLAND—Imperfect flower, mid-season; we have always recommended setting Seno Dunlap with the Haverland for a good patch of fruit. Equal rows of each. It is unnecessary to give another lengthy description of this variety at this time.

HELEN DAVIS—A perfect flowering variety, mid-season to late; very productive fruit, medium to large; quality fair to good; is very popular in the West, also in the Northern States. Not recommended for Maryland or Delaware.

HUB—A perfect flowering variety that hails from Massachusetts. Has made good here in Maryland the past season, according to reports from our best growers who fruited it for the first time; fruit very large and firm, and very attractive; will probably become a leader here in the near future. Ripens about mid-season here in Maryland.

Messrs. E. W. Townsend,
Salisbury, Md.:

Gentlemen—The 5,000 Dunlap plants I got from you opened up fine, so did the 2,500 Klondyke, and the 2,500 Gandy were the strongest that I have ever seen. Indeed you are to be congratulated on sending such thrifty plants to your customers.

BERT E. WHITAKER, Pa.

Flushing, Mich., June 28, 1914.

E. W. Townsend:

Dear Sir—How is the Joe Johnson done with you this season? Best here in plants of any I have.

Yours,
N. FIELDS.

Moorestown, Ind., March 18th, 1914.

Mr. Townsend:

Dear Sir—Enclosed please find another order for plants. Your plants are certainly fine; can recommend them.

C. KETCHUM.

Coventry, R. I., May 21, 1915.

E. W. Townsend,
Salisbury, Md.

Dear Sir—We are so well pleased with the strawberry plants bought of you, having lost but two out of the whole lot. We bought another lot of a party, Mr. ———, and they are nearly all dead. We want some of your ever-bearing plants. Please give us prices, and oblige.

Yours very truly,
MRS. E. R. RATHBURN.

Hillsboro County, Fla., March 28, 1915.

Mr. Townsend.

Dear Sir—Enclosed please find another order. The strawberry plants just received from you were very fine and every one growing. I am well pleased and wish to thank you. Will give you another order next season.

Yours truly,
JAS. WINDEDAHL.

JOE JOHNSON

Introduced by E. W. Townsend, 1914. The Berry with a Record.

Joe Johnson

JOE JOHNSON—A perfect flowering variety; season medium late. I offered this variety in my 1914 Catalog for the first time and advised my customers to give it a trial on my guarantee to please or refund the price. At this writing I am more than ever pleased with the Joe Johnson berry, or Big Joe, as it is known by some growers. The Joe was the most sought for berry at our loading station the past season, and brought fancy prices the season through. We sold here the first of our crop of the Joe at \$4.75 per crate, and the last picking at \$2.80; this was for thirty two-quart size at the loading station. I had one grower to tell me after the shipping season that every Joe Johnson plant in his field netted him more than 15c. each. Think of it: over one quart of fruit from a single plant grown in a matted row; this not for a single plant, but the average was more than this for the crop, and that the fruit from this very prolific patch brought at all times the very highest prices paid for any variety. We have found here that the Chesapeake and the Gandy were usually our best sellers at the stations, but the past season the Joe led them both in price for many days. I do not believe that there has been enough plants grown to supply the demand of this variety this season,

even if every plant grower would charge twice the usual price for them. I could print a book the size of this if I were to write all the good things I have seen and heard about this wonderful berry, but I will not make the description long, and, say, if you have not tried the Joe Johnson yet, try it now.

The average size of Joe is about 24 to 30 to the quart, but I have seen quart baskets that were filled piling full with nine berries. The quality of the fruit is very fine, and moderately firm and, in fact, is the best shipping berry of its size I have yet seen. It is a well known fact that extra large berries do not carry as well as the smaller size in most cases. We have made our price very low and consider that we could get a larger profit for the fruit than we will get for the plants, at our low price, but we are growing the plants for our customers, not for fruit, and ask you to take advantage of the same by sending in your order as early as possible. Last season the orders had to be returned unfilled by the wholesale. We will sell our entire stock at price quoted, but should we have to go out and buy will have to charge market price.

For prices of everbearing varieties see page 22.

Photo showing a section of a row of KING OF AUTUMN (Everbearing Strawberries)
Plant set May 1st, 1913, photographed September 29th, 1913. Note the
young layer plants loaded with fruit and blossoms.

JAMES E.—Perfect flowering variety; we are giving it our first test this season. Came to us recommended very highly for a good market sort.

JESSIE—Another old standard still grown in great quantities in the Northern States, not a favorite in the South.

Klondyke

KLONDYKE—In most places of the South it is called the king berry, and rightly so, but for one exception, and that is the MISSIONARY, and probably one should be called the King and the other the Queen. This is a variety that came to stay; hundreds of new varieties come out every few years, and most of them go as fast as they come. But in the Klondyke we have a standard bearer that will be with us as long as strawberries are grown. Many of our customers in the South know that there has been a low grade variety sent there for the Klondyke, which does not resemble it in the least. Thousands of growers and shippers know the genuine article by Townsend's long-stem Klondyke. There is only one Klondyke, the other is a fake. Get your plants of Townsend; you will get the genuine article, and at as low price as we can grow good quality stock for.

KELLOGG PRIZE—A late blooming variety, with imperfect flowers, and a variety that is gaining in favor very fast. Introduced by the R. M. Kellogg Co., of Michigan. Anyone wishing a good late market variety with imperfect blossom will certainly not go wrong in testing this one. I have seen it in fruit on a number of soils, and it has been a decided success everywhere. Fruit large, deep red, perfect shaped, when well fruited and mated; flavor extra fine, and is recommended especially for table use. Is firm enough for a good shipper, and as productive as one could wish. Plants strong and hardy. A good one to try.

Fairfield County, April 11, 1915.
Mr. Townsend.

Dear Sir—Strawberry plants came to hand Saturday, in fine condition. Am well pleased.

Yours truly,
H. A. CORNELL.

February 3, 1915.

E. W. Townsend.

Dear Sir—I received strawberry plants all O. K. They are doing fine. The Early Ozark seems to be doing especially well and look very thrifty.

IRWIN KEKEY.

For prices of everbearing varieties, see page 22.

LADY TOWNSEND—An early variety, with perfect blossom, specially recommended for home use, as it is one of the best quality varieties on the list. We now sell more of this variety than we do of Mitchell's early for the above purpose; is a good plant maker, and very productive; fruit medium in size and as firm as the Klondyke.

LADY TOMPSON—A berry that needs no description from me; will just say that it is a genuine Southern variety and not suited for the North. We have a very small stock of plants this season of this variety.

LADY CORNEILLIE—Originated in the South; said to be about same season as the Klondyke, and a close competitor of that variety. We have not fruited it here. We secured a good supply of the plants the past season and have a good stock of them growing, and shall be pleased to furnish any of our Southern customers who may wish to give them a trial. The Southern press have given lots of accounts of its wonderful qualities the past season.

LONG FELLOW—A perfect flowering variety that is making good in a great many sections of the country, and is fast becoming a standard. Medium early with us; quality good; conical shaped; growth vigorous and healthy; fruit medium to large, and firm enough for a good shipper. If you have not tried Long Fellow better start now.

LEA—An early variety that has proven good in some sections; others not so favorable to it; we recommend it for trial only.

LATE JERSEY GIANT—A perfect flowering variety, very late in season; quality good; moderate plant maker; fruit medium to very large, firm enough for close market or local trade.

LOWERS FAVORITE—An early fruiting variety, with perfect flower. I was not lucky enough to see it in fruit the past season, but I heard so many good things about it that I decided to catalog it this season and give my customers a chance to test it. Here is the introducer's description: Large, productive, quality good, extra firm.

Mascot

MASCOT (Latest in season).—This variety is proving a gold mine to many of my customers. It is not unusual to get letters where they have netted from \$500 to \$750 per acre on this variety. The berry is one of the very largest, of good flavor and appearance, and is wonderfully productive. Plant growth is excellent. Seems to do well everywhere and especially so in all the Northern States.

If you want the true MASCOT plants give me the order, as I positively know that there are two varieties being advertised under this name. The other variety is mid-season to late and small, poor fruit.

My stock of plants is very large but I have a wonderful sale for the plants. If you want

MASCOT

a variety to prolong the season get this one, sure, for they surely ripen long after the other spring croppers are gone. Nothing later but the ever-bearing kinds.

MYRTLE MERRILL—An early variety that originated in Somerset county, Maryland, a few years ago. We hear very good reports of it from Marion Station, where the best extra early varieties are always in demand. They claim it to be better than Ey Ozark, or Wilkins' Early, Fairfield Excelsior, etc. I think it worthy of a trial; is a good strong grower and free from rust.

MONROE—A late perfect flowering variety that originated in New York State. Fruit large, firm, of extra good quality; is a strong plant maker; while it has not fruited with me I think it a good one to try.

MICHAEL'S EARLY (Mitchell's Early)—Has long been considered the best early variety for family use, and has been planted in thousands of gardens in the last twenty-five years. The size is too small to make it an ideal berry for commercial purposes, but for an extra early variety for family use it stands KING. I grow several thousand plants each year for my trade and they never forget to ask for them.

MISSIONARY

MISSIONARY—Early. The Missionary is still the leader in all Southern States as a commercial variety. The Missionary has proved in the South and West what the Senator Dunlap has in the North. It is really the poor man's variety. It will grow anywhere it is possible for strawberries to grow under unfavorable conditions, and show remarkable results, and with the best of cultivation it can be made a gold mine.

In all such sections as Norfolk, Va., Chadbourne, N. C., Plant City, Fla., Lakeland, Fla., Griffin, Fla., and in fact every strawberry section of the State of Florida it has taken possession and is more largely planted than all others combined. There is no other variety ever introduced that has proven itself so popular in so short a time. While it is a prolific bearer and a good shaped and good sized berry, combined with good quality, its greatest point in favor is its firmness as a shipping variety. I am safe in saying that I have sold more Missionary plants than all other nurseries combined since I introduced the variety in the State of Florida in 1906, and I have shipped it to every section of the country where strawberries are grown and I have yet to hear a single complaint where it did not make good. While the qualities that it possesses are not so essential in the North to make a favorable variety, it nevertheless has proved satisfactory as an all around variety. This season has not been

the best for plant growth and I expect to run short of plants this season, although I have a very large acreage set in plants. I would, therefore, advise all my Southern customers that bank on the Missionary to get their orders in as early as possible. They will be booked any time and shipped when wanted. Not necessary to say TOWNSEND'S MISSIONARY if you send the order to Townsend. The reason the name Townsend is added to the Missionary is because there were several fake varieties sent out for the Missionary before the plant growers could secure a stock of it. If you want the genuine article send me the order.

The above is my last season's description, and I simply add here that I made no mistake about not having enough plants to supply the demand last season. I sold out very early every plant I could spare of my own sowing, and at the solicitation of many of my friends went out and bought several hundred thousand plants from the berry growers here to supply their wants. This season I have at least 10,000,000 of the Missionary alone, and think I can supply the wants pretty well. I also have about the same amount in Klondyke. All these plants are grown on light, loose soil, and will have all the long fibrous roots necessary to cause a quick and strong growth. I have made the price in reach of all. The quality will be up to the TOWNSEND STANDARD.

MARSHALL (Per).—Readers of the Rural New Yorker will recognize this as the variety grown at "Hope Farm" and by Editor Col-lingwood considered the best. In quality it is really the standard of excellence, and if given a good soil and proper treatment will make a heavy yield of very large and handsome fruit.

It needs plenty of manure and thorough culture in order to do its best, as it does not thrive under neglect. We have only a limited number of plants to offer this season, and suggest that you order early if you desire to get this "best of all" strawberry.

NORWOOD—Perfect blossom. Mid-season. This berry has been widely advertised and needs no description from me. It is supposed to be a cross between the Marshall and Corsican. The Norwood is a very fancy variety with me, doing its best under good cultivation. The plants are large and healthy, making a moderate supply. Not very productive, but every berry is a good one. The flavor is good enough for a king. I recommend it where a strictly FANCY variety is wanted or for family use. Some catalogs claim that four berries have filled a quart box. I have not grown any that size, but have them as large as I desire. On account of being a moderate plant maker the plants have to sell very high. I have a fine stock this season.

Nick Ohmer

NICK OLMER (Per).—One of the very best late varieties for Southern States and excellent shipper. Rich in flavor, good plant maker and a general favorite wherever grown. More productive than Gandy. Free from rust.

NEW YORK (Per).—Mid-season to late. This is one of the largest berries grown and where a fancy berry for local market is wanted it is a great favorite. Too soft to ship well.

ONWARD (Everbearing) — Not sufficient trial to recommend it to my customers.

OREM—A very late perfect flowering variety, extra large and of good quality; begins to fruit with Gandy, but bears heavier than the Gandy and lasts much longer; makes a fine bed of plants that are strong and healthy.

OAKS, EARLY — About the same variety as the Lady Townsend; one could hardly tell the difference in foliage or fruit.

PRIDE OF SOMERSET—An extra early perfect flowering variety that hails from Somerset county, Md., and if I am not mistaken is going to prove a winner. One thing I am sorry for: I have not got stock of plants enough to run me. I describe it as follows: Season extra early, size extra large for an early berry. Firm enough for a good shipper. Quality very fine, the kind that the more you eat the more you want; it is very productive, makes just a plenty of good, strong plants to make a fine crop of fruit in a matted row. Try Pride of Somerset this time.

PEARL—An early variety, with perfect bloom; came to me very highly recommended from one of our large berry growing sections. I think it worthy of trial; I have not seen the fruit, it is a good strong plant maker.

PRODUCTIVE (Everbearing)—I think this the worst one of the everbearing family. I grow it for breeding purposes only. (Leave it out of your list).

PAUL JONES (Imp).—Mid-season. In the Paul Jones we have another very popular variety. The originator claims it to be the most productive variety grown. I have only fruited it one season and find it to be very productive and quality fine, size medium to large, of good, firm quality. It is a general favorite in the State of Delaware, which speaks much for it. I am well pleased with the Paul Jones here on the grounds. I have a very fine stock of plants this season and hope to see more of its behavior, as the demand the past season was so great I sold almost out before I knew it.

PARSON'S BEAUTY (Per). — Mid-season. This is a tremendously productive variety of the Haverland type and will do well for any local market, but not recommended for distant markets unless grown in the North. It is a general favorite in the Northern States, being one of their heaviest croppers and is one of my best sellers; plants strong and vigorous, free from rust, and berries average large and flavor fine. I have known them to pick 12,000 quarts to the acre.

Progressive

PROGRESSIVE (Everbearing) — And claimed by the majority of growers the country over to be the best everbearing variety. There has already been so much said about this variety that I think it hardly necessary to take up space to go over the good things that can be repeated about it. I paid \$75.00 per 1,000 for my stock of plants to start with. Had very bad luck in getting them delivered to me by the Express Company, and lost over one half the lot I purchased. But after this I consider my purchase the best I ever made. I probably have the largest stock of this variety of any plant grower in the country, and I have made the price low, as it was my good fortune to grow a fine crop this season. I want your order if you want Progressive. And I wish you could see my fields of them at this writing, September 17th. No picture I could make or anything I can say will fully explain the beauty.

TOWNSEND'S CUSTOMERS PROSPEROUS.

Growers who order my plants year after year and practice my methods are in the front rank of berry growers in the United States. They are making their berry crops profitable investments. They find the work a pleasure as well as profitable, and are satisfied customers.

For prices of everbearing varieties, see page 22.

QUEEN

QUEEN—Perfect flower, very late. This is one of our new seedlings that we have been testing for four years. While I did not send any plants of this variety to the experiment station to be tested out by them. I am of the firm belief that we have another very good variety of late strawberries in the Queen. In plant growth it cannot be beaten. I have counted at least four good, strong crowns on a single plant taken from a matted row. It seems to be a good drought resister, as we have had three very dry seasons to test it. We also had one very wet one the past season and it stood the rainy weather and still showed its firmness. It is not as large as the New York, World's Wonder or Joe Johnson, but for general purposes I think the size in its favor. The eating quality is very fine while it has plenty of acid flavor; color red to center, and ripens all over at same time. I have only a moderate supply of plants and will sell only 100 to any customer, and think it well worth a trial.

Rewastico

REWASTICO (Per).—This new berry was originated in Wicomico county, and was introduced in 1913 by Mr. W. F. Allen, who says that he considers it the only real competitor that the Chesapeake has, and in some respects it even surpassed that popular variety. I will say that it far surpasses it in plant growth. I have not fruited it yet, but am sure that it is worth giving a test. The supply of plants is very small this season and the prices will have to be high. We have, since writing, seen the above fruited, and it is grand.

See Illustration on next page.

RYCKMAN—A mid-season variety of the New York type; one description will answer for both.

Senator Dunlap

SENATOR DUNLAP—A perfect flowering variety, and one of the best known on the whole list. It is to the North, East and West what the Klondyke is to the South. It is one of those healthy plants that if given a chance will look out for itself. It is deep-rooted, and will make a crop of plants no matter how much drought, and it's the same way with the crop of fruit. It is very seldom the Dunlap has failed to satisfy in either plant growth or fruit, and for so small a plant as the Dunlap makes, it produces the largest berry I have seen. For a polinizer it is one of the very best I know of for imperfect varieties of its season. Fruit rich, dark red, and flavor as good as any; is exceedingly productive on any soil. "I have fruited this variety for the past fifteen years and like it better every time," says one of my customers from Pennsylvania. When in doubt what to plant as to the varieties that might do best for your needs always try a few Senator Dunlaps, and you will not go far out of the way. We grow about five millions of this variety each season. You will find our plants fine and prices right.

Hillsboro County, Fla., February 20, 1915.
Mr. Townsend:

Enclosed please find New York Exchange for \$53.00 for plants as per order. I have turned a lot of orders your way in the last three years, and am pleased to say that all are satisfied.

Respectfully,

H. E. WIGGINS.

REWASTICO

Sample

SAMPLE—An old-time imperfect blooming variety that is exceedingly popular in many sections of the country. The berries are large, bright red, with a smooth, glossy surface; it is not only one of the largest late, but one of the most prolific berries grown. It is firm enough for a good shipper; a good all-round variety and one any unexperienced grower need not fear to try.

SHARPLESS—Perfect flower, medium to late in season; too well known to need any description now; mostly grown for home use.

SON'S PROLIFIC—A medium late variety, with perfect blossom. This variety greatly resembles the Aroma in many descriptions, although it is an entirely distinct variety. Originated by the James Sons, of Missouri; size large to extra large, color dark red, high flavored, firm enough to make a good shipper. The few years we have been growing the plants we have not been able to supply the demand for plants.

Steven's Late

STEVENS LATE—A late perfect bloomer, this is a descendant of the Gandy, but is a better grower and will thrive on a greater variety of soils. It will yield heavy crops of fruit and make plenty of strong plants; fruit not as good quality as Gandy, but most growers that favor it claim that the difference in yield make it a better paying variety. Very popular in New England States, also New Jersey.

SUPERB (Everbearing)—This is the best variety to date of the Cooper collections; it is a genuine everbearer and is also a splendid spring cropper; in size is the largest of the fall bearing varieties. We think it best for our Southern customers.

SWEETHEART— Perfect blossom, not

fruited by us. We can say that it is a good grower, and herewith give the description of the introducer: Introduced by Green's Nursery Company, it is a beautiful bright carmine red, as handsome as a rose; it is solid in flesh and a long keeper; it is the best keeping berry I have ever seen and must become a good shipper on account of its firmness of flesh and ability to stand up under hard use. It is the earliest berry to ripen at Green's fruit farm, being earlier than Senator Dunlap, Mr. Green's favorite. We have heard it said that twelve berries filled a quart box and that 10,000 quarts per acre was not unusual. Better try SWEETHEART.

SUCCESS—Early in Season, perfect bloomer, beautiful carmine red; size large to very large. We recommend it for nearby market or home use.

DO YOUR NEIGHBOR A KINDNESS.

Townsend's Catalog, while never as large as some growers send out, is read every season and then filed for future reference by the leading berry growers of the world. It is in demand by the leading horticultural societies. The agricultural experiment stations apply for two copies at least every year. It is intended that this book shall contain nothing but facts, and to meet the need of every berry grower. Your neighbor would appreciate a copy if they are not already receiving same. It might be the means of starting them on the road to success, as it certainly has many a poor fellow. If you will send the names of your neighbors to me I will do the rest. A little deed of kindness, be it ever so little, has helped many a man to reach the goal. I thank you for your order, also the names of your friends.

Millington, Md., April 2, 1913.

Dear Sir: Plants received in fine condition and are nice, strong, healthy plants.

D. JAMES HALL.

SHERMAN

Sherman

SHERMAN—A new perfect flowering variety that we are offering to our customers for the first time this season. With us it ripens medium late, is large in size, color very dark red from outside to center; has a rich aromatic flavor, and after it has been picked a few days and laid away it has almost as much smell as a shrub. In appearance the berry greatly resembles the Marshall, has that fine, glossy appearance that has always been admired in the Marshall. The Sherman is only moderately productive, but every berry is a shining beauty, and when its other good qualities are considered I do not think there will be any fault found with this new variety, and honestly believe that it will become a standard in a short time and will be known from one coast to the other. We only have a few plants to offer this season in 100 lots, and will cheerfully refund the price to anyone not pleased with it who is looking for a home variety of the very best quality. We have hundreds of customers in all parts of the country who are just looking for this kind of a variety, and we are frank to admit that we are proud of our find in this, our newest seedling.

Townsend's Late

TOWNSEND'S LATE (Champion). This is one of my very best money makers. As a late variety it has now been tried in a great number of States and has proven profitable in every direction. Season comes in just ahead of the Gandy and other late varieties, is a strong, hardy grower, making plenty of

strong, deep-rooted plants. Will stand more dry weather than any late variety I know of. Fruit large to very large, round, uniform in tips, flavor fine, very mild. Is considered one of the very best varieties for family use and as a commercial variety I know of noth-size, color deep red to the center, no green ing better. Only this week a large grower of strawberries from Bridgeville, Del., called on me in quest of these plants, and after looking over my fields placed an order for 50,000 Townsend's Late. He informed me that the past season at Bridgeville, Del. (which is the largest shipping point for strawberries in the country) that he had seen them sell for twelve cents per quart when other late varieties such as Gandy were only selling for seven and eight cents. A letter from Pedricktown, N. J., from one of my customers states that their profits were \$750.00 per acre from the Townsend's Late, which was by far more than the average variety paid. The past season we sold every plant of Townsend's Late we had growing and we had a good supply. It has never been widely advertised, and parties came to our nursery and bought us out of plants—those who had seen the fruit the season before. We have upwards of 1,000,000 of the Townsend plants but do not expect to be able to supply the wants; better get orders in early.

ST. LOUIS (Per).—A good early sort for home market or northern parts of the United States. A free plant maker with extra long root system and stands the drouth well. A sure cropper. Fruit light scarlet, size extra large, but not firm enough for a shipping berry only to close markets. Very productive.

WORLD'S WONDER

TENNESSEE PROLIFIC—An old standard variety with perfect blossom that ripens mid-season and is still very popular with a large number of growers. Fruit large to extra large; quality ordinary; very prolific and a good strong plant grower. We have lots of customers that use nothing else for mid-season variety.

TWILLIE—A perfect bloomer; season medium to late; a medium to large berry, well colored and particularly firm; is a good plant-maker and one of the most productive varieties on the list. It is especially adapted to the South, for I do not believe that I have made a shipment of plants to the South but what the customer has come back for more plants and given its good behavior there. One of my Florida customers wrote me that he had not seen its equal in Florida as a late berry; that it was just what he was looking for. I can cheerfully recommend it to all Florida growers that want a late variety. It will ripen in Florida with Nico Ohmer, and I am sure will prove a better money maker.

THREE W. W. W.—Perfect blossom; season medium to late; a very popular variety; quality good and good-sized berries. At the World's Fair it took first prize and made a record of keeping ten days; is a sure cropper, and one that will please you either for home use or market.

UNCLE JIM—Of Newark type, same description will answer for both. We have a fine stock of this variety and will be pleased to furnish our customers.

VIRGINIA—An imperfect blooming va-

riety; ripens with the earliest; is very firm and prolific; size medium, and greatly resembles the Klondyke; is a good, strong grower. Introduced by Mr. W. F. Allen several years ago.

World's Wonder

WORLD'S WONDER—Perfect bloomer, very late, and the largest berry I have ever seen. I do not except any, while I think its great size is against it, for the berries really look more like apples than strawberries. The photo on page —, which shows five berries in a fruit dish, is greatly reduced in size. I shipped a crate of this variety to New York the past season by express to see how it would carry and the commission man returned me a handsome price for it and stated that he would like to have 100 crates daily like it; that it arrived in fine condition, and was the largest berry he had ever received from any place. I went to see it in fruit the past season and purchased the stock of plants, which is very small, and anyone wishing this giant berry had better place order early. In plant growth I have never seen a stronger or healthier plant than this one. The plants stood at least 10 inches high, broad, dark leaves, and large, heavy stalky plants that held the fruit well from the ground. They really looked more like bushes than plants. The soil was only ordinary, and I am at a loss to know what they will do when grown under favorable conditions. We expect to hear some wonderful things from this variety in a few years after some of our Expert Customers get to growing them. If you have room for a new one don't miss this one.

WILKIN'S EARLY

WILKINS (Early)—(Per.) We are well pleased with the behavior of the Wilkins Early again this season. It produced fruit as fine if not the best of any variety on our grounds; was the first to show ripe berries in May. The size was good and color fine. They showed to be very firm and I am under the impression that they will make a good shipping variety and one that will fill the demand for my Southern customers. The flavor is as good as any extra early variety I have ever tasted with the exception of Michael's Early, which leads all extra early varieties for eating qualities. I feel sure that the Wilkins Early will become a favorite in a few years and I advise my customers to try it. It is a moderate plant maker and should be planted on good land. Plants strong and stalky when grown on ideal soil, with good culture. Price: \$1.00 per 100; \$5.00 per 1,000.

WILSON—This is an old-time favorite and was at one time more largely grown than any variety in the country; needs no description.

WM. BELT (Per).—"A native of Southern Ohio, and named for its originator, now deceased. For fourteen years this has been before the public, and almost from the first it took rank as the best of all in flavor. It is also superior in beauty, size and productiveness. The color is bright red. The first berry to ripen on each stem is cockscombed, but the others are conical. The plant is grand, and the foliage abundant and healthy.

There was a time when it was subject to rust in some localities, but we have heard nothing of it lately."

With us this has proven a valuable variety, giving heavy crops of fine fruit.

WARFIELD (Imp).—This variety is still very popular as a market berry—especially so when set with the Dunlap. They make a choice team and a pair hard to beat. They are both very similar in appearance after picked. The Warfield was probably the largest planted variety for several years in the great strawberry sections of the North and West, for commercial purposes, but after the arrival of the Dunlap they have been planted together in great quantities and are yet the leading varieties on many large fruit farms. For best results they should not be allowed to bed too quick as they are great producers of small plants and the fruit will be small if allowed to go their own way. They are great favorites as canners and we sell lots of small orders to the families for this purpose.

Licking County, Ohio, April 13, 1915.

E. W. Townsend.

Dear Sir—I enclose money order for dew-berry plants. The strawberry plants ordered from you last week arrived Saturday in excellent condition. Plants are thrifty and fine. Well pleased and will recommend you to my friends.

Respectfully yours,

GEO. W. RITTER.

WARREN—Perfect bloomer; originated by Mr. S. H. Warren, of Massachusetts, the well-known strawberry judge, who spent most of his life in growing fancy strawberries. Mr. Warren claimed this to be the best he ever saw. The fruit is very large and handsome and I am sure will please any one who is looking for a fancy berry. It is very firm and considered a very good shipper; plant growth is good, strong and healthy. I feel that any of my customers who wish to test it will be pleased.

WINNER—A perfect bloomer; season medium to late. This new variety originated in Pennsylvania and has only been fruited by us twice, but has given us a good crop of fine berries each time. It is a strong, vigorous grower, making long-jointed runners; berries are borne on unusually long stems; fruit highly colored and attractive; firm enough for a good shipper and an all-around good berry. Our Pennsylvania customers are very much in favor of it.

WHAT A FEW OF OUR CUSTOMERS SAY ABOUT TOWNSEND'S THOROUGHbred PLANTS.

(Was well pleased and told his neighbor.)

Desota County, Fla., March 31, 1915.

E. W. Townsend,
Salisbury, Md.

Dear Sir—The 16,000 Missionary plants arrived in fine shape, and as fine a lot of plants as I ever saw. You certainly give a fellow a good count. Every bunch has from one to three plants over. I don't believe I will lose 50 plants out of the lot. Please mail one of your catalogs to my neighbor, Mr. L. R. Sealey. He wants some of your plants right away.

Yours truly,

W. S. SHELTON.

Montgomery County, Pa., July 15, 1915.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—I purchased from you in the spring 100 King (of autumn) plants. They have done splendid. I am well pleased with them. They will certainly be a good advertisement for you here. My neighbor wants some of them. Very truly yours,

JOHN K. WILFONG.

Oysterville, Mass., April 15, 1915.

Dear Mr. Townsend:

Strawberry plants arrived O. K.; very satisfactory. Thanks you for prompt shipment. Respectfully,

W. L. L.

Allegany County, N. Y., April 15, 1915.

E. W. Townsend,
Salisbury Md.

I received my order of plants yesterday in good condition and was very much pleased with them. Yours truly,

C. A. BELLANY.

WHY OUR PLANTS ARE EXTRA LARGE AND HAVE SUCH A LONG, FI- BROUS ROOT SYSTEM.

First, they are bred from selected stock that has all the power possible to bring forth a well developed offspring. Our soil is deep, loose and fertile; the roots penetrate deep in the loose soil; the looseness of the soil causes the roots to spread and causes a great fibrous root system to build up; the plants are easily dug from a soil of this kind and the wonderful root system remains intact until they reach their journey's end. The moisture from the Atlantic keeps the plants free from disease, the long season gives them ample time to build up a wonderful system. The air is always moist on the Eastern Shore of Maryland. We do not suffer nearly as much by drought as they do inland a hundred miles. We are directly between the Atlantic Ocean and the Chesapeake Bay.

It is hard to find a section of the country where my plants are not being grown. If you have never tried Townsend's Thoroughbreds write me. I will give you the names of parties near you who have been to see my plants in fruiting season. This would be the best advertising I could name. I could refer you to many of the largest association managers in the United States who could show you fields after fields.

MY CUSTOMERS ARE MY BEST SALES- MEN.

I try to grow the best for them it is possible for me to grow. I put my whole time in this business from Christmas to Christmas. They do the selling. Their kind words keep me cheerful while I am at work for them. I went into this business looking for and expecting success. I am proud to say that I have not been disappointed. But on the other hand my success has been far beyond my own expectations. Here is the secret: I have done my best to please every customer that I have ever filled an order for. In most cases I have succeeded. They have spread the news to their neighbors and friends until Townsend's name has become a household word. Townsend's Thoroughbreds are known everywhere that strawberry growing is practical to any great extent.

HELP YOU TO SELECT THE PROFITABLE VARIETIES.

Hundreds of my customers leave the selection of the varieties to me. This work is all done by me personally. And I am proud to say that I seldom fail to give entire satisfaction when an order is sent to me with these instructions. When sending your order for me to use my best judgment just mention what season you wish varieties to ripen in, how many of each season, whether for home use, local market or for distant shipment. I guarantee to please you.

SELECTING THE SITE, SETTING THE PLANTS, WORKING OUT THE OLD BEDS.

In selecting a site for your berry patch, it is best to select a place that has been grown to some leguminous crop the season before, such as cowpeas, tomatoes or potatoes, as plants do much better when set in this kind of soil. Never set plants over a sod if it can be helped. If your land is roly or hilly, select the southern side. Most all commercial growers prepare their land for their berry fields a season in advance by planting such crops as mentioned above, for to have the best of success in berry growing it is essential to have the land rich with plant food. Any ordinary soil when properly manured and worked will grow good berries. In other words, land that will grow good corn, potatoes or tomatoes will grow good berries. In preparing the land before setting plants it should be thoroughly plowed to a depth of at least eight inches. This is preferable in the fall. Again in the spring (when plants are set in spring) then thoroughly harrowed and leveled with drags, until the surface is entirely level. For field planting I advise rows forty-two inches apart, setting plants twenty-four inches in row usually is sufficient with most varieties. Some sorts will give a good matted row when set even thirty inches apart, better than others when set fifteen inches. Select for your earlier sorts the highest of your land where you desire to plant, as the early varieties will usually do better on this kind of soil than the later ones. Most late varieties that have come to my attention do better on low, springy soil when it is well drained. In setting plants we use a small garden trowel or dibble, making plenty of room to get the roots down straight and flattened out in fan shape; pressing the ground firmly around the plants, setting the plant as near as possible as it came from the ground.

Too deep or too shallow setting will greatly hurt your crop. Plants should be worked with small tooth cultivator, giving shallow cultivation almost as soon as they are set. In ten days from time they are set they should be given a hand cultivation with the hoe, working very shallow. Often and shallow cultivation should continue as long as the grass grows, and in the East with us we usually work them with the horse cultivator well up in the fall months, especially if the season is a dry one.

Preparing and working out the old beds for the second crop, this should be done, or commenced immediately after the last fruit is picked from the vines. Start by mowing off all growth that has accumulated and a portion of the vines. If there should be much growth it is best to burn same on the patch, catching a dry day when the wind is blowing strong down the rows, so as the fire will soon sweep over the patch. This will destroy all insects that might have accumulated in the late vines and growth. If the vines cannot be burned successfully they should be hauled from the field. The rows should then be bar plowed, leaving the beds about eight

to ten inches wide, throwing the furrow in the middle. The old mother plants and lots of the new ones should be cut out at once and dragged from the beds. The five-tooth cultivator should then be run down the rows and the middles thoroughly worked up, and a great many growers after running down the row with the cultivator run across the rows, dragging new earth over the crowns of the plants, causing them to take on new roots and bringing out new crowns. The old patch should be frequently worked and hoed same as the new patch until late in the fall. Two seasons is long enough for the strawberry to stand, as it costs more to work out the old beds than to work the new. For this cause I prefer planting anew. Plants should not be set in the same plot for at least four years.

One of the most important things in growing strawberries is the selecting of plants, for your success depends on the quality of the plants set. Usually good plants cost a trifle more than the ones that you can pick up around your neighborhood, which are often mixed, run-down runts, having been taken from the middle of the rows for generations, and in many cases are almost barren. It costs no more to work the patch, when set to the best THOROUGHbred plants, than it does when set to the poor field-grown plants, and the THOROUGHbred will often double and treble the quantity of fruit per acre, and fruit that will sell on your markets for double. The up-to-date fellows of today are for growing only the best and they find that it pays them the best.

One more word in regard to setting the plants and I will close the subject. If you should pick for your main variety one with an imperfect blossom, I recommend setting two perfect blossom sorts with it instead of one, as is usually done, especially so if the variety is mid-season or late.

My reason for this is for the imperfect one to catch all the pollen necessary to make its full crop, which it has to depend upon for the making of the crop of perfect-shaped berries. Where I have tried this method I have always had the best of success. For instance, take the old Sample variety, which is late and imperfect. I would set four rows of Sample and on one side I would set Parson's Beauty or Dunlap; the other side, one row of Mascot or some variety equally as late as the Sample, and so on across the patch.

I trust that the foregoing will be of some use to some of my customers, new beginners, especially, for I am asked the above questions hundreds of times during the year and many times it is not convenient for me to answer promptly. Most of the old growers have their own way and work out their own salvation, which many times is the best.

I find in traveling through the country that there are many different ways in forming strawberries, and I also find that a variety that is good in one locality is not always good in another.

PRICE LIST OF TOWNSEND'S THOROUGHbred STRAWBERRY PLANTS.

SEASON 1915-1916, NO. 26.

This price list supersedes all former prices, in effect November 15th, 1915. These prices are F.O.B. Salisbury, Md. Purchaser to pay transportation charges at destination. Our customers can pay parcel post charges to their postmaster same as when goods are sent by express. When over 250 plants is wanted we recommend Express as cheapest and safest way.

NAME OF VARIETIES.	25,000 to 50,000 lots	10,000 to 25,000 lots	5,000 to 10,000 lots	3,000 to 5,000 lots	1,000 lots	100 lots
A						
AROMA, per (late)	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$.50
Amanda, per (late).....	2.00	2.25	2.50	2.75	3.00	.50
B						
BIG JOE (Joe Johnson).....			3.00	3.25	3.50	.60
BUBACH, Imp. (midseason).....			3.00	3.25	3.50	.60
BRANDYWINE, per (late).....			2.50	2.75	3.00	.50
Bradley, per (late).....			3.00	3.25	3.50	.50
BALTIMORE, per (late).....			3.00	3.25	3.50	.60
BARKLEY, per (late).....			3.00	3.25	3.50	.60
Buster, Imp (late).....			3.00	3.25	3.50	.60
C						
CHESAPEAKE, per (late).....			3.50	3.75	4.00	.75
CLIMAX, per (early).....			2.50	2.75	3.00	.50
Crescent, imp midseason).....					3.00	.50
Cardinal, imp (midseason).....					4.00	.75
D						
Dorman, per (midseason).....			2.50	2.75	3.00	.50
E						
ERNEST, imp (midseason).....				2.75	3.00	.50
Ettysberg No. 80, per (late).....						1.00
EARLY OZARK, per (extra early).....			2.50	2.75	3.00	.50
Early Giant, per (extra early).....					4.00	.75
Early Jersey Giant (extra early).....					4.00	.75
Early Queen, per (early).....				3.25	3.50	.60
Enormous, per (late).....					3.50	.60
EKEY, per (midseason).....			2.50	2.75	3.00	.50
EXCELSOIR, per (extra early).....	2.00	2.10	2.25	2.40	2.50	.40
Ewell's Early, per (early).....	2.00	2.10	2.25	2.40	2.50	.40
Early Market					3.00	.50
F						
FENDALL, imp (late).....	2.50	2.75	3.00	3.25	3.50	.60
First Quality					3.50	.60
Francis Willard, per (late).....					3.50	.60
FIRST PRIZE, per (early).....	2.50	2.75	3.00	3.25	3.50	.60
FAIRFIELD, per (extra early).....	2.00	2.10	2.25	2.40	2.50	.40
Ford, per, (Mid-season to late) not over 100 plants sold						5.00
G						
GANDY, per (late).....	2.00	2.10	2.25	2.40	2.50	.60
GLEN MARY, per.....	2.25	2.50	2.75	3.00	3.25	.60
Gibson, per (midseason).....					3.25	.60
Great Scott, per (late).....					3.25	.60
Golden Gate, per (late).....					3.25	.60
Gem, per (late for northern states only)					3.50	.60
GOV. VANSANT,	2.00	2.10	2.25	2.40	2.50	.40
H						
HAVERLAND, Imp (midseason).....			2.50	2.75	3.00	.50
Helen Davis, per (late).....			2.50	2.75	3.00	.50
Hub, per.....						1.00
J						
JOE JOHNSON, (late).....			3.00	3.25	3.50	.75
James E., per.....						1.00
July, per (late).....					3.00	.50
Jessie, per (late).....					3.00	.50
K						
KLONDYKE, per	1.75	2.00	2.10	2.25	2.50	.40
KELLOGG PRIZE, imp (late).....				3.25	3.50	.75
L						
Lady Townsend, per (extra early).....				2.25	2.50	.50
Lady Tompson, per (early).....				2.25	2.50	.50

Lady Cornille, per (early).....			2.25	2.50	.50
Long Fellow, per (midseason).....			2.75	3.00	.60
Lea, per (early).....			3.00	3.25	.60
Late Jersey Giant, per.....			3.50	4.00	.75
Lowrs Favorite, per.....			3.50	4.00	.75
M					
MISSIONARY, (Townsend's)	1.75	2.00	2.10	2.25	2.50 .40
MARSHALL, per			3.50	3.75	4.00 .75
MASCOT, per	2.00	2.10	2.25	2.50	2.75 .50
Mitchells (extra early).....	2.00	2.10	2.25	2.50	2.75 .50
Myrtle Merrill, per (early).....			2.75	3.00	.50
Monroe, per (early).....			3.75	4.00	.60
N					
NIC-OHMER, per (late).....			3.75	4.00	.75
New York, (midseason).....			3.00	3.25	.50
Norwood, per (early to midseason).....				5.00	1.00
O					
Orem, per (very latest).....				4.00	.75
P					
Parsons Beauty, per			2.50	2.75	.50
Paul Jones, Imp (late)				3.00	.50
PRIDE OF SOMERSET, per (early)		3.00	3.25	3.50	.60
Pearl, per (early).....				3.50	.60
Q					
QUEEN, per (very late)					5.00
R					
Rewastico, per (late)		3.00	3.25	3.50	.75
Ryckman, per (late)		2.50	2.75	3.00	.50
S					
SHERMAN, per (late)					5.00
SENATOR DUNLAP, per	1.50	1.75	2.00	2.25	2.50 .40
St. Louis, per (early)	2.00	2.25	2.50	2.75	3.00 .50
SAMPLE, imp (late)			2.50	2.75	3.00 .50
Sharpless, per (late)				4.00	.60
SONS PROLIFIC, (midseason to late)			2.75	3.00	.50
STEVENS LATE CHAMPION,		2.50	2.75	3.00	.50
Sweetheart, per (early)				4.00	.75
Success, per (midseason)				3.00	.50
T					
TOWNSEND'S LATE, per		3.00	3.25	3.50	.75
TWILLIE, per (midseason).....		3.00	3.25	3.50	.75
TENN. PROLIFIC, per (midseason)		2.00	2.25	2.50	.40
Three W's (W.W.W.)		2.50	2.75	3.00	.50
U					
UNCLE JIM, per (midseason).....			2.75	3.00	.50
V					
Virginia, Imp (extra early).....				2.50	.50
W					
Wilkins Early				5.00	.75
Warren per (late)				5.00	.75
WARFIELD, imp (midseason).....	1.50	1.75	2.00	2.25	2.50 .40
WINNER, per (late)		2.50	2.75	3.00	.50
WM. BELT, per (midseason to late)		2.50	2.75	3.00	.50
Wilson, Albany, midseason)				3.00	.50
Woverton, per				4.00	.60
WORLD'S WONDER, per (very late) largest berry grown....			20.00	2.50	

Those varieties in **BLACK FACE TYPE** have been thoroughly tested and found to be the best.

We sell 500 plants at 1000 rate and less than 500 at 100 rate. We do not find it profitable to sell a lesser number of plants than 100, (except everbearing).

This price list is positively our lowest prices to any one. Our customers are allowed to club together and take advantage of the lower prices on the large lots, but in doing this plants must be billed to one party. Two or more varieties cannot be added together. For instance: 5000 Klondyke and 5000 Missionary will not make a 10,000 order subject to the 10,000 rate.

Make all orders payable to E. W. Townsend, Salisbury, Maryland.

We will book orders when one-fourth cash is sent with order and ship on receipt of balance. We do not like to ship plants C.O.D. and hope our customers will not ask it.

We do everything in our power to have our plants please you and have made our prices just as low as we can afford to and make for ourselves a living. Please use order blank when sending in your order.

E. W. TOWNSEND.

PRICE LIST OF THE BEST EVERBEARING KINDS

	25	50	75	100	200	300	400	500	1,000
Progressive.	.50	.75	\$1.00	\$1.25	\$2.00	\$3.00	\$4.00	\$4.50	\$8.00
Superb.	.50	.75	1.00	1.25	2.00	3.00	4.00	4.50	8.00
Americus.	.50	.75	1.00	1.25	2.00	3.00	4.00	4.50	8.00
Francis.	.50	.75	1.00	1.25	2.00	3.00	4.00		
Productive.	.50	.75	1.00	1.25					
Advance.									
Forward.									
Onward.									
King (Autumn).									

\$1.00 for 25; \$2.50 for 100. Stock limited.

When wanted by parcel post prepaid add one-quarter of a cent to each plant. For larger lots ask for special prices.

WHEN WRITING PLEASE SIGN YOUR NAME.

When Writing Please Sign Your Name, and give your Post Office and State plainly. I receive thousands of letters every year with no address whatever, and sometimes with no name at all.

I am now holding a letter that contained money, saying ship a certain amount of plants at once, the order written on a small strip of paper with no name or address. I suppose that party that sent me the letter thinks that I stole his money, but it is no fault of mine. I would have gladly sent the plants, or will return his money now if he will send me his name and address.

We nurserymen have a great deal of pleasure in filling your orders. Sometimes I think it the nicest business on earth, receiving nice orders, enclosing the cash, along with it comes a nice letter speaking good things about us—everything running as smooth as clockwork. Getting about all the orders we can fill, and filling them just the very best we can possibly do it. Trying our very best to do better than we did the other time that we pleased you so much.

About this time we begin to think that we are about the best Nursery on earth, and have the best lot of customers on earth. And we are almost carried off our feet.

But here the tide changes. We have a week of cold, rainy weather, not fit for man or beast to be out of the shelter. Orders continue to pour in, the harder it rains the faster they come, not only by mail, but the wires are kept busy. Telephones are constantly ringing, messenger boys at the door every five minutes delivering rush orders. Every order reads **Rush! Rush!**—ship at once or return my money.

This is the week, if we ever made a mistake in our lives, that the customer comes back

cross and tells us how mean he thinks we are. One fellow has a kick that his plants arrived on Saturday and he had to hold them over until Monday, and that he knows that he will lose every plant and that it is all our fault.

Another one received an extra bundle that he did not order and wants to know what to do with it. Some shipping clerk made a blunder and shipped out the wrong box to the wrong man—he has something he never heard tell of before. He is standing up on the box and the box on the end. He is too mad with us to write plain, so we have to guess what he says about us. It takes just three weeks of good working weather to get on the level again. And, oh, how good we feel when the clerk calls out once more the last order is filled.

Everybody we meet begins to look better and sweeter and the sun shines again. But we thank you, one and all, just the same, and want you to understand while you are worrying about your order being filled quickly, we are worrying just as much as you are and doing everything in our power to get it to you just as soon as possible.

One thing you can help us out in and that is, please do not put off ordering until the last minute; give us all the time you possibly can. If we could have every order a month in advance of the time it must be shipped, we would seldom fail to have it to you on time. Won't you do this for us this season? I have insisted on this point for several years and am proud to say that the large majority of my old customers are sending theirs as early as possible. Please note on page No.—that on every order received before March 1st the purchaser is allowed to select 25c. worth of plants free—besides the regular discounts.

Henry County, Ky., May 1, 1915.

Mr. E. W. Townsend.

Dear Sir—I set the strawberry plants received from you six weeks ago, and they are doing fine, notwithstanding the worst drought in my ten years' experience with strawberries. I never saw better developed plants than you send out. I thank you for good count and prompt attention to my order.

W. I. KELLY.

Hillsboro County, Fla., April 13, 1915.

Mr. Townsend.

Dear Sir—Plants received all right today; thanks for fine plants. J. H. PHILLIPS.

Buchanan County, Mo., April 15, 1915.

E. W. Townsend.

Dear Sir—I received the strawberry plants in good shape and thank you for your prompt attention.

Yours for success,

HENRY DITMORE.

FIELD OF DEWBERRIES

DEWBERRY.

We grow only two varieties, the Austin (Mays) and the Lucretia. We have tried others, but they have all been failures and we have settled on these two varieties until we see something better.

The Austin ripens about one week earlier than Lucretia with us. But is not as good a shipper as the Lucretia, but for home markets it is a fine variety and can be recommended; but for long distant shipments I can only recommend the Lucretia as the most profitable dewberry ever grown.

For best results plants should be set in rows five feet one way and four feet the other and at the end of the first year's growth tied to stakes about three and one-half feet above the ground; the tips cut back about one foot. This keeps the fruit clean and when given this pruning makes the berries of better uniform size. They are also much easier picked when thus tied. We recommend light soil for dewberries and a Southern slope when possible. Our plants are all hand-tipped in the early fall. This insures extra strong roots. Owing to the labor troubles we are compelled to ask our customers this season a trifle more for our dewberry plants than has been our custom. The tipping and also digging of the dewberry plants is a very sticky job and we were compelled to raise our former wages which we had been accustomed to

pay. But at our present prices you will find them as cheap as the cheapest and far below many. We begin to ship dewberry plants in November, and can make shipments any time in winter. It is usually the cheapest way to have them go by freight if in lots of four to five thousand.

DEWBERRY.**Price List of Dewberries**

	25	50	100	1,000
Austin (Mays).....	.50	.75	\$1.00	\$6.00
Lucretia	.50	.75	1.00	6.00

STRAWBERRIES AS A SIDE ISSUE.

Strawberries and poultry usually go well together. Many of my lady customers make big money with chickens and strawberries. I have one particular lady customer in the North Carolina hills that has supported her family in growing strawberries and raising chickens for years, her husband being an invalid. She sends me her orders for plants every year and writes that she does not find it so hard after all to keep both ends together.

I have hundreds of lady customers in all parts of the country—some in Canada, Cuba, and the Hawaiian Islands—and from their letters they find the growing of berries very profitable. As a usual thing the ladies are stuck on the ever-bearing berries. One letter from a lady a few days ago stated that she had sold over \$10.00 worth of berries from the 150 plants purchased last April, and still had plenty of berries. She wants 500 plants this spring. A small patch of berries in the garden is not only profitable but is lots

of pleasure both in the growing and in the eating.

Fresh strawberries from the vines six months in the year. **WHAT'S BETTER?** Most everybody can afford them. A 10-20 ft. square will grow all your family can use. These small lots can go by parcel post and go very cheap now.

Always have the strawberry beds as close to the house as possible so they will not be neglected and can be tended to at little odd chances. It is nice for the whole family to go in the patch late in the evening and hoe and rake over the ground, cleaning the rows out, making them fairly shine, and where the beds are worked up late in the evening once or twice a week the moisture will rise in the night and every morning be at the top of the ground, and where the ever-bearing kinds are grown it is more fun, for you are eating all the time you are at work. This little exercise is far better than a doctor and not half so costly.

FALL SETTING

Plant the strawberry in the spring, the earlier the better, when the plant is fully grown, matured and dormant, while the soil is moist and cool and when there is more favorable weather generally.

Most growers refuse to sell plants in the fall, because for every plant big enough to sell others are destroyed that would be good

ones later. They are safe enough to set, however, when there is plenty of rain or where they can be irrigated.

We can usually supply them in small quantities by **September 15 at listed rate per 100.** If wanted in larger quantities later in the season write for prices on varieties and amount desired.

ORDER EARLY, PLEASE.

I truly hope and believe that you will do this. I want all my customers to be at the first table. I shall have plenty for them and plenty to spare. By doing this you will assure ourselves of not being shut out and will also cause many a poor fellow to get plants that might not be able to do so if you delay your orders. I assure you that it will not cost you any more to place that order early than at the last moment, and you will have even more than that advantage. You will be sure of getting just what you order. You certainly were prompt in sending in your order choice when selecting your varieties. Unless you do this I shall return your money for the varieties I am sold out of.

ders the past season. It was a great help to me. I hope that it was to you. The bulk of my orders the past season were booked in January, soon after the catalog had reached your hands.

Give second choice, please.

TOWNSEND'S THOROUGHBREDS GROW BIG CROPS.

That is what everybody says; it must be so. They send across the continent for them every season. There must be a reason.

Polk Co., Fla.

E. W. Townsend:

Dear Sir—Enclosed find check for more

If it happens that you cannot get your order in early or do not receive this catalog until very late I will thank you to give your sec-

Express Charges. The reason we advise shipment by express is because plants are more or less perishable, and the quickest transportation is best for satisfactory results. And then express companies allow a reduction of 20 per cent. from the regular merchandise rate on plants, bulbs, etc., and bill the shipment at the number of pounds weight.

Approximate Weight of Plants. Approximate weight of orders containing assorted varieties packed for shipment is:

1,000 plants, 20 pounds; 2,000 plants, 35 pounds; 5,000 plants, 80 pounds; 10,000 plants, 150 pounds.

Then to determine the probable express charges inquire of your agent for the merchandise rate to Salisbury, Md., from which deduct 20 per cent. and figure according to the approximate weights.

plants. You certainly are furnishing me with fine stock. Yours very truly,

FRED B. ROBINSON.

Kathleen, Fla.

Mr. Townsend—Your Missionary plants cannot be beat in this State. I was the first man to grow them here. They seem to get better all the time.

W. D. HARP.

NOT A SINGLE DAY SINCE MAY FIRST THAT WE HAVE NOT HAD RIPE STRAWBERRIES

Salisbury, Md., November 16, 1914.

We have not only had them for our own table, but the people of our city have been kept well supplied with them daily, fresh from the vines. Our berry fields have been a show ground for the surrounding country for several years. Lots of our brainest folks had to come out and look and taste for themselves before they could believe such a thing possible as strawberries growing from May 1st until November 15th. And the same year that plants were set.

But yes, it is all true. And any of our folks can do as well as we do. Many of our

customers write us that they have picked nice berries from their vines after they had been covered with snow. We have seen the photographs, taken with the snow on the ground, showing the ripe, red berries on the plants. Can anything be nicer than to have this, God's best fruit, fresh for your table every day for so long a time and at so small a cost?

At the prices you can buy the plants at now they will not cost you one cent per quart. And the pleasure in growing and watching them more than pays for any expense.

HOW TO CARE FOR A BED OF EVERBEARING PLANTS

Prepare your ground same as for any other strawberry plant; set them out the same way, hoe and cultivate the same; pinch off all the blossoms that appear for the first month and then let them grow, and you will have all the berries you want by July first, and from then on until the ground freezes hard. The second year crop, after your berries are through fruiting in the fall, the first season cover with coarse barnyard manure, or straw, leaving the manure or straw on the beds, and let the plants push through it in the early spring:

cultivate two or three times in early spring before the berries are ripe, and continue this frequent cultivation all through the summer and fall the second year, as this keeps up the moisture and causes larger and more fruit.

We do not sell less than 100 lots of other varieties, but our everbearing varieties we are allowing our customers the privilege of ordering as small lots as 25 plants. We do this as there is still some doubting Thomases that want to see first before setting heavy of them. We are willing to show them.

NUMBER OF PLANTS REQUIRED TO SET ONE ACRE.

18 inches by 3 feet.....	9,680 plants
18 inches by 3 1/2 feet.....	8,297 plants
24 inches by 3 1/2 feet.....	7,260 plants
24 inches by 3 1/2 feet.....	6,222 plants
24 inches by 4 feet.....	5,445 plants
30 inches by 3 1/2 feet.....	4,978 plants

36 inches by 3 1/2 feet.....	4,148 plants
36 inches by 4 feet.....	3,630 plants
48 inches by 4 feet.....	2,722 plants
48 inches by 6 feet.....	1,815 plants
48 inches by 7 feet.....	1,555 plants

Growing strawberries is a pleasant and profitable position, in fact the most profitable of any business I know of when carried out in the proper way. And the business needs all the thought, care and attention that can be given it, to make it the success that it deserves. I have received letters from my friends saying that they had made as high as \$1,000 per

acre clear profit in a season from their berry fields. I have even done as well myself a few times, and it is not unusual to get \$400 to \$500 from an acre when the best thoroughbred plants are used.

The beauty is that there is always a demand for big red berries.

SPECIAL OFFER

Anyone wishing to set a family patch and not knowing what varieties will suit their wants best, just write for this collection. I will give them my whole life experience in filling this order. No matter where you are situated I can please you, and will give you varieties that will bear fruit almost continually from early spring until late in the fall. This collection will include (everbearing) and you will be more than delighted with my make up. 500 plants for \$4.00; 1,000 plants for \$7.50, by express prepaid.

I will furnish enough of my Thoroughbred plants to set one acre for \$18. Seven thousand plants, my own selection, will furnish all early, all mid-season early to late or late. I will furnish only varieties that are adapted to your locality and guarantee to please you. I have been making this offer for several seasons and find it one of my very best for making new FRIENDS. If you are a new beginner this offer should certainly appeal to YOU.

REMEMBER—7,000 Good Plants for only \$18.00—My own selection.

A WONDERFUL PLEASURE TO ME.

It would be a wonderful pleasure to me to meet every friend and customer face to face and have a hearty handshake and talk the business over in our own way. This will hardly be possible on earth. But our dear old friend, Uncle Sam, has provided a way by his messenger that we are not very far apart and we can tell each other our troubles and our wants and we are only neighbors after all.

Please do not forget to send in the names of your friends, that they may receive a copy

of this book free.

I will appreciate also a photograph of your berry field, showing Townsend's Thoroughbred plants.

I also wish to hear from every little boy and girl that received my offer of the past season. Also their photographs. The best letter with photo will receive 1,000 fall bearing plants free. This will mean a small fortune to any boy or girl in a few years.

DO YOU KNOW.

That you are not treating your children fairly if you do not grow fall-bearing strawberries? I am headquarters for the fall-bearing sorts, one of the oldest and largest growers of them in the United States. If you want nothing else from this catalog, let me send you my family collection—500 plants

that will bear fruit almost continuously from early spring until late in the fall, all for \$4.00 prepaid to you. This is one of my best offers and one that is pleasing my customers.

100 fall-bearing plants included in this collection.

WHAT PEOPLE SAY ABOUT OUR PLANTS

Only, Va., April 11, 1914.

Mr. E. W. Townsend:

Dear Sir—Berry plants received in fine shape. Yours,

W. F. WHITE.

Lawtey, Fla., March 24, 1914.

Mr. Townsend:

Dear Sir—Please add 7,000 more Klondyke plants to my order. Your plants are certainly coming fine; if they keep on coming so nice I do not know when the growers will stop ordering; 14,000 yesterday were the finest plants I ever saw.

Yours respectfully, A. M. B.

Plant City, Fla., March 14.

Dear Sir—Strawberry plants received the 12th in good condition. Respectfully,

H. L. LANIER.

Green Cove Springs, Fla., March 13, 1913.

Dear Sir—The plants I bought from you last season proved so fine I am sending you another order for your offering "E."

Respectfully yours,

MRS. REAOGH.

Sussex County, Del., March 9, 1915.

E. W. Townsend.

Dear Sir—I want to tell you about the plants I bought of you two years ago. When I took the Townsend Late to the station it caused a sensation. People went wild. The buyer was John Vandenburg. He said it was the prettiest berry he ever saw. People came to my patch by the car load (automobile), to see them on the vines. If you have sold plants to all that said they were going to buy of you. You have sold thousands around here. It was the very best advertisement Townsend Late could have had. JOHN A. HANDLY.

Lakeland, Fla., Feb. 26, 1913.

Mr. E. W. Townsend:

Dear Sir—I received the strawberry plants O. K. Strictly fine; fine count; I am well pleased. Looking well in the patch.

T. S. STROM.

Sanford, Fla., May 4, 1915.

Mr. E. W. Townsend.

Dear Sir—Enclose please find another order for plants. The Missionary and Klondyke I got from you are all growing fine, and are the best lot I ever saw. I assure you I appreciate your kindness enough to give you all my future business. Yours truly,

O. W. B.

Note—I assure you, Mr. Wiggins, that your business has been appreciated, and that I shall continue to do my very best to please both you and your friends.—E. W. T.

Mollie, N. C., July 18, 1913.

Mr. E. W. Townsend:

Dear Sir—Please send me another catalog if you have any on hand. I received the plants I ordered from you in fine shape and they are doing well. I expect to put in a large order with you next season. Hope you have good success. Yours truly,

W. A. SUGGS.

Chester County, Pa., April 26, 1915.

Mr. E. W. Townsend.

Dear Sir—You need not return money for the substitution in plants. They are O. K. and perfectly satisfactory. Whenever I want plants I will send to you for them. I was always well pleased with your plants.

Very respectfully,

D. L. HUNSBERGER.

A PAGE OF TESTIMONIALS FROM EVERY PART OF THE UNITED STATES

New Orleans, Oct. 21.

Messrs. E. W. Townsend & Co.,
Salisbury, Md.:

Gentlemen—The strawberry plants which you kindly sent me arrived in splendid condition and I am satisfied that I shall not lose one. I have never seen such strong and beautiful plants and if I am successful in raising some fine large berries you will hear from me and my friends, as it will give me pleasure to make the proper return for your courtesy.

Yours truly,

A. J. MITCHELL.

Ft. Smith, Ark., April 19.

Mr. Townsend:

Dear Sir—I received your plants. They were the best I ever saw. They were packed so nice, but I didn't order enough plants, so I want a few more. I will be glad if you will put in the premium plants that you give to new customers. My order number was 4,608. I thank you for that order.

J. W. MASSEY.

Polk Co., Fla., Feb. 5, 1913.

E. W. Townsend,
Salisbury, Md.:

Dear Sir—Your plants are entirely satisfactory here. Best plants that come in this section.

Yours truly,

C. H. CHESTNUT.

Bradford County, Fla., February 24, 1915.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—All plants I have ordered from you came in fine condition. They were the best shipped in this section, and have proven highly satisfactory. In the last shipment of plants were some Twilley. They are the best variety I have ever seen here. I counted 52 berries on one plant that had been set only four weeks. I want 1,500 more plants of this variety. If they continue to bear like this I can sell a million plants for you next season.

Yours very truly,

ALBERT HENDERSON.

Dearborn County, Ind., March 25, 1915.

Mr. Townsend.

Dear Sir—I received the plants O. K. Thanks for good plants and good count and splendid packing.

CHAS. KETCHAM.

Fairfield County, April 11, 1915.

Mr. Townsend.

Dear Sir—Strawberry plants came to hand Saturday, in fine condition. Am well pleased.

Yours truly,

H. A. CORNELL.

February 3, 1915.

E. W. Townsend.

Dear Sir—I received strawberry plants all O. K. They are doing fine. The Early Ozark seems to be doing especially well and look very thrifty.

IRWIN KEKEY.

Franklin County, Ohio, April 20, 1915.

Mr. E. W. Townsend.
Salisbury, Md.

Dear Sir—I received the plants O. K. and they were certainly fine plants and big count. You may look for a big order next spring. I am a satisfied customer.

J. C. WALTERS.

Note—This was Mr. Walters' first trip, and he is already a satisfied customer.

Hillsboro County, Fla., April 2, 1915.

Mr. E. W. Townsend.

Dear Sir—I received the 3,000 plants that I ordered from you in good shape and set them out in the beginning of the worst drought I have ever seen and in new land. But they lived the best I ever saw and are looking fine. I lost one plant and one plant only. I am well pleased and recommend you to others. As ever yours for business,

F. M. BARTLETT.

Manatee County, Fla., May 1, 1915.

Mr. E. W. Townsend.
Salisbury, Md.

Dear Sir—I am writing you, as I believe that I ought to tell you how your plants are beating other nurserymen's plants here in this section, as you know many of the growers buy their plants from you and have done so for years. But some still buy from North Carolina, and some from Illinois. I think that all will go to you after this year's trial. In every case your plants have stood the drought—the worst one we have ever had. I have not lost a plant, and every other grower here that used Townsend's plants has done well, and have pretty patches. The other fellows that bought elsewhere have nothing, and have plowed up the patches they set. In my six years' dealing with you I have always got good plants and have always had good crops, and expect to buy and recommend you as long as you and I are in the business. Wishing you the success that you merit and a long and prosperous life, I am your customer,

W. H. SEALLY.

Evansville, Tenn.

E. W. Townsend & Co.:

Dear Sirs—Yours of the 5th at hand. I will give you a list of names that I know are going to set berry plants. I could give you 150 names of growers, but three-quarters of them might not set any. My plants that I bought of you last spring are simply fine. I have a full row and several plants in the middles. Everybody that has seen it says it is the finest patch in the country. It is surely a good advertisement for your nursery. But it is a hard matter to get people here to spend a little more money and get first-class plants. I will have a few plants to sell and maybe I can sell some for you. I will if I can. Mail your catalog as soon as ready.

Yours truly,

T. C. CALLINS.

OUR CANE DEPARTMENT.

blackberry, etc., in same package, but all may be shipped the same day. This department is under the supervision of one of our best managers, and any orders entrusted to us will receive prompt and careful attention. Good stock, good count, good packing, prompt service is our motto.

BLACK CURRANTS.

	25	50	100	1,000
Black Naples, 2-year No. 1.....	\$2.00	\$4.00	\$7.50	\$60.00
Lee's Prolific, 2-year No. 1.....	2.00	4.00	7.50	60.00
Champion, No. 1.....	2.00	4.00	7.50	60.00

RED CURRANTS.

Fay's Prolific, 2-year No. 1.....	2.00	4.00	7.50	60.00
Wilder, 2-year No. 1.....	2.00	4.00	7.50	60.00
Cherry, 2-year No. 1.....	1.50	3.00	5.00	40.00
Victoria, 2-year No. 1.....	2.00	4.00	7.50	60.00
London Market, 2-year No. 1.....	2.00	4.00	7.50	60.00
Red Cross, 2-year No. 1.....	2.00	4.00	7.50	60.00
Pomona, 2-year No. 1.....	2.00	4.00	7.50	60.00
Perfection, 2-year No. 1.....	4.00	8.00	15.00	125.00

WHITE CURRANTS.

White Grape, 2-year No. 1.....	2.00	4.00	7.50	60.00
White Dutch, 2-year No. 1.....	2.00	4.00	7.50	60.00

GOOSEBERRIES.

DOWNING, 2-year No. 1.....	3.00	6.00	10.00	75.00
Houghton, 2-year No. 1.....	2.75	5.50	9.00	70.00
Pearl, 2-year No. 1.....	3.00	6.00	10.00	75.00
Industry, 2-year No. 1.....	3.75	7.50	14.00	100.00
CROWN BOB, 2-year No. 1.....	3.75	7.50	14.00	100.00

BLACKBERRY.

Scruggs' No. 1 sucker.....	2.00	4.00	8.00	
BLOWER'S No. 1 root cutting.....	.75	1.50	3.00	20.00
SNYDER'S No. 1 root cutting.....	.75	1.50	3.00	20.00
Snyder's No. 1 suckers.....	.60	1.10	2.00	15.00
Eldorado No. 1 root cuttings.....	.75	1.50	3.00	20.00
Eldorado suckers, No. 1.....	.60	1.10	2.00	15.00
Mesereau No. 1 root cuttings.....	.75	1.50	3.00	20.00
ERIE No. 1 root cuttings.....	.60	1.10	2.00	15.00
Taylor's Prolific, No. 1 root cutting.....	.75	1.50	3.00	20.00
Ancient Britain No. 1 root cutting.....	.75	1.50	3.00	20.00

RED RASPBERRY.

ST. REGIS (Everbearing).....	.75	1.10	2.00	14.00
Cuthbert sucker plant No. 1.....	.60	1.10	2.00	14.00
Ruby Red sucker plants No. 1.....	.75	1.50	2.75	15.00
Mariboro sucker plant No. 1.....	.60	1.10	2.00	14.00
Early King sucker plants No. 1.....	.60	1.10	2.00	14.00

YELLOW RASPBERRY.

GOLDEN QUEEN, selected suckers.....	1.00	2.00	3.00	20.00
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BLACK RASPBERRY PLANTS.

Kansas.....	.50	1.00	1.75	12.00
Black Diamond.....	.50	1.00	1.75	12.00
Cumberland.....	.60	1.10	2.00	14.00
Plum Farmer.....	.60	1.10	2.00	14.00
GREGG.....	.50	1.00	1.75	12.00

As noted elsewhere in this book, we cannot pack strawberry plants and raspberry,

PURPLE RASPBERRY.

Columbian Tip Plants No. 1.....	.60	1.10	2.00	14.00
ROYAL PURPLE Plants No. 1.....	1.00	2.00	3.00	20.00

ASPARAGUS ROOTS.

PALMETTO, 2-year No. 1 roots.....			1.00	4.00
Conovers, 2-year No. 1 roots.....			1.00	4.00
Giant Argentuel, No. 1 roots.....			1.00	4.00

RHUBARB, 2-YEAR-OLD NO. 1.

Myatt Linneus.....	.50	1.00	2.00	15.00
Victoria.....	.50	1.00	2.00	15.00
Queen.....	.75	1.50	3.00	25.00

SWEET POTATO SPROUTS.

We usually have these sprouts in any quantity, from May 1st until July 1st.

BIG STEM JERSEY (our leader).....	.50	2.00
Gold Skin (beautiful yellow chunky).....	.50	2.00
Nancy Hall (extra early, yellow chunk).....	.50	2.00
Yellow Nansemond (heavy yielder, yellow chunk).....	.50	2.00

Potato sprouts may be sent by parcel post, prepaid, for 10c. per 100 extra.

CABBAGE PLANTS.

Price of all varieties, \$1.25 for 500; \$2.00 per 1,000; 10,000 or over, \$1.50 per 1,000.

Varieties.

Early Jersey Wakefield.	Autumn King (late).
Large Charleston Wakefield.	Surehead (late).
Early Summer.	St. Louis (late market).
Early Flat Dutch.	All Seasons (late).
Late Flat Dutch.	Volga (late).
Large American Drumhead.	Early Winningstead.

We are sometimes sold out, or have bad luck in getting plants started on some varieties; in either case we will send you the nearest we have to the variety offered. (This applies on sweet potato sprouts and cabbage).

Baxter County, Ark., April 3, 1915.

Mr. E. W. Townsend.

Dear Sir—I received the plants and have planted them in the middle of my 4-acre patch, as you requested. They are certainly fine plants.

Yours truly,

C. E. EVANS.

Stark, Fla., March 17.

I received the plants from you several weeks ago in good condition, and set them out. Have not lost one of them out of 2,000.

Yours, HORNSBY.

Kathleen, Fla., May 9th, 1914.

E. W. Townsend, Salisbury, Md.:

Dear Sir—My Joe Johnson plants are doing fine. Hope to be able to hand you a lot of business this fall and spring.

Yours, W. H. GREEN.

Sydney, Fla., April 3, 1913.

Dear Sir—Enclosed find M. O. for plants. My neighbor bought plants from another nursery and after they were set they showed disease. Seeing the plants I purchased from you, which are doing fine, he asked me to send you an order for him. I hope you will be able to fill same promptly, as your plants are the best that come here.

W. F. ROSS.

Hillsboro Co., Fla., April 14, 1913.

Mr. E. W. Townsend:

Dear Sir—Enclosed find M. O. for plants. I was going to grow plants from my own beds, but after seeing your plants growing at a friend's concluded that it would pay me to order from you, as his are the finest strawberries I have ever seen.

Respectfully,

D. I. WHITING.

**WE CAN PROBABLY HANDLE YOUR GRAPE ORDER BETTER THAN ANY OTHER
RETAIL DEALER. IF IT'S GRAPE VINES YOU WANT, WE CAN PLEASE
YOU—RED, WHITE, OR BLUE.
GRAPES.**

	1-year			2-year		
	Each	Per 100	Per 1000	Each	Per 100	Per 1000
Alice	\$.10	\$ 7.50	\$ 50.00	\$.15	\$ 10.00	\$ 75.00
Agawam	.10	6.00	35.00	.15	8.00	50.00
Brighton	.10	6.00	35.00	.15	8.00	50.00
Brilliant	.10	7.50	50.00	.15	10.00	75.00
Brown's Early.....	.10	7.50	50.00	.15	15.00	125.00
Barry	.10	6.00	35.00	.15	8.00	50.00
Campbell's Early.....	.10	6.00	35.00	.15	8.00	50.00
Colerain	.10	6.00	35.00	.15	8.00	50.00
Catawba	.10	5.00	25.00	.15	8.00	50.00
Clinton	.10	5.00	25.00	.15	8.00	50.00
Cottage	.10	5.00	25.00	.15	8.00	50.00
Champion	.10	4.00	25.00	.15	5.00	35.00
CONCORD	.10	4.00	25.00	.15	5.00	35.00
Delaware	.10	4.00	25.00	.15	5.00	35.00
Dutchess	.10	5.00	35.00	.15	8.00	50.00
Diana	.10	5.00	35.00	.15	8.00	50.00
Early Ohio.....	.15	10.00	75.00	.20	15.00	125.00
Early Victor.....	.10	5.00	35.00	.15	8.00	50.00
Empire State.....	.10	5.00	35.00	.15	8.00	50.00
EATON	.25	15.00		.30	25.00	
Eumelan	.15	10.00	75.00	.20	15.00	100.00
Elvira	.10	5.00	35.00	.15	8.00	50.00
Gaertner, Rog. 14.....	.10	5.00	45.00	.15	10.00	75.00
Green's Early.....	.10	5.00	35.00	.15	10.00	75.00
GREEN MOUNT.....	.25	15.00	100.00	.25	15.00	100.00
Geneva	.10	8.00	65.00	.25	15.00	100.00
Goethe, Rog. 14.....	.10	6.00	50.00	.20	10.00	80.00
Hartford	.10	5.00	40.00	.15	10.00	75.00
Herbert, Rog. 44.....	.15	10.00	65.00	.20	15.00	100.00
Isabella	.10	5.00	40.00	.15	8.00	50.00
Lady Washington.....	.10	8.00	50.00	.15	15.00	100.00
Moore's Diamond.....	.10	5.00	35.00	.15	8.00	50.00
Moore's Early.....	.10	5.00	35.00	.15	8.00	50.00
Moyer	.10	5.00	35.00	.15	8.00	50.00
Niagara	.10	5.00	35.00	.15	8.00	50.00
POCKLINGTON	.10	5.00	35.00	.15	8.00	50.00
Telegraph	.10	5.00	35.00	.15	8.00	50.00
Ulster Prolific.....	.10	5.00	35.00	.15	8.00	50.00
WORDEN	.10	5.00	35.00	.15	8.00	50.00
WYOMING RED.....	.10	5.00	35.00	.15	8.00	50.00
Woodruff Red.....	.15	8.00	50.00	.20	15.00	100.00

Less than 50 at each rate; 50 at 100 rate; less than 500 at 100 rate; 500 at 1,000 rate. Our Grape Vines are grown for us by one of the largest and oldest Grape Nurseries in the world. They are recognized as the leaders in the grape industry of the United States. No other concern carrying so large a collection of grape vines as this concern, assures you in getting just what you order. If you are a beginner and do not know the varieties best suited for your needs, write us. We will have these Grape Experts select for you just what will suit your particular section and your needs. If it is grape vines, give us your order.

E. W. TOWNSEND, Strawberry Specialist
SALISBURY, MD.

Name..... R. D. No.....
Postoffice..... P. O. Box.....
County..... Street.....
State..... Freight Station.....
Express Office.....
Ship by..... On or about.....191..
State here how to forward
Date of Order.....191..

[illegible]

Early in the season I usually have in stock everything listed in this catalogue, but late in the season I frequently run out of some of the varieties; therefore, when you order late, please state whether I shall substitute something equally good and as near like the variety ordered as possible or return your money for stock that I may be out of. Ans.,.....

PLEASE USE THIS ORDER SHEET

[illegible]

TRUE TO NAME. While I use every precaution to have all plants, etc., true to name (I believe we come as near doing this as any one in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

Please write the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry or other small-fruit plants.

The Selection of Your Plants and Seed

This is the first thought with me. I want to know that the seed I am going to plant is as good as can be grown. No matter what the cost. I count the price of good seed a second consideration. The same applies to all kinds of plants and nursery stock. The cost of production being the same whether we get 2,000 quarts of strawberries per acre or whether we get 10,000, the few dollars spent in the way of better seeds in the beginning is soon lost sight of in the big yields, and big profits in the end.

THE REASON THAT CERTAIN VARIETIES ARE RUNNING DOWN.

In regard to strawberries I am asked this question many times during the year: "Can you tell me why certain varieties are running down; why they do not bear the crops they formerly did?" This is a very easy question for one to answer if he has given it a little thought and has been a close friend of his berry patch. Here is the answer: When strawberry plants fail to fruit it indicates that they have become weakened through careless breeding and improper selection of the breeding bed.

Runner plants always inherit the characteristics of the mother plant, therefore plants that come from unfruitful plants will be unfruitful. If a plant becomes so weakened that it no longer sends up a fruit, but system, its energies will be thrown to the multiplication of barren plants, and as these barren plants make a great many more runners than the fruitful plants, they soon have a monopoly. And plants taken from these beds year after year, without any selection whatever, it is but a natural consequence that the variety must sooner or later run out, as it is called. Labor and money spent in the growing of those kind of patches is but thrown away.

THE WAY TO BREED BETTER AND MORE FRUITFUL PLANTS.

On the other hand, if a grower is particular enough in the selection of his plants he can always improve any variety instead of letting it run down. Here is the method I use in order to build up better and more fruitful strains of plants: I have a special plot each season that I use to grow my stock plants. I never set out the plants in this plot until the plants in the old breeding bed have made sufficient growth so that I can easily select my best plants, always sure to get nothing for this plot but what has a good strong fruit bud, selecting the heaviest crowns and always the plants nearest the mother plant. By this means I know personally that every plant is a fruitful plant. This method is carried on from year to year and is proving very successful for me. I am not only keeping my plants up to the standard but I can see a marked improvement in the most of the varieties in a few years' breeding up of this kind. I find by this method of breeding that the higher breed the plant is the fewer runners it will make, as a large part of the growth is spent in building up a crown of fruit buds instead of making runners freely, as is done in the wild berry or the variety that has almost become wild or barren through carelessness.

THE EARLIEST SEED THE BEST.

In saving my Cantaloupe Seed I use about the same method as with plants, saving only the seed from the very earliest, best netted cantaloupes each season. No second choice for me. I believe that the best is none too good.

Still many of my neighbors wait until the last of the season to save their seed for their own planting, waiting until the prices have dropped, so they say. They claim they can save all the seed they want after the prices have become unprofitable to ship. So they can, but some of them, I am sorry to say, are trying to market some very miserable looking melons, even in the beginning of the season. Many of these growers do not mind paying \$3.00 per ton for New York manure, but they don't like to pay \$1.50 per pound for seed. They want at least two pounds for that much money.

Too much cannot be said along this line. Too much thought cannot be given to the selection of our plants and seed.

E. W. TOWNSEND
STRAWBERRY SPECIALIST
SALISBURY, MD.