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W. F. ALLEN CO.

BOOK OF BERRIES

Redchief

1885

1970

85
YEARS

OK Scott

THE PLANT SITUATION—1970

Abundant rainfall during late July and August has given us a good supply of beautiful plants. Mother Nature always does a better job than irrigation.

Our stock of **REDCHIEF** has built up somewhat since its' introduction last year. **RARITAN**, which has been out several years in New Jersey, is now available in our virus free stock. **MARLATE** (MD-88E), a new late variety from the Maryland Station is available in limited quantities. **GUARDIAN** (MD-US 3068) has been released by the USDA and we will accept orders as long as we have plants.

If you can see clear to order early, it helps us to plan our work and have the plants available when you want them.

During our **85th** year of growing strawberry plants exclusively as the only nursery product we either grow or sell, we hope we can number you as one of our valued customers.

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the **STANDARD OF THE INDUSTRY** and your assurance of plants that will **GROW FOR YOU**

ALLEN'S WINNING PLANTS

Standard of the Industry for 85 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.
2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.
3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.
4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.
5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.
6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.
7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 85 years. We believe this means a lot to you as a grower.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

ALLEN'S ALL STARS

(We Rate Them Best by Test)

Best for Early:

Southern States:

Blakemore, Earlibelle

Northern States:

Earlidawn, Fairfax, Midland, Premier, Redcoat,
Redglow, Senator Dunlap, Suwannee

Best for Frost Resistance: Earlidawn, Premier

Best for Late:

Southern States:

Albritton, Armore, Tennessee Beauty

Northern States:

Jerseybelle, Robinson, Sparkle, Vesper

Best for Flavor:

Fairfax, Redglow, Earlibelle, Redcoat, Redchief,
Senator Dunlap, Sunrise, Suwannee, Redstar,
Armored, Raritan

Best for Large Size:

Robinson, Jerseybelle, Vesper, Catskill, Empire,
Earlidawn, Midland, Redglow, Suwannee,
Pocahontas, Redchief, Redstar, Marlate

Best for Freezing:

Earlidawn, Earlibelle, Midland, Redglow, Surecrop,
Midway, Pocahontas, Albritton, Tennessee Beauty

Best for Preserving:

Blakemore, Pocahontas, Tennessee Beauty,
Suwannee, Redchief, Earlibelle

Best for Resistance to Red Stele:

Redglow, Sunrise, Midway, Redchief, Guardian,
Surecrop, Sparkle

Best for Resistance to Verticillium Wilt:

Blakemore, Premier, Sunrise, Catskill, Redchief,
Surecrop, Robinson, Sparkle, Tennessee Beauty,
Guardian

I am just a young gardener but in these few short years, I have been raising some very nice strawberries — due to your outstanding plants.

Darrell Sindors, Tolono, Illinois

I have been well pleased over the years with the plants that I have been getting.
Herbert R. Hoopes, Forest Hills, Maryland

Herbert R. Hoopes, Forest Hills, Maryland

Dear Sir: I have planted your strawberries for some time. Had good luck with them and haven't lost a plant. Good strawberries, too.

Clifton Avery, Mt. Airy, North Carolina

WORLD'S FINEST STRAWBERRY SELECTIONS

WE ARE PROUD TO FEATURE THE GREAT

REDCHIEF

We put the GREAT REDCHIEF right on our front cover — we are so very proud of this truly great variety.

REDCHIEF was released last year as a late midseason variety — ripening several days later than Surecrop. The red stele resistance of REDCHIEF, as well as resistance to verticillium wilt, means a degree of vigor in this variety similar to the Surecrop. It will grow well for you even under adverse conditions.

We heartily recommend the almost new REDCHIEF for fine crops of beautiful berries these vigorous plants will set. Berries of REDCHIEF are medium to large, deep red, firm and glossy. The flavor is sweet and holds well in freezing. Growers using the pick-your-own method of marketing find REDCHIEF pleasing to their customers — who keep coming back for more!

Turn again to our front cover and see for yourself the beauty of foliage and berries you can have from a setting of our REDCHIEF plants. Order now.

*"The kiss of the sun for pardon
The song of the birds for mirth,
One is nearer God's heart in a garden
Than anywhere else on earth."*

Gentlemen: The plants you sent last year have done very well so that there is no real need to buy more now. However, your new "Redchief" is described so enticingly that they seem like a "must have".

Your truly, George A. Curthoys, Wellsville, New York

EARLY VARIETIES

SUWANNEE

Superior flavor

SUWANNEE is not a new variety but it has attained a new popularity for excellent flavor of its fruit. Plants are vigorous and produce good crops of delicious berries. Related to Blakemore, SUWANNEE berries are not quite as firm but this does not detract from the excellence of the medium size, bright red and glossy fruit.

SUWANNEE plants have good resistance to foliage diseases.

We urge you to try some SUWANNEE plants this season for a real treat. See beautiful color picture of Suwannee on Page 21.

BLAKEMORE

Pride of the Processors

BLAKEMORE is still a money maker in the southern and middle states. It is one of the easiest to grow — and our virus free stock makes it a sure thing. Growers have to keep a sharp eye on BLAKEMORE plants — they are so vigorous! This easy grower makes it necessary to thin out the bed for best results.

BLAKEMORE berries are extra firm — they love to travel! They are light in color, tart to the taste — and it is this slight acidity that makes them so good for processing — or home preserving. Size holds fairly well, although we have noted that BLAKEMORE berries will run down in size during dry weather, where irrigation is not available. All in all, BLAKEMORE has earned the reputation it has maintained for years as being the best money maker for sale to processors in the southern and middle states.

Dear Sir: Here's my order for 1,000 Blakemore strawberry plants. Allen's plants cannot be beat for quality, production, or livability. My order may be late in being placed, due to my indecision as to set or not to set more plants. Surely hope you can fill my order. A very satisfied customer,

Mrs. Isabelle Hardy, Mooreville, Mississippi

FLORIDA 90

Named for the state where it grows best

FLORIDA 90 is well adapted to the state for which it was named — and is not recommended for growing in other states. Stocks are limited for 1970 and we suggest our Florida growers order early to get the plants of FLORIDA 90 they want to set this year.

REDCOAT

The Firm One

REDCOAT is best adapted to the northern states and Canada. Plants are vigorous and productive. Redcoat plants have good resistance to mildew, although susceptibility to leaf spot and verticillium wilt remains a problem.

REDCOAT was well named for the large, glossy, light red berries produced. Firmness of berries makes them fine for shipping. They are fair for processing but tops for desserts. Order now to get your Redcoat plants for the 1970 season.

If I wait until weather gets warm, the plants heat in mailbox. I have ground ready and usually like to get the plants going in early April. Your plants have been fine in times past. Am proud to recommend them to others!

Miss Anna Nickel, Flint, Mich.

PREMIER

Frost proof — early

PREMIER (or Howard 17) has been an important variety for over 40 years — for two reasons; wide commercial use and value in breeding.

Productive plants give large, bright red, flavorful berries.

Frost hardy flower stems give protection when needed. PREMIER is one of the few varieties with built-in frost resistance.

PREMIER is still a favorite with many growers and we never seem to have quite enough plants of this fine old variety to supply all demands. Order early and reserve your needs.

Dear Sir: I was sorry to hear you have no Premier plants! So am ordering Tennessee Beauty. We know what they do here. I have bought berry plants from you for over thirty years and am well pleased with your plants. Yours,

C. R. Schutz, Dyer, Indiana

SENATOR DUNLAP

The old standby

SENATOR DUNLAP is a fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making many plants which are very productive.

SENATOR DUNLAP berries are medium in size, a bright rich red clear through — and of fine quality. This variety is one of the best for canning.

Canada, Maine, Iowa and Minnesota are among the places where the "Senator" is appreciated. We have a fair amount of Senator Dunlap plants this season and hope to receive your reservation order soon.

FAIRFAX

Terrific for the Table

FAIRFAX continues to get our vote as one of the best for eating. Deep red berries are medium size, covered by deeper red skins. They are mildly sub-acid and this helps make them of excellent eating quality. FAIRFAX berries are delightful to pick and eat but are not good shippers as quick picking and handling are necessary to prevent darkening.

FAIRFAX plants are not over-active in runner production but are adequate on this score. Foliage has good resistance to leaf spots and scorch.

A little tip: Plants of FAIRFAX are especially productive when late season runners are picked off.

Take a look at the beautiful Fairfax berries on facing page — and order now to reserve your plants.

Gentlemen: Just couldn't resist telling you how wonderfully my patch of Fairfax berries, bought from you in 1967, bore last June. The flavor was excellent and the quantity was profuse. Almost every berry was a giant in size. Very truly yours,

Frances E. Casey, West Chester, Pennsylvania

REDGLOW

The American beauty

The growers in the middle states — or even as far north as New York — who select the REDGLOW as part of their strawberry project this season are in for a delightful surprise. REDGLOW berries just cannot be "beat" for beauty, size, and quality!

Plants of REDGLOW are vigorous and runner production is quite good under most conditions.

REDGLOW berries are firm enough for shipment and the quality of these beautiful berries will bring the buyers back year after year. Excellence for freezing is an added bonus. See color picture facing page — and order at once to reserve some REDGLOW plants.

Gentlemen: Received the 50 strawberry plants and to my surprise, found that you had sent me 50 Midland instead of 50 Redglow that I ordered. If you will check my recent order, you will find that I specifically stated no substitute; consequently I am very much disappointed. However, will accept these plants even if it goes against the grain, so to speak. I grow about a tenth of an acre of strawberries and buy from 50 to 100 plants every year as a replacement, and this is the first year that I failed to receive the varieties ordered. Must say that your plants are the best I have ever had the privilege of planting. Last year, I received 50 Surecrop from you and every one grew; as a matter of fact you sent 54 plants and I never lost a plant. Your griping customer, Joe Stockinger, Arma, Kansas

Note: Needless to say, the 50 Redglow were shipped immediately.

FAIRFAX

REDGLOW

MIDLAND

EARLIDAWN

MIDLAND

"Freezer Queen"

MIDLAND has everything the grower looks for in a great variety; productive plants, beautiful berries.

MIDLAND plants are large and healthy when grown in good soil and given excellent care. As the name implies, this variety is best adapted to the middle states—but when irrigation is used to combat frost, it can be grown well in the northern states.

MIDLAND berries ripen early—just a little later than Earlidawn. They are red right through, very firm, and average large in size. MIDLAND does best on roadside stands, home gardens, or pick-your-own as darkening of berries on holding prevents them from being extra good for distant shipments. They are excellent for freezing, however, and you should have some in your garden. See facing page for color picture of the beautiful Midland berries—and send in your order at once.

Dear Sir: I am ordering from a 68 book. If I am not sending enough, please let me know, and if I am sending too much, keep it—for I am always pleased with the plants you send. I have raised Midland for several years just for my own use and they are wonderful!

George Ellis, Georgetown, Ohio

Dear Sir: Your Midland photo is the most accurate photo of a strawberry I've ever seen!

Raymond Fumanik, East Taunton, Mass.

EARLIDAWN

Earliest of all — and ever so good

EARLIDAWN just cannot be overlooked by any grower! It is well adapted from North to South. EARLIDAWN plants need good soil and plenty of moisture for best results. EARLIDAWN is one of the very few varieties we can "brag" on for frost resistance; blooms are well protected by short flower stems. A word of caution, however; if red stele or verticillium wilt are known to be present in your soil, Earlidawn is not the variety to set because of susceptibility to both diseases.

Berries of EARLIDAWN are delightful, delicious, delectable—large, glossy, and vivid red. Firmness and tartness make EARLIDAWN berries excellent for marketing, freezing, and preserving. For table use—it is one of the very best. See the glory of Earlidawn in color picture facing page—and order now!

Kind Friends: I am writing you a line to thank you for your prompt attention to my strawberry order. I received the replacement of my order for the Earlidawn plants and they were just fine. Want to thank you again. Have given several friends your catalog and can recommend your plants and your service. Thank you again,

Vernon Vanaman, New Matamoras, Ohio

SUNRISE

The good grower

The SUNRISE variety has proven itself to growers on the watch for an early ripener. SUNRISE is well adapted to the mid-Atlantic states. SUNRISE plants are very vigorous, making runners freely. Resistance to verticillium wilt, leaf scorch, mildew, and triple resistance to red stele are all built-in assets with SUNRISE. A special feature of SUNRISE is its ability to grow and produce under dry conditions.

SUNRISE berries are glossy, bright red outside, with firm, light pink flesh. They are of fine dessert quality. Have you looked at the picture of SUNRISE on facing page? This will show you what you can do with a setting of SUNRISE this season. Order now.

FRIENDS OF SUNRISE SAY:

Dear Sir: I have had trouble the last number of years with my berries dying during the year after setting, about the time the green berries are about half grown. The plants would die and little berries dry up. I was told it was wilt that caused it. In spring of 1967, I got 50 of your Sunrise plants and had very good results — no dying out and had a good crop even if we did lose some of the crop due to heavy frost at blossom time. I thought you would like to know, being as I haven't been able to get enough berries before for our own use with other kinds. Enclosed you will find a check for 50 of your Surecrop. I would like to try these now and see if I can grow some of them. Yours truly,

Willard P. Dieter, Orchard Park, New York

Gentlemen: We fruited Sunrise the first time last spring. We are enthused with Sunrise despite grower reports in this area — it cropped poorly for them. When the County Agent visited our picking fields, he was surprised they cropped so well for us — double that of his own and three other growers. We like its eating quality-picking ease — and its holding ability both on and off the plants. — I didn't think it possible but our Sunrise were one up on yours in the Sunrise photo in your catalog. Ours showed more neck than those in the photo — besides being larger. Sunrise was a hit with the stands — high aroma is a real sales factor.

Raymond Fumanik, Furbar Farms, East Taunton, Massachusetts

EARLIBELLE

Vigor and Beauty

EARLIBELLE plants are vigorous and growers sometimes complain about the necessity for thinning the beds — but we recommend it for best production. EARLIBELLE plants may be a little smaller than some varieties but they really want to grow and their vigor makes thinning necessary.

EARLIBELLE berries are a beautiful bright red, glossy and firm. They run medium to large in size and the slight tartness of flavor makes them good for processing. We claim Earlibelle has a lot of quality — and we really tried to prove it by using a cluster of EARLIBELLE berries on our new stationery. If we have to write you for any reason, please take a good look — and in the meantime, just feast your eyes on the facing page.

EARLIBELLE is an impressive variety and we wish it could be recommended for north and south. It is best adapted to North Carolina and south, however, although Virginia growers have had good results.

SUNRISE

ALLEN'S PLANTS *Standard of the Industry for 85 Years*

EARLIBELLE

This year, we have given **Catskill** the honor it has earned — a crown! This reward is for unsurpassed dedication and devotion to duty.

Catskill has proven over and over again that it can out-produce most other varieties. As one of our good customers said recently "Catskill pays the freight" — and it does this by producing heavy crops of beautiful, large, extra good eating and freezing berries.

Catskill is widely adapted. Any proud grower will vote **Catskill** plants "King" — for vigor, hardiness, as well as resistance to verticillium wilt and foliage diseases.

Here at Allen's, we crown **Catskill** and give it the well-deserved title "King of Strawberry Varieties".

You will have royalty in your garden if you order **Catskill**.

NEW

MID SEASON VARIETIES

GUARDIAN

The new GUARDIAN originated from a cross of NC1768 and Surecrop. With Surecrop in the parentage of this fine new variety, the "old timers" in our "family" will know that GUARDIAN has excellent resistance to diseases. For those not so well acquainted with the strawberry family, we must mention that GUARDIAN has resistance to 5 strains of the red stele root rot, as well as high resistance to verticillium wilt. Plants of GUARDIAN have medium vigor and produce runners moderately, growing best under the matted row method.

GUARDIAN is a good producer of large, firm berries. The glossy surface of GUARDIAN berries adds to their beauty. Berries retain their attractive appearance during harvesting and marketing. The uniform light red color of delicious GUARDIAN berries is excellent for marketing and table use. See the new and good GUARDIAN berries on page 22 and order at once. Set some plants of this new variety this season—we guarantee you won't regret it!

RARITAN

We are pleased to offer RARITAN to our growers this season. This variety was released last year, having been tested as NJ857 and named RARITAN. RARITAN is an early midseason variety, ripening several days ahead of Surecrop. Plants of RARITAN make runners freely and are vigorously productive of fine berries. Berries are large, nearly as large as Jerseybelle and Vesper, attractively capped, bright red, glossy, and of excellent eating quality. Fresh market use is our recommendation; they are delicious! We have fine stocks of vigorous RARITAN plants and hope to receive your order.

SURECROP

Triple threat to Red Steele

SURECROP is widely adapted from upper South to the North. Plants are vigorous and runners develop freely under almost all conditions. SURECROP berries are glossy, light red, firm of flesh, tart in flavor, of good dessert and freezing quality.

For a SURE thing, SURECROP is the variety to set! It is among the most resistant of all American varieties to several strains of red stele root rot, leaf scorch, and verticillium wilt. In addition, it is drought resistant. A Truly Outstanding Variety! See color picture, Page 21.

SURECROP FRIENDS

Dear Sirs: Enclosed find check for 1,500 strawberry plants. We are always very well pleased with your plants and have had much success with their growth. We started out with three varieties but like the Surecrop much better. The plants are hardy, they withstand the odds of weather much better and the berries are of a very good flavor and sell much better. They are delicious!

Mrs. W. W. King, Kingston, Ohio

Gentlemen: We had an excellent yield in 1968 from Surecrop and Midway plants.
George J. Jennewein, Florissant, Missouri

Dear Sirs: My Surecrop plants did so well, I let them produce a partial crop the first year, 1966. Last year, after getting frozen two or three times, I had the strongest plants I ever saw and got a good crop of berries. They look promising for 1969.

W. S. Jabe Keith, Willis, Virginia

Gentlemen: Thank you for your quick response for another of your berry books. About six years ago, we planted 6 or 8 varieties to see which one we thought would do best in our soil and climate. We overlooked the "extra help" from our two year old — who very carefully dug up all the labels and brought them to the house. The following years we spent trying to guess which berry was which by following the description in the book. There seemed to be little doubt about the Surecrop and Sparkle, although we couldn't be sure! Would you believe we still have lovely berries this year from that same bed we planted 6 years ago?

Sincerely, Mrs. Arthur McNeal, Towanda, Kansas

Dear Sirs: Two years ago we bought 1,000 strawberry plants, the Surecrop variety. We were very pleased with them. We got a very good crop last year.

Robert F. Cebula, North Royalton, Ohio

Dear Sir: A little note in appreciation of the very good way you handled my order of plants. They arrived in splendid shape and all very much alive, and very generous in quantity. I planted and watered and all have good prospects. Thanks so much. I have tried other places but none can come up to Allens. I'll think first of Allens. Thanks again, Sincerely.

Miss Mary J. Thomas, Orrstown, Pa.

The Berry Patch

No one could think of a better description for strawberries than the one written by Bill Ives for the Washington Post this past June — and we would like to share it with you. He wrote: "Since childhood, strawberries have been a perennial favorite of mine. Memories still linger of early morning forays into the strawberry patch to gather berries for breakfast. Swimming in Guernsey cream skimmed off the preceding night's milking, they tasted of dew, and of sunshine, and of spring showers, and they were wonderfully filling for a small boy."

To catch and save some of that taste of dew, sunshine and spring showers, you will want to freeze some of the red delights from your berry patch — and we suggest the following method:

1. Pick the ripest berries from your plants.
2. Prepare sink full of ice water and chill berries immediately. Agitate to clean.
3. Hull berries in ice water.
4. Slice berries in half, into quart size containers, keeping chilled.
5. Pour into freezer box or bag, adding $\frac{1}{2}$ cup sugar evenly.
6. Seal box, or if plastic bag is used, force air out gently, leaving one inch space at top. Seal bag with rubber band.
7. Place in freezer at once.

STRAWBERRY GLACÉ PIE

For that something "special" — try this:

Glaze: 1 cup crushed strawberries
 $\frac{1}{2}$ c. sugar
1 T. cornstarch
2 t. butter

Filling: 1 quart fresh strawberries
1 eight-ounce package cream cheese
 $\frac{1}{3}$ c. sugar
1 t. grated orange rind
2 T. orange juice
2 T. light cream
 $\frac{1}{2}$ c. heavy cream, whipped

Prepare and bake pie shell and let cool while preparing filling.

Combine sugar and cornstarch, stir in crushed strawberries and add $\frac{1}{4}$ cup water. Bring to boil over medium heat, stirring constantly. Cook until mixture is clear and thickened. Strain, add butter and let cool. In medium bowl of electric mixer, beat cheese (room temp.) sugar, orange peel and juice. Beat for two minutes and add cream and continue to beat until light and fluffy. Spread in cooled pie shell. Arrange strawberries over cream cheese mixture and pour chilled glaze over berries. Refrigerate for at least 3 hours and serve with whipped cream.

MIDWAY

Can't be beat

It isn't necessary to ask why MIDWAY has made such giant strides in popularity the last few years — we know why! And so do all our Midway growers!

This great midseason variety grows well on heavy soils or on lighter soils with irrigation. The vigor and vitality of MIDWAY plants insures excellent crops of medium large, deep red berries. Great for table use and they are better than good for freezing and shipping. A bonus with MIDWAY is good resistance to red stele. We expect heavy calls for this terrific variety and urge that you order early to reserve your MIDWAY plants. See beautiful MIDWAY berries facing page and order now!

Gentlemen: Please let me know if you can supply the Midway plants. They are by far the best variety of all. Last year, off of 2,000 plants, we picked almost 2,000 quarts and lost a lot of the first ones due to a very rainy May. Your plants are the best we have ever set out — and we have tried other plant suppliers. Here's a customer for life. Thanks,

Mrs. Lloyd Selig, Scipio, Indiana

POCAHONTAS

Wide adaptability for good yields

POCAHONTAS has been a sales leader from the upper South through the Midwest for several years. This is partly due to wide adaptability to climate and soil. Growth and vigor of plant production makes it an easy variety to grow. When you add to this feature, excellent yields of large, firm, bright red and rather tart berries that ship or freeze well, then you will begin to realize why POCAHONTAS is still at the top.

POCAHONTAS' POWERFUL POINTS

1. Wide adaptability to climate and soil.
2. Productivity equalling Catskill, Sparkle and other great producers.
3. Large average size of berries, together with the bright red attractive color and showiness. (See color picture facing page.)
4. Its pre-eminence as a variety to set in late summer (where plants are available) for a partial crop the following spring.
5. Berries are of good dessert quality (somewhat tart) and considered excellent for freezing.
6. Firmness to make an excellent shipper.

Sirs: Please send me some order blanks and your booklet of strawberries for 1969. Last year, I purchased from you 25 Pocahontas strawberry plants for a small garden plot. They arrived strong and healthy. I now want to order some more of your wonderful plants. Sincerely, *Steve Loney, Chesterfield, Virginia*

MIDWAY

POCAHONTAS

SPARKLE

See page 23

ALLEN'S PLANTS Standard of the Industry for 85 Years

ARMORE

See page 24

SURECROP

See page 16

1885 Our Experience is Your Guarantee **1970**

SUWANNEE

See page 6

GUARDIAN

See page 15

ALLEN'S PLANTS *Standard of the Industry for 85 Years*

EMPIRE

EMPIRE

Grow our plants for fine crops

EMPIRE was introduced in 1951 and since then has done well in most of the Northern states. The right climate encourages EMPIRE to make vigorous growth and produce large, bright and attractive berries with fine green caps. While EMPIRE berries are inclined to be less firm than some, close picking and quick handling overcomes this slight handicap and you will find EMPIRE easy to market — and profitable. *See color picture, facing page.*

Gentlemen: Thank you for your prompt service in sending me 75 Empire strawberry plants in place of my original shipment which got lost. The plants arrived yesterday by parcel post in excellent condition. I planted them this morning and am looking forward to the good results for which your company is known. I am very happy with your handling of this situation and hope to order more plants from you in the future. Sincerely, Walter J. Scanlon, Monroeville, Pennsylvania

LATE VARIETIES

SPARKLE

Superb quality — real money maker

For a late variety in the Northern States, SPARKLE leads the field! SPARKLE plants are so vigorous under good conditions, the bed must be thinned out to prevent overcrowding which may reduce fruit size. Plants are resistant to one strain of red stele root disease and the lateness in bearing prevents frost injury. As to the berries, they are superb in quality, rich crimson red and pretty as a picture. SPARKLE berries really do sparkle on the vine — and average medium to large in size. They are excellent for freezing or preserving — and are a real money maker on the fresh market. *See color picture, page 20.*

My old bed is getting played out but they produced for me a fine lot of Sparkle berries. The plants were bought from your firm over three years ago. Yours truly,
Ross W. Ableson, Ypsilanti, Michigan

Gentlemen: I am enclosing a partial payment of \$200.00 with my order. We will send the balance promptly if you are able to book the order completely or make satisfactory substitutions. I definitely want the Sparkle, Catskill, and Midway. Also hope to be able to get the other two varieties. Because you could not fill our order last year, we bought from another place. The Sparkle we got were not at all equal to the plants we have had in the past from you and we hope you again will be able to furnish top quality plants. We found bus transportation cheaper and much faster than express last year. Sincerely,

Stuart S. Shepard, Hartland, Vermont

ALBRITTON

The one with CLASS

ALBRITTON is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. Moving north, you do not get the high yields obtained in North Carolina.

ALBRITTON berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries are vivid red, turning to deeper red when fully ripe. They are glossy, uniform in shape with exceptional flavor and large size. We have a nice supply of some very beautiful ALBRITTON plants that will produce for you. Order soon.

We received our order for 2,000 Albritton and 1,000 Earlidawn on March 12th, just two days after they were shipped. They were fine plants and in splendid condition. You are so generous in your count — the bunches of 25 plants that I counted all had 2 or 3 extra plants. Everyone likes to get something for free!

C. M. Borum, High Point, North Carolina

ARMORE

Full of vigor — fine for home garden

The late bearing of ARMORE has made it a popular variety in the middle states. ARMORE has vigor and vitality and runner development is no problem with this variety. ARMORE berries are large in size, irregular in shape, light red and highly flavored. They are sub-acid, however, and this, along with lack of firmness, prevents them from being tops for freezing or preserving. ARMORE is still the one to grow for home garden or roadside stand for those growers in the middle states needing a highly productive late variety. See ARMORE berries on page 20.

Dear Sir: I would just like to say that I have had very good luck with your plants. Several years ago, I did not lose a single plant out of a 200 plant order. My father was planting your stock 30 years ago and recommended your company to everyone.

Mrs. Raymond S. Burkholder, Waynesboro, Pa.

"TIPS" ON PICKING

"Pick" rather than "pull" berries from the plants when the fruit is to be sold on the fresh market. Pinch the berry stem from the plant with the thumb and forefinger, leaving about one-half inch of stem still attached to the berry. Place the berries gently in the boxes to prevent bruising. Hold only two or three berries in the hand at one time to prevent squeezing them. Avoid "snapping" the berries from the plants, thus leaving stems and caps in the field. Such berries do not ship well and break down faster than those with stems. Note: Berries picked in the early morning when they are fairly cool, and kept in the shade will keep better than those picked during mid-day or those left in sun after picking.

TENNESSEE BEAUTY

Bright caps — firm — good shipper

Growers in the middle states just can't go wrong in setting TENNESSEE BEAUTY plants for their late berries. Plants of TENNESSEE BEAUTY are vigorous and thinning is sometimes necessary to conserve vitality for berry production. Good resistance to foliage diseases is inherent with the TENNESSEE BEAUTY variety.

Berries of TENNESSEE BEAUTY are delightful—lovely bright green caps topping medium to large, glossy red fruit. TENNESSEE BEAUTY berries are firm and ship well—and are extra good for freezing and preserving. You can grow TENNESSEE BEAUTY berries just like those on the back cover of this Book of Berries. Order now.

Gentlemen: The Tennessee Beauty plants you sent us last year are now the finest prospect for an excellent yield you ever saw — my mouth is watering now — and so are the mouths of my neighbors!

Jackson Davis, Danville, Kentucky

LET'S HAVE A JAM SESSION

TENNESSEE BEAUTY berries are excellent for preserving and we urge you to try this recipe for the best Strawberry Jam you have ever eaten:

3 cups firm strawberries

3 cups sugar

1. Rinse, hull, and drain berries on absorbent paper. Halve the very large berries. Put fruit into heavy pan.
2. Add 1 cup sugar, stirring gently, bring to boil. Boil 5 minutes, stirring constantly.
3. Repeat step No. 2—two more times, using remaining two cups sugar and boiling 5 minutes after each addition.
4. Turn into shallow pan. Cool, stirring occasionally, and skim. Cover loosely and allow to stand 24 hours.
5. The next day, ladle into hot sterilized jars and seal.

Yields three 8 ounce jars. Delicious!

Dear Sir: Two years ago, I bought strawberry plants from you for my little vegetable garden so my daughter could get to know about nature better. We had nice berries all summer long. The next spring I had so many new plants—but didn't have a place for 150 more. My daughter and I made a silly note to sell the plants and soon, a farmer came and bought all the extra berry plants—and I still had the original plants, so healthy. This is the first time I ever grew strawberry plants, too! I just want to say thank you for such nice plants and for the fun we have had with them.

Mrs. Donald H. Fagans, Plainfield, N. J.

JERSEYBELLE

Large size berries from vigorous plants

JERSEYBELLE is a great favorite as a late variety in New Jersey and neighboring areas. JERSEYBELLE plants are vigorous and produce runners well. JERSEYBELLE berries are of large average size, good color when picked at proper time, with pretty caps. The skin is somewhat tender and this prevents JERSEYBELLE from being a good distance shipping berry. JERSEYBELLE is not considered particularly good for freezing but berries are excellent for fresh market, pick-your-own, and table use. *See color picture, facing page.*

ROBINSON

Old faithful for size and production

ROBINSON is a late bearing variety best adapted to Northern locations. ROBINSON plants, while small, have the advantage of healthy foliage and can make a good plant bed under almost any conditions. ROBINSON has built-in tolerance to virus diseases. The berries are large (some say the very largest), light red in color and attractive, although not considered firm enough for distant shipment. We have noted that Midway is replacing ROBINSON in some areas but for the Northern grower interested mainly in size, ROBINSON is still the variety to consider. *See color picture, opposite page.*

ALLEN'S FRIENDS

Gentlemen: We have been purchasing your plants for 30 years and think they are the greatest. Thanks!
Henry Dance, Mt. Orab, Ohio

Dear Sir: So satisfied with the last order. The plants spread and propagated for 5 years and tho I don't really need to re-order, I might like a few new plants. You certainly handle excellent stock.

Mrs. Stephen L. Congdon, Pittsfield, Massachusetts

Dear Allen's: I don't order strawberry plants very often but whenever I do, it's from Allen's. I tried a regular type seed catalog for berries one year and was terribly disappointed. I hadn't realized until then what good berries I had been getting from your company.

William Dittman, Conduel, Wisconsin

Sirs: I ordered 500 plants from you about 5 years ago and found them to be the best berry plants that I have ever had. Please send me your 1969 Berry Book, along with prices as I find I need more plants this year and I would like to order from you in order to get the very best. Thank you,

J. L. Downey, Lowmoor, Virginia

JERSEYBELLE

ALLEN'S PLANTS *Standard of the Industry for 85 Years*

ROBINSON

VESPER

FLETCHER

FLETCHER

High flavor — good freezer

FLETCHER is "high, wide, and handsome" — plants of FLETCHER grow tall — with vigor. Plants are winter hardy and do best in the colder climates of our northern states.

FLETCHER produces heavy crops of flavorful berries. They are of good size, bright red, and firm enough for marketing. FLETCHER berries are a delight to eat — and fine for freezing. Our new FLETCHER picture on facing page gives you an idea of what to expect when you set FLETCHER this season. Order now to reserve your plants!

VERY LATE VARIETIES

VESPER

Large and lovely — ever so productive

VESPER is the offspring of Utah Shipper and Jerseybelle and like Jerseybelle, it is a very productive variety. VESPER plants are vigorous and make runners well. Berries are rich red and glossy, large in size, with lovely cap of green. VESPER ripens later than Jerseybelle and is an excellent variety to extend the season for Northern growers. VESPER is susceptible to verticillium wilt and leaf disease and care must be taken to guard against attack. We consider VESPER a fine variety for the Northern states but cannot recommend it for growing south of New Jersey since it tends to become too soft in the South.

Gentlemen: I would like to include a note of praise for your plants with my son's order. In 1966, we ordered 125 of five varieties of your plants. The ground was frozen when they arrived so we stored them in the refrigerator a month before setting them. We only lost 5 or 6 of the plants and had two good seasons of bearing — plenty to eat, freeze, preserve and even sold a few. My son is a freshman FFA student and is using these plants as his project. His teacher also recommends your plants. Thank you very much.

Mrs. Walter Hamlin, Independence, Kentucky

Please send me your 1969 Book of Berries. In the year of 1967 I ordered 5,000 plants from you, 1,000 each of Earlidawn, Midway, Armore, Sparkle, and Vesper, and in 1968, I sold over \$2,500.00 worth of berries. Plants and berries were just wonderful. — P.S. If you have already mailed me a Berry Book, just ignore this request.

Ray Stambaugh, Baltimore, Ohio

REDSTAR

Beautiful foliage, good berries

REDSTAR, thanks to its virus free heritage, produces healthy, beautiful foliage on vigorous plants. The lateness of the REDSTAR season makes ample moisture a major requirement—while lateness in blooming prevents late frost kills, thereby extending the season for you as a grower. REDSTAR berries are large, medium firm, tart but very good in flavor and quality, and bright red in color. REDSTAR is resistant to leaf spot and scorch and is tolerant to virus but is not resistant to red stele and we would not advise setting REDSTAR in your land if you have any reason to believe red stele may be present. For the home gardener in the North who wishes to extend his berry season, we say try REDSTAR. See the beautiful new color picture of REDSTAR on facing page.

Gentlemen: The plants I received last year — Redstar and Frontenac, have made 5 beautiful rows, big leaved; it looks like a heavy season ahead, thanks to your plants.

Harold C. Davis, Mishawaka, Indiana

Dear Sir: Please keep me on your mailing list. I don't throw the book in the wastebasket—I have some old ones around the house when you people sold the Temple plants. The best berries I have ever tasted! What takes place of them now? I'll talk your plants up and give your name to any interested people.

Walter Broadbent, North Dartmouth, Mass.

MARLATE

Late, Large and New

MARLATE is just what the middle states needed—a very late variety—and it was developed right here in Maryland by the good Doctors Haut and Scott at the Maryland Agricultural Experiment Station.

MARLATE plants are vigorous and produce runners freely.

Berries of MARLATE are round-conic in shape. They are smooth, bright, and ever so attractive. Flesh is firm and size holds large throughout the harvest season. MARLATE is one of the easy pickers since fruit stems snap so quickly and cleanly. Berries ripen several days later than Jerseybelle.

All in all, we think MARLATE is just what the doctor ordered for growers in the middle states who are looking for an extra good very late variety. Order now and be sure to have plants of MARLATE to set this season. See color picture of the new, good and late MARLATE on facing page.

Dear Sirs: The 18,000 plants that we received from your company arrived in fine shape. They sure are nice now. The College has been working with us and they say it is one of the nicest new patches they have seen, thanks to the nice plants, the right amount of rain, and our own care. Could you please send us your latest catalog for we are ready to order now.

Gene Lennard, Reading, Michigan

REDSTAR

MARLATE

OZARK BEAUTY

OUR BEST EVERBEARERS

SUPERFECTION

EVERBEARING VARIETIES

The important characteristic of everbearing varieties is their ability to initiate flower buds and produce fruit through the summer and fall. Those growers interested more in extended production than in large quantities of fruit will be delighted with results from the everbearer recommended for his location. We hope one of the following will be your choice this year:

OZARK BEAUTY

One of the best everbearing kind for runner production — although main crop, as with most varieties, is borne on the mother plant. Berries are sweet, good flavored, and fine crops for eating and freezing can be depended on from this better than average everbearer. See color picture, facing page.

SUPERFECTION (GEM)

Remains a favorite with growers for hardy plants and production of excellent quality fruit. Berries are light red, inclined to be irregular in size, and somewhat tart. They are only moderately firm but quite attractive in appearance — and for table use and local market you can't beat SUPERFECTION. SUPERFECTION is not drought resistant and when sufficient natural moisture is lacking, additional water is required for best production and adequate runner formation. See color picture, facing page.

COMMONSENSE METHODS FOR GROWING STRAWBERRIES

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1970 will bear their best crop in May or June of 1971. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as weather permits preparing the land. The plants are established while the soil is still cool and moist and a good stand becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March, and early April in the southern states; March and April in the middle states; April and May in the northern states.

LATE FALL PLANTING with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort of mulching through an extra winter and more work in controlling weeds and grasses. W. F. Allen Company wants to supply your plant needs but please remember that we do not have plants available for shipment in July, August, September, or October.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with ever-bearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants and for varieties which are not virus free.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. There are many variations of the hill system. One of the most practical is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.

2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.

3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.

4. Avoid sod land that may harbor grub worms which cut or injure your plants. Treatment makes the use of sod land much safer.

5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.

6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.

7. Most important of all—Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available, you can give the plants water when necessary.

LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all prepara-

tions for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning, especially in dry seasons. If used, apply poultry manure to field or garden in the fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure one to two bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture)

As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a

transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile garden soils none is needed. It is wise to have a soil test made and follow the recommendation of your local supplier or County Agent.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. The very best way to hold plants is in cold storage between 29 and 32° — never never put plants in a freezer where temperatures will go below 28°.

CULTIVATING, HOEING AND TRAINING. The purpose of cultivating and hoeing is to control weeds and keep the top soil loose so as to conserve soil moisture and enable the new runners to take root. Shallow cultivation and hoeing is best — not to exceed 2 inches.

1. Uncover the buds. Any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in doing this is often the greatest

single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

2. Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

3. Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crop of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is enough. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row $1\frac{1}{2}$ to $2\frac{1}{2}$ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. There is much work being done with weed killers at the various State Experiment Stations. We recommend that you write the Experiment Station in your state for their recommendations for your locality. In the right situation weed killers can be a tremen-

dous help but nobody should set an acreage of plants too large to care for if the weed killers do not do the job. We doubt if chemical weed control is practical or necessary on very small plots.

MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not mandatory. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table. Irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F. during bloom.

HOW TO ORDER

1. ADDRESS. Print your name, street address, Postoffice, State and Zip Code on the order blank.

2. SHIPPING DATE. Fill in date you would like plants shipped in space provided on order blank. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule. See Page 34.

3. VARIETIES. Decide the number of plants of each variety you want. List on the order blank, referring to Page 38 for prices.

4. TRANSPORTATION AND INSURANCE. Delivery charges are in addition to prices on Page 38. We will ship the best way for your location for an additional 15% of the cost of plants (20% west of the Mississippi). For this 15%, we pay all charges for packing your plants to keep them fresh, transportation to your city, insurance to guarantee delivery of plants, and Special Handling through the transportation system wherever possible.

5. AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

6. PAYMENT. Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100% free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

TRUE TO NAME

WE TAKE EVERY PRECAUTION TO HAVE ALL PLANTS TRUE TO NAME. WE WILL REPLACE THE PLANTS OR REFUND YOUR MONEY IF ANY PROVE OTHERWISE BUT WE WILL NOT BE RESPONSIBLE FOR ANY SUM GREATER THAN THE COST OF THE PLANTS ORDERED.

PRICE LIST FOR 1970 SEASON

(For shipment after November 15, 1969)

EARLY VARIETIES

	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	\$2.55	\$3.75	\$4.85	\$5.75	\$ 8.05	\$ 9.85	\$11.25	\$16.75	\$25.00	\$125.00
Earlibelle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Earlidawn	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Fairfax	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Florida 90	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Midland	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Premier	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Redcoat	3.10	4.65	5.80	7.00	9.50	11.75	13.55	20.15	31.00	152.50
Redglow	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Senator Dunlap	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sunrise	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Suwannee	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00

MIDSEASON VARIETIES

Catskill	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Empire	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00
Guardian	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Midway	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Pocahontas	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Raritan	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Redchief	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Surecrop	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50

LATE VARIETIES

Albritton	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Armore	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Fletcher	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Jerseybelle	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Robinson	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sparkle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Tenn. Beauty ..	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50

VERY LATE VARIETIES

Marlate	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40	37.50	
Redstar	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Vesper	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50

EVERBEARING VARIETIES

Gem (Superfection) ..	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Ozark Beauty ..	4.20	6.20	7.70	9.20	12.70	15.75	18.25	27.50	42.00	207.50

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

The prices on this page do not cover transportation costs from Salisbury, Maryland to your home. See Page 37.

If 10,000 or more plants of one variety are desired, please write us for quotation.

PLANTS FOR THIS SEASON ARE NOT SUFFICIENTLY MATURE OR DORMANT TO DIG UNTIL NOVEMBER 15TH.

FAMILY GARDEN COLLECTIONS

NEWEST VARIETY COLLECTIONS

Sunrise . . . Very early, disease resistant, bright red and firm
Guardian . . . New late midseason; good resistance, fine berries
Raritan . . . Early midseason; large, attractive berries
Redchief . . . Vigorous plants, red stele resistant, large berries.

Collection E	100 plants, 25 each of the 4 kinds	\$11.85
Collection F	200 plants, 50 each of the 4 kinds	19.00
Collection G	400 plants, 100 each of the 4 kinds	30.30
Collection H	1000 plants, 250 each of the 4 kinds	59.45

We pay transportation

GENERAL GARDEN COLLECTION

Earlidawn . . Earliest of all, frost resistant
Catskill . . . Hardy and productive; the "King" of varieties
Surecrop . . . Disease resistant, vigorous, heavy yielder
Sparkle . . . Late and productive, good freezer.

Collection A	100 plants, 25 each of the 4 kinds	\$ 9.50
Collection B	200 plants, 50 each of the 4 kinds	15.35
Collection C	400 plants, 100 each of the 4 kinds	24.50
Collection D	1000 plants, 250 each of the 4 kinds	50.25

We pay transportation

**You get the best and
it costs you LESS!**

W.F. ALLEN CO.

SALISBURY MARYLAND 21801
TELEPHONE (301) 742-7123