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U.S. Department of Agriculture

Lovetts

MIDSUMMER HINTS

*The Story of
Strawberry Plants
That Bear
Worth-while Crops*

—
46 YEARS
of PROVIDING BETTER
STRAWBERRIES
IN RECORD TIME

Catalog No. III
Midsummer 1924

LOVETT'S NURSERY

LITTLE
SILVER
NEW JERSEY

Advice and Terms

POT-GROWN Strawberry Plants should be shipped by express, they cannot well be mailed on account of the heavy ball of earth at the roots and the delays incidental to freight shipments are often fatal to them. It is customary for nurserymen not to offer ordinary or layer plants until late in the season, for the reason that, during the summer, the plants are putting forth their runners and making their increase, and to disturb the beds at this season causes the destruction and loss of thousands of unrooted plants.

KNOWING the characteristics of each variety offered we can often make selections for our patrons better than they can for themselves. When it is desired that we shall do this, please state the general character of the soil to be planted—light or heavy—and whether early, late or a succession of fruit is desired.

We cannot accept an order of less amount than \$1.00.

Payments invariably in advance. Goods sent C.O.D. only when twenty-five per cent. of the amount is forwarded with order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance with the order.

Everything offered in this pamphlet is packed free of charge and delivered to forwarders, after which our control ceases, consequently our responsibility also. State plainly to what point goods are to be sent. The prices quoted for strawberry plants are for pot-grown plants in all instances and for the quantities specified; but six and fifty of a variety will be supplied at dozen and hundred rates, respectively. Less than fifty of a variety go at dozen rates. We cannot accept orders for less than six plants of a variety of strawberries.

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

It is our custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. **When it is desired that we shall not do this, it must be so stated in the order.**

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined, and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. We send out only good plants and in good condition, carefully packed in all cases; but success or failure depends, in so large a degree, upon care and management after received, that we do not, because we cannot, undertake to guarantee stock to live.

Pot-grown Strawberry Plants by Parcel Post

We will ship any of the varieties offered, by Parcel Post, if requested to do so. Rates for shipment by Parcel Post to points within the United States are as follows:

	First pound or fraction	Each add. pound or fraction		First pound or fraction	Each add. pound or fraction
1st and			5th zone	8c.	6c.
2nd zone	5c.	1c.	6th zone	9c.	8c.
3rd zone	6c.	2c.	7th zone	11c.	10c.
4th zone	7c.	4c.	8th zone	12c.	12c.

Insurance on parcel post shipments are: 3c. up to \$5.00, 5c. up to \$25.00, 10c. up to \$50.00, 25c. from \$50.00 to \$100.00; in addition to the above.

Shipments by parcel post are limited to seventy pounds per package to the first, second and third zones and to fifty pounds per package to the other zones.

WEIGHT WHEN PACKED.—Pot-grown strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage, in addition to cost of plants ordered, when shipment is to be made by mail. The surplus (if any) will be returned when shipment is made.

CANADIAN SHIPMENTS

There is so much "red tape" and consequent delay in connection with shipments to the Dominion that we do not solicit orders for pot-grown strawberries to be shipped to Canadian points.

WESTERN UNION TELEGRAPH—Little Silver, N. J., and Red Bank, N. J.

POSTAL TELEGRAPH—Red Bank, N. J.

LONG DISTANCE TELEPHONE—No. 1475 Red Bank, N. J.

Opportunity · The Great Gift of Time

WHEN man first observed that grain grew much better in newly dug soil, he came *face to face* with opportunity. The first man who transplanted a wild strawberry plant into the garden, *cultivated* opportunity. Present-day gardeners, setting out pot-grown strawberry plants in midsummer, are *making the most* of opportunity. And the idea of *pot-grown* strawberry plants originated with the founder of Lovett's Nursery.

Time is easily the most important factor in the making of the midsummer garden. Anything planted now has an advanced season against it. To catch up with the season, on ground that has already yielded an early crop, is the great mission of pot-grown strawberry plants. And just as we meet a great variety of individuals among mankind, so we find many individual varieties of strawberries. The most worth-while varieties known to date in a plant product that is the pride of the men who grew them, are offered in the following pages.

We shall esteem your order as *our* opportunity to render you a service in the form of additional garden profits and pleasures via dependable strawberry plants of varieties of known value.

LOVETT'S NURSERY,

Little Silver, New Jersey

and How to Grow Them, with the Help of Lovett's Pot-Grown Plants

There is no reason why anybody could not grow berries as pictured in this book, and surely every home garden should have its own Strawberry bed. Strawberries are among the easiest fruits to grow. The Strawberry plant is truly a healthy weed, and given half a chance it cannot help but thrive and bear liberal crops of delicious fruit. But alas, the average "layer" plant, set out late in the season, does not have half a chance. Dry weather, that is likely to occur late in June and during July, spells death to thousands of the ordinary layer plants. Disappointment, due to this fact, has kept many planters from attempting to have a Strawberry bed, and it was a realization of this which first caused the founder of this business, almost half a century ago, to start propagating pot-grown plants.

The pot-grown Strawberry is a firmly established plant which, when set out in the garden in any kind of weather, will do well because it already has a complete root system. When ordinary care is exercised in setting out such plants, the gardener will not lose one.

Since 1877 our business in pot-grown Strawberry plants

has assumed gratifying proportions. And we can truthfully say that never did we have a finer stock of mother plants from which to propagate than this year. We are prepared to fill orders up to a million plants. And we assure you that with the skilled help at our disposal (many of our men having been with us for years) we offer you a plant product second to none in America.

With plants of this kind we recognize no limitations as to the distances we can ship. Satisfied Lovett customers can be found from our most northern States to the Gulf, and from the Atlantic to the Pacific. Besides having skilled plantmen to grow the plants, we have men who know how to pack them for any long journey. If you have never dealt with us, it will be a pleasure to have you put our service to the test. If in the past Lovett's service has been satisfactory, please *tell your friends* and come again. On the other hand, if any service that we have ever rendered has not been up to standards to which you are accustomed, *please let us know*; for we fully realize that no business endures which does not make friends and satisfied customers.

Modest Crops this Fall, from Everbearing Sorts

The illustrations shown on opposite page and on the front cover will give you a fairly good idea as to the stock of specimen plants ready for distribution this season. If such plants as this are set into the garden, any time during July and early August, they will take hold at once, bloom freely, and will bear some fruit this fall,—provided the gardener selects Everbearing varieties as offered on pages 6 to 9. Last year we made a shipment of the variety Lovett's All Season, as further described on pages 6 to 7, to a customer on Long Island. The plants were set into

the garden during the first week in August; by September, they had made a remarkable top growth and were blooming freely; and on the second of October, the first half-dozen ripe berries were gathered,—and the plants continued to bear up to middle of November, surviving light frosts without injury. Wherever the climate is congenial, we can promise our customers a fair crop of Everbearing Strawberries this fall from plants of the type we offer herewith, set out any time during July and the early part of August.

How To Grow Bumper Crops

As the Strawberry plant is an exceptionally heavy feeder, it is best to select a rich piece of ground for the Strawberry bed. Any good garden soil liberally enriched with well-rotted manure, humus, or other decayed vegetable or animal matter, is ideal for the purpose of growing fine big berries in liberal quantities. The ground should be spaded deeply; and several applications of bone meal, scattered on the ground and worked into the surface with a fine rake, should be very beneficial. A moist soil is preferable to one inclined to be dry. Soils with exceptional drainage require frequent watering to enable the plants to do their best. Where manure is used in liberal quantities fine sandy soils will bear wonderful crops. Strawberries should not be planted in a location that does not get a minimum of six hours of sunlight each day. They surely should not be planted under trees or in other shady situations.

Just previous to planting, dip the roots with the adhering earth of each plant, one by one, into a bucket of water. The placing of a handful of straw, grass, etc. (or berry basket) over each plant for a few days, until the plants get "started," is a good thing to do. Old stained baskets are as good as any for this purpose. It is best to remove the covering after three or four days; and do not permit it to remain, in any event, for more than a week.

For hill culture in the family garden, set plants in rows two feet apart, and the plants twelve inches apart in the row; or if to be worked by horse and cultivator, have the rows three feet and the plants one foot apart in the row. In either case, cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one-half or four feet apart and the plants a foot apart in the row, permitting the runners to grow at will.

Selection of Varieties

The blossoms of all cultivated Strawberries are either bi-sexual (perfect) or pistillate (imperfect). All the varieties offered in this catalog have perfect blossoms and none, therefore, require the association of another kind in order to be fruitful. It is best, unless the ground to be planted is of very limited extent, to plant at least three varieties (early, midseason, and late), that the time of fruiting may extend over a period of several weeks.

The autumn, or everbearing, varieties usually begin to yield ripe berries in a month to six weeks from date of planting and continue to do so until late autumn. Never order less than a dozen plants of a variety, as a proper test cannot be made with a smaller number than this.

After-Culture

This consists in keeping the soil mellow and free of weeds, by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart) cover the entire bed with salt-meadow hay or other loose, light material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to the plants, while the fibrous portion remains upon the surface as a mulch. Evergreen branches are useful for holding the covering in place and are, themselves, a protection. When the plants start growth in the spring, remove most of the mulch and leave it on the surface about the plants: this prevents the berries from becoming splashed.

You Are Bound to Succeed with Plants Like These

Given a good piece of ground, fair soil prepared as outlined above, and ordinary garden culture such as you would give any vegetable or flower, the plants we supply cannot help but make good in a big way. They are heavily rooted, have stocky tops, and will take hold and de-

velop rapidly. Where extra-sized berries are wanted, it is well (in the case of everbearing varieties fruiting this fall) to reduce the flowerbuds to a certain number on each plant. This corresponds with the disbudding process among flowers. By throwing the strength of the plant into fewer berries, you cause these berries to become larger. We shall be pleased to hear from our customers at any time just what success they have with our plants.

THE TYPE OF PLANTS SENT TO
LOVETT CUSTOMERS

ILLUSTRATING THE EVERBEARING HABIT OF LOVETT'S ALL SEASON

LOVETT'S ALL SEASON Strawberry

A Rare Find Among Everbearing Varieties

As specialists in Strawberries, we are of necessity extremely critical. Every year we discard certain varieties superseded by more meritorious ones,—as you will find, for instance, mentioned on page 8. If, therefore, we do speak about a newcomer to the ranks of worth-while varieties with enthusiasm, you may feel sure that it is a truly remarkable variety. We are more enthusiastic than ever about Lovett's All Season, which, after another year's test, has come through with flying colors. Not only is Lovett's All Season the largest fruited of any everbearing variety that we have ever grown, but it is also the most prolific in number of berries produced, besides having an enduring bearing power beyond comparison with that of any other kind.

Back of it all, is a constitution at which even we, accustomed to extraordinary things among Strawberries, cannot help but marvel. Lovett's All Season makes a sturdy, stocky, upright plant with many leathery leaves that seem to endure heat better than any other variety we

know. As a result, this variety will bear right through the hottest and driest spells, when other varieties "go on a strike." In our fields, it stands out as do few varieties, comparing favorably with Edmund Wilson and Bushel Basket. We find just one fault with this variety, if it can be called a fault,—it is inclined to continually bear immense crops of fruit, and that causes the parent plants to become weakened late in the summer. This is no cause for worry, however, since long before the bearing power of the parent plant starts to decline, the young plants are already producing large quantities of fruit.

The hardiness, too, and length of bearing quality are tremendous. Light frosts do not affect Lovett's All Season, which has borne fruit here in the east up to middle of November, when hard frosts stop all vegetation in the garden. We firmly believe that, in due time, Lovett's "All Season" will win for itself the title of the "perfect berry for the home garden." For prices and additional facts see next page.

MRS. W. H. MUNYAN, Gloucester Co., N. J., states:—

"I received my Strawberry plants this morning, were in fine condition. Will say I never received finer plants in my life, in fact, cannot say as good."

H. M. A. PERKINS, Medford, Mass., says:

"Sent you an order for Strawberry plants July 23, received the plants Aug. 11th, set them out the 12th, and picked ripe berries August 24th."

LOVETT'S ALL SEASON

Everbearing Strawberry, Continued

We truly believe this is the most valuable Strawberry ever offered. In producing it by scientific hand pollenization (by crossing one of the now famous Van Fleet hybrids and the everbearing variety, Superb) Mr. J. A. Kemp, the originator, has given us one of the most valuable varieties ever introduced. We named it Lovett's All Season because for the first time we have a truly everbearing variety, truly bearing all season. It begins in June, and even if the June crop were all one could expect of this variety, it would be a most remarkable acquisition.

But June just opens the season. It bears large quantities right through the summer and fall, the fall crop being greater by far than that of any of the other everbearing varieties. We know of no other variety that will produce the crop of fruit during the hot dry summer months which this sort does; while in size, the individual berry equals the best of the June varieties. Please note natural-sized fruit illustrated alongside. The habit of continuous bearing is partly illustrated by the cluster on opposite page.

Price:—The supply is limited as yet, but we have on hand several thousand well-rooted pot-grown plants which we offer to those wanting the best at \$4 per dozen, \$25 per hundred.

No less than half dozen will be supplied on any one order, since no correct judgment can be formed of the performance with a smaller number of plants.

LOVETT'S
ALL SEASON, NATURAL SIZE

What Others Say :

It is always a satisfaction to have customers express unqualified approval of our plants and methods. It is with pardonable pride, perhaps, that we here print a few of the many unsolicited testimonials received recently.

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

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

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

ROSE COUR, *Walworth Co., Wisconsin*, writes as follows: "Last summer we ordered a variety of your Strawberry plants, and we are glad to say they look mighty thriving at this writing, so we have come back for more of Lovett's specialties."

CHARLES WELLS, *Fall River, Mass.*, says in part:

"My Strawberries from your plants last year were the finest I have ever had."

HARRY M. DANIEL, *Bristol, Va.*, states:

"I enclose check covering account and in passing I want to tell you that you sent me the finest plants I ever saw. Many thanks."

W. A. DUNCAN, *Essex Co., New Jersey*, writes:

"The Strawberry plants arrived last Saturday, all in fine condition, and they are doing nicely."

MRS. A. L. HANDY, *Alexandria, Virginia*, writes in part:

"My Premier and Big Joe berries ordered from you last year are doing nicely and had lovely big berries this year."

MRS. C. E. LENNON, *Mobridge, S. D.*, writes as follows:

"The Van Fleet Strawberry pot-grown plants bought of you in the spring are growing fine and increasing."

Other Everbearing Sorts or Fall-Bearing Strawberries

Lovett's for Garden Fruits and Other Nursery Stock

For nearly half a century this nursery has specialized in growing a better plant product of such fruits as Strawberries, Raspberries, Blackberries, Grapevines and other Small Fruits for the home garden. Gradually we broadened our endeavors by adding, as specialties, Roses, hardy "old-fashioned flowers," shrubs, hedge plants, etc. Grown by specialists, plants from Lovett's Nursery combine all characteristics necessary for success on *your* grounds. Give them a chance!

Year after year we conduct comparative tests on the basis of which we either add to or deduct from our lists of Strawberries. The list of everbearing sorts was, we were convinced, getting too long. Better qualities found in newcomers made the dropping of some of the old-timers desirable. And so the reader will find that several of the old favorites such as "Never Fail" and "Lucky Boy" are not offered this year. The reason for this is that the varieties here offered are so far ahead of the old standbys in every way that we consider it unfair, especially to the newcomers to the ranks of Strawberry growers, to continue to offer them.

The fall-bearing or more properly styled, "Everbearing" Strawberries are interesting and surely have decided merit. Fortunately nearly all of them are excellent in quality and give a heavy yield of fruit in June. The subsequent or autumn crop is frequently less profuse. If, however, the blossoms are removed from the plants until the last of June, the autumn crop will be very greatly improved—both in size of yield and the berries themselves.

On moist, fertile land our pot-grown plants of these fall-bearing Strawberries frequently produce some sweet, ripe berries in a few weeks from the time they are planted. We advise "hill culture" (done by clipping off all the runners soon after they appear, thus restricting the growth to the parent plants) for best results with these varieties.

Price, Pot-grown Plants, dozen, \$1.25; 100, \$8.00; except as noted.

CHAMPION EVERBEARING.—In Michigan, the original home of this remarkable variety, it outclasses other everbearing varieties to such an extent that it really promises to crowd them all into oblivion, excepting, of course, *Lovett's All Season*—the berry without a peer! It is claimed to produce "fine dark-red delicious strawberries from July until frost" and to be so very productive that 256 berries have been found on one plant. It is hardy, a good plant maker and free in pollen, so does not need the association of another variety in order to produce its large crops. **Dozen, \$1.50; 100, \$10.00.**

WHY NOT PLANT RIGHT NOW TO GATHER FRUIT SIXTY DAYS HENCE?

Fall-Bearing Strawberries, Continued

IDEAL.—In vigor and size of plant it is a decided improvement upon the older varieties, and the berries are of large size (comparatively speaking) and as fine in quality as any June-bearing variety.

Dozen, \$1.50; 100, \$10.00.

PROGRESSIVE.—This variety has a wide-spread popularity. Each year it produces two large crops: The June yield, coming with the second early sorts, is so heavy, it is a profitable variety at this season; and in the autumn it yields quite freely until freezing weather.

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

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

E. H. NEWMAN, *Charlevoix, Mich.*, writes as follows:

"Received the Strawberry plants and I'll say you are on the job in packing plants for a long trip. They were like fresh dug and they laid over a day in the post-office here. Thank you for the extra plants."

KINDLY REMEMBER: While this catalog is devoted to Strawberry plants *exclusively*, we grow an extensive collection of other fruits for the home garden, besides many flowering plants, shrubs, trees, evergreens, etc. If in need of ornaments for your garden, please ask for our catalog No. 110.

SUPERB

A Special Collection Offering a Long Bearing Season:

12 Lovett's All Season	\$4.00
12 Champion Everbearing	1.50
12 Ideal	1.50
12 Progressive	1.25
12 Superb	1.25

A total value of \$9.50 for \$8.00

This is the greatest offer of Everbearing sorts ever made. The above 60 plants, combined with the collection of June-bearing sorts offered on page 15, will give to any home garden "the greatest berry patch on earth!"

PROGRESSIVE

IDEAL

The Van Fleet Hybrid Strawberries

A Distinct Race of Strawberries

These hybrid Strawberries are most vigorous and sturdy in plant growth, are exceedingly prolific of very large, unusually beautiful berries, and, what is best of all, excel in high quality, rivaling in aroma and lusciousness the native wild Strawberry.

They were produced by Dr. Walter Van Fleet, one of the world's greatest hybridizers. They unite the good properties of our best American varieties with those of

the finest varieties of Europe. Dr. Van Fleet (who was connected with the Bureau of Plant Industry of the United States Department of Agriculture at the time of his death), when living at Little Silver, created thousands of these hybrids in a thoroughly scientific manner, and after carefully testing them sold the entire lot to us. After the most severe trials, we found **Early Jersey Giant**, **Edmund Wilson** and **John H. Cook** to be not only "head and shoulders" above others, but "in a class by themselves."

EARLY JERSEY GIANT

Early Jersey Giant

"The Early Strawberry Without a Fault"

A Van Fleet Hybrid

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

Please order early; although we have a wonderful supply of stock plants we feel sure that before the end of the planting season, we will again be "sold out." Dozen, \$1.25; 100, \$8.00.

The following is worth reading!

REV. MERRITT MILLER, Essex Co., N. Y., wrote lately as follows:

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

Come to Specialists in Plant Production

This is truly an age of specialists, and in no other line of human endeavor is it either so worth while or desirable to specialize as in the field of horticulture. At best a man can learn to do but few things well during an ordinary lifetime and when the founder of this business, back in 1877, became the pioneer in growing Pot-grown Strawberry plants, he started specializing in a field but little explored up to that time.

There is as great a difference in the quality of Pot-grown

Strawberry plants as there is in any other merchandise. Is it not logical to assume that the house which has practiced the producing of certain types of plants *the longest* should also be more skillful in the carrying out of the work? Here at Little Silver we grow each year approximately half a million pot-grown plants and rare, indeed, are the instances when these plants do not measure up to the highest expectations and produce the greatest degree of satisfaction.

The Van Fleet Hybrid Strawberries

Continued

Edmund Wilson — just the type of
berries you may grow!

Edmund Wilson • "The Giant Strawberry"

This produces, we believe, the largest fruit of any variety in existence. It is a most unusual berry, with so many exceptional qualities and of such superb flavor, that every home garden should have it. Not so firm as some other varieties and is of a deep maroon color, hence not recommended as a commercial variety. The plants are huge and vigorous. The bluntly heart-shaped berries, which are freely produced, are of very dark color throughout the entire berry and are simply immense. Hard as it may be to believe, it is true, nevertheless, that we have seen many plants of Edmund Wilson twelve inches and more in height, bearing fruit that actually approached in size small apples, or oranges. Ripens in midseason. Dozen, \$1.50; 100, \$10.00.

We Congratulate Mr. McClung!

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

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

John H. Cook

"The Variety for Everybody's Garden"

In some respects this is the finest of all the wonderful Van Fleet Hybrids. It is an enormous cropper among the second early varieties. The berries are nearly round (though somewhat irregular in shape), of exquisite quality, blood red in color and very firm. The plants are of strong growth, with large spotless foliage. Valuable alike for the home garden and for market growing. In delicious flavor it closely approaches the wild strawberries. Due to extraordinary demands our supply of this sort is still very low (we did *not* offer it last spring) and we suggest early orders to those who would have no other. Dozen, \$1.50; 100, \$10.00.

JOHN H. COOK

Special Offer:

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

BARRYMORE

General List of June-Bearing Strawberries

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

BARRYMORE.—A superb variety, as illustrated above. The bluntly conical berries are of large size, beautiful to look upon, firm and meaty, and are of surpassing quality—rich and sugary. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is deep red. Midseason to late.

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

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

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

CAMPBELL'S EARLY.—Grown very extensively in the southern part of New Jersey. The berries are uniform in size and shape, bluntly conical, firm for an early variety and bright crimson in color. Plant, a strong robust grower and very prolific. Extra early.

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

BUSHEL BASKET

CHESAPEAKE

HUNDRED DOLLAR

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

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

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

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

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

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

JOE.—A most valuable sort, ripening just after the Chesapeake, equals it in size, firmness and yield, surpasses it in color and flavor; but it succeeds under all soil conditions; hence is more valuable. It is a mid-season to late variety and very productive of very large, beautiful berries (see illustration alongside) with large bright-green calyx, and is one of the best in flavor. Well nigh ideal both for the home garden and market.

One of the best—LUPTON

Fully described on page 14.

GANDY

JOE

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

LUPTON.—We consider this one of the best sorts, if not the very best late-season variety; furthermore, it is one of the most productive, bearing fruits of immense size. Lupton is a very heavy yielder. Berries are large (see natural-size fruit shown on page 13), bluntly conical, bright flame-colored, glossy and retain their color after being picked; has a large, double, dark-green calyx or "burr," hence is very showy; it is also very firm.

MARSHALL.—This is a real "quality" berry, and those who have made its acquaintance will be satisfied with no other. Like many of our best sorts, it should be grown on good loamy fertile soil to produce best results. It is a very attractive large berry (see illustration), of rich quality and meaty texture, ripening in midseason. One of the best varieties for forcing under glass in winter.

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

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

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

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

PREMIER.—One of the very best of the extra early varieties; in fact, we consider it excelled by no early variety except our own Early Jersey Giant. It succeeds on almost all sorts of well-drained soils and throughout a large section of the country. Produces in vast quantities berries of good size, attractive appearance and excellent quality (illustrated below).

McKINLEY

MARSHALL

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

PEARL

PREMIER

WM. BELT

ST. MARTIN.—Ripens from midseason to late; gives best results when planted on rich clay loam; in fact, we do not feel that we can recommend it for light soil or for planting south of Philadelphia. Dozen, \$1.25; 100, \$8.00.

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

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

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

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

WM. BELT.—Of all the Strawberries grown in the United States, this variety doubtless excels in popularity. The plant is vigorous, though not a rampant grower, succeeds upon almost all soils, invariably yields heavily and the berries are always of large size and highest quality. It begins to ripen quite early and continues during a long season. (See illustration at top of page.)

Lovett's "Well-balanced" Home Collection

How would you like to be able to go into your garden any time—from early June until the snow flies—and gather a nice lot of quality berries? Here is a "quintette" that will enable you to do so, offered in plants bound to grow, bloom and bear!

- 20 Premier—one of the best of all earlies.
- 20 Wm. Belt—a dandy to follow Premier.
- 20 Joe—none finer for midseason.
- 20 Lupton—best all round late.
- 20 Champion Everbearing—for continuous crops till frost.

Special:—A total of 100 sturdy, **pot-grown** plants for \$7.50, by express.

SUCCESS

SENATOR DUNLAP

The Gate to Contentment

REAT and varied as are the pleasures of mankind, none surpass, in our humble opinion, the joys that may be gathered in the garden, be it ever so small. To pick delicious berries, with the dew still upon them; to gaze into the depth of a Rose, a Peony or an Iris—those are pleasures waiting to reward those who provide nature with the plants through which soil, seasons and sunshine will work never-ceasing miracles.

For nearly half a century it has been our privilege to coöperate with planters in search of greater garden pleasures. Though primarily a nursery devoted to growing all kinds of fruits for the home garden, our stocks now embrace a great collection of hardy perennial Flowers, Roses, Shrubs, Trees—in short, nearly every type of plant material needed to materialize any garden pleasure.

Should this be our first catalog to reach you, please ask for our complete spring catalog No. 110. It will acquaint you with our plant resources and may become the gate leading you into a more prolific, greater pleasure-yielding garden.

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