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For That Victory Garden

Everbearing Strawberries

Plants set April 1 have produced $1,000 worth of fruit per acre before the first snow flies in November. Most bountiful and desirable of all garden products.

C. N. Flansburgh & Son
Jackson - Michigan

CHOICE STRAWBERRIES
HIGH GRADE PLANTS
Once More We Hand it to the

—EVERBEARERS—

After such a season as the last, with the greatest drought on record, at least for the thirty years I have been growing strawberries—the nearest to a failure—but after all the surest stand-by that we could have grown—with all due credit to the June varieties, once more we hand it to the Everbearers—the money-makers here at Round Lake Fruit Farm.

THE BERRIES SAVE THE DAY

There was a lack of rains from the beginning to fill the swamps as usual. Later on the huckleberries dried up on the bushes. Possums were about one-fourth a crop. Our nye—about nine acres—badly winterkilled, fifteen bushels per acre. Corn—ten acres—about thirty bushels per acre. The beans we grew to help out "over there"—about two bushels per acre and so on all around. But what's the use? We are farmers in a way, but our business is Strawberries—growing other crops between for the rotation and the berries saved the day. The rains came in the fall and saved the plants, well rooted, clean and healthy. We have the marsh hay ready for mulching when it freezes hard; moss gathered for the packing in the spring and wood to burn if Uncle Sam wants coal. With another big buzz pile of wood out there to keep the home fires burning through the winter, we should worry—tomorrow is another day.

How About Hill Culture—just a Hint

We made a drive last spring to get our plants out early and all "out that best setting of all per plants" has left us only odds and ends of rows and fewer still of the Everbearers for the regular June fruiting which was in full swing when there came four or five days of extremely hot, dry winds that finished things complete—so far as the June fruiting was concerned—but not entirely complete for there were mother plants and others, here and there, that had been left to fruit or overlooked in my manic, that ripened up fine berries after that, showing the after-effect of something like a late spring cultivation, comparable to a sort of rough hill culture as you might say—where we dug the plants. The Everbearers, as always, were the first to ripen in the spring and these were well along—what few there were—and ripened every berry to the last.

Note—It is to be remembered that the Everbearers produce a full crop all at once, in June, like ordinary sorts, after which, it is our way to plow them under with the June varieties, depending on a new setting out of all varieties each spring and for the fruit, whatever is produced in June—but mainly from the Everbearers fruiting August 1 to cold weather, sometimes to Thanksgiving.

We kept the new set Everbearers disbudded until well rooted, making runners freely, about July 15, to begin their fruiting, Aug. 1, but after several pickings and still no rains to more than lay the dust, we stripped the plants on the all the higher ground of blossoms and fruit, allowing them to bear only in the lower spots and where there was more moisture, for no variety—short of irrigating—could be expected to keep on making plants, much less producing fruit in such a drouth as these were doing and we had planned for twice as many Everbearing plants for our trade next spring.

It is characteristic with the Everbearers that some plants go almost entirely to fruit instead of plants—and if there is a drouth, this percentage is increased and the fruiting more and more persistent—by nature, as a class, they are best, the ideal varieties for hill culture.

By chance, or rather by our plan of growing clover and other crops in rotation with our berries, it happened that about one-third of our Everbearers had been set on lower ground that always had been safe from drouth and here the fruit was extra, ordinary large and fine throughout, with plants galore. So that for the whole setting out, we figure about half as many plants as we should have had with an ordinary season.

We are grown certain of the Everbearer, at the rate of $1,000 worth of fruit per acre, within six to seven months from the setting out on ordinary upland, without manure or fertilizer—but not this time, unless in spots as mentioned. Other certain sorts are less productive in the fall—some of which we have discarded—but there is not an Everbearer that we know, including twenty-five or more varieties here on trial, but will equal or outyield the average June variety at the regular June fruiting, regardless of the quantity of fruit produced the summer and fall before. We sold last fall, at 28 and 30 cents per quart, wholesale, but could have sold more if we had asked it, since there was little other home grown fruit in market for a long time.

We still grow Dunlap and certain other best June sorts, but we are cutting out the less desirable more and more each year as we are finding out the greater possibilities of the Everbearers, the hardiest, most productive, most dependable and most valuable of all varieties, and growing better every year.

C. N. F.

OUR GUARANTEE, TERMS, ETC.

Our plants are fresh dug at time of shipment, from new beds, carefully trimmed, re-sorted to best grade only, and tied in bunches. Good count and true name, and are put up with finest moss in packages, if to go by mail, or in market baskets lined with moss and oiled paper or light, ventilated crates, to carry safely by express at lowest rates.

We guarantee our plants to reach their destination in good condition by express or mail to all parts of the U. S., with the understanding that we shall not be held liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed en route, plants missing, or any error we have made, please notify us at once.

All orders promptly acknowledged and notice sent when plants are shipped, except where forwarded at once by return mail. Our Certificate of Inspection is attached to every shipment.

Canadian shipments must go by express, as plants from the United States are excluded from the mails by the Canadian authorities.

We begin our shipment south as soon as we can dig in spring, usually about April 1, sometimes in March, and push the work as fast as possible with a view to send out every order just when it is wanted. We like to have our customers say when, when ordering, or say, ship when notified, and then let us know a few days in advance. When orders are to "ship at proper season," we know what it means and plan accordingly. We do not substitute without permission.

Terms: Cash with order, but orders will be booked to hold plants if part payment is enclosed, the balance to be sent before shipment. Remittances may be sent by postoffice or express money order, bank draft or check, or small sums in one or two cent stamps. A check is often more convenient for our customers and by courtesy of our bankers is equally acceptable with us.

THE EVERBEARERS

Mark out in 3-foot rows. For plants 18 inches in the row, it takes 9,690 plants per acre. Keep plants disbudded until well established, growing good—about July 10—then let fruit at will throughout the summer and fall. Hill culture consists in keeping off all runners, admitting of more thorough cultivation—a stronger root growth, multiple crowns, etc.
**AMERICUS**

(Per.) (Everbearing)

One of the best known and most prominent of the new everbearers, was introduced by Pan-American and Louis Gauthier, from the same batch of seedlings as No. 1 Francis, foliage a little larger, a shade lighter in color. A good heavy root system; a better plant maker. Americus is strongly staminate, the petals are strong, healthy. Fruit firm, medium to large in size, light red, heart shape of fine texture, quality extra good; fruit stems stout, holding large berries high from ground. Unrepeatedly disbudded, it will bear constantly from June to November. A fairly free plant maker and young runner plants begin to bear as soon as they begin to root. (From our 1913 catalog.)

We were sold out of this again last spring as also others of the everbearers. In fact, if we could have supplied one-half as many plants of the leading sorts—in a wholesale way—to nurserymen (who applied to us already), we should not have them now to offer in our catalog. Americus is all and more than has been claimed.

The above is from our 1916 catalog. Americus is leader of the everbearers in the order of its introduction, and still is leading alongside of Progressive and growing better every year. It is a reliable fall cropper, some say the largest and the finest. We had a few plants left to fruit among the June varieties last season at the regular June fruiting. They not only produced abundantly as any of the June varieties, as all the everbearers do in June, but they were among the largest and the finest on our grounds, and first with our picks who delighted to get after them. What shall we say for an everbearer that will yield a greater profit in fruit before the first snow flies (six months from the setting out) than a June variety will do in June (fifteen months from the setting out) and then buck up and equal or exceed the June variety at its own game? (From our 1917 catalog.)

We have copied all of the above from former catalogs to show the growing popularity of this variety. Last spring, we were sold out again as usual, but before that we made an early drive to get out more of them ourselves. In spite of дrouth, we have more than twice as many for our customers this time and the plants are fine.

**PROGRESSIVE**

(Per.) (Everbearing)

Originated in 1908 by Harlow Rockhill of Iowa, the originator of Americus, Francis, Iowa and others. Parentage Pan-American and Dunlap—the only plant seed saved out of 4,000 seedlings.

Progressive is the most vigorous and thrifty grower of any of the everbearers that we list. With tall, luxuriant foliage to protect the bloom and fruit from the hot sun and frosts. Practically every blossom makes a berry and every berry makes a perfect fruit. Medium in size, dark red, fine quality and produced in great abundance on the spring set plants and runner plants throughout the summer and fall—the first of all varieties, whether June or everbearer, upon which we can depend on the year-old plants in the spring.

We realize it would be an error for us to underrate or overstate a single feature of this most important variety offered to our customers in 1913 at $75.00 per dozen or selling to our competitors as well, in large amounts. It is not the largest of the everbearers, averaging in size about like Dunlap. We call it the Dunlap of the everbearers, reminding us of that grand variety in many ways—both plants and fruit. Like Dunlap—most famous of all June varieties—so will Progressive, with its Dunlap-blood, transmitting all its virtues, and others in addition, long reign—a standard for the everbearers.

**SUPERB**

(Per.) (Everbearing)

A seedling of Autumn crossed with Cooper. A healthy grower and makes runners freely. Our plants were from Mr. Cooper (the originator,) who considers this the best of the everbearers. Superb certainly is a valuable variety. Our customers who grow it in hills for fruit alone, report high prices and great profits in the fall. As grown by us in manner rows for plants and fruits, it is more moderately productive in summer and fall than the Rockhill varieties—Americus, Francis and Progressive—but the fruit is always extraordinary large and handsome and pays us well if only six months from setting out—more than this, it produces enormously the next June on year old plants, ranking with the largest and most productive June fruiting sorts. As showing what we think of this variety, we are giving it more space than any of our June varieties, but the demand for plants is always more than our supply. We were sold out of it again last spring, and could have sold every plant we had of it last fall to bigger business if we would.

Above is from our 1916 catalog. Superb has become a great commercial variety. While not as firm and such rich flavor as Americus or Progressive, it is a moneymaker of the highest order.

**FRANCIS**

(Per.) (Everbearing)

One of the finest. Fruit large, handsome and attractive. An exhibition berry. A most persistent fruiter. The spring set plants bear so heavily that, as a rule, they make but few new plants, which also bear fine fruit, often before well rooted in the soil, so that unless repeatedly disbudded it makes few plants and mostly rather small.

**FRANCIS EVERBEARING STRAWBERRIES**

Francis is a wonder anywhere, but for the specialist it is a prize. Who that knows it has not had visions of a solid acre for the city market? We sold the plants last year at $25.00 per 1,000; elsewhere they were $7.50 per 1,000. We were sold out as usual. The demand has never been supplied. We have already booked a large quantity and can only offer it this year in small amounts. Try a few plants on strong, sandy soil.

Above is from our 1916 catalog. Every year, without exception, we have dug up every plant to sell or set. Last spring we managed to double our resetting and would have doubled that if we had had the plants.

**PEERLESS**

(Per.) (Everbearing)

New. Our plants were received last spring from Samuel Cooper, the originator, who said that he regarded Superb the best of his origination until he developed the “Peerless,” which for four years had proved to be more productive, of larger and better quality of berries than the Superb. That he was confident when enough plants can be grown that it would be the leader as a fall bearer, and also for the main crop in the spring.

We paid Mr. Cooper $10.00 per dozen for the Pan-American many years ago, and more recently $5.00 per dozen for the Superb, and now $5.00 per dozen for the Peerless. The plants have made a strong, vigorous growth in spite of the drought, and the variety promises to prove all claims. We will wait and see.

Above is from our 1917 catalog. Many are inquiring about this new variety. To all we say that we are now regarding “Peerless” as fully equal to “Superb” in all ways, superior in quality and more productive in the fall.
Everbearing Strawberries

PLANTS BY MAIL POSTPAID

SPECIAL OFFER

Our own selection from each of the three best known varieties—Americus, Progressive and Superb—including a few plants of Francis or Peerless, while all varieties are in supply. If sold out of one or more of any of the above, we will send the other. Don't delay.

100 Plants, $1.75  200 Plants, $3.40  300 Plants, $5.00

C. N. Flansburgh & Son, Jackson, Mich.

Dear Sirs:

I received your catalog. Enclosed find check for 400 everbearing strawberry plants by mail. I have tried to get them of our southern growers, but they bungle their business so that I have no plants yet.

R. E. ALLEN

Franklin, Tenn., 4-13-18

C. N. Flansburgh & Son

My brother in Wisconsin has just sent me your catalog. Enclosed find check for 400 everbearing strawberry plants by mail. I have tried to get them of our southern growers, but they bungle their business so that I have no plants yet.

R. E. ALLEN

Montour, Iowa, 2-18-18

C. N. Flansburgh & Son

Gentlemen:

I received your catalog. Please book me for 2,000 Dr. Burrell and 1,000 everbearing. I will remit and instruct later. I guess this will be all right with you as I used to buy plants of you several years ago when it was Flansburgh & Peterson. I have just bought a farm in Tama County and expect to go into the berry business again. I have been buying plants for over eighteen years and always at the best results from your plants. Your plants were always good, healthy plants and no dead runners or trash but all ready to set out when I got them.

C. C. JUDGE

Lexington, Mass., 5-10-18

Flansburgh & Son

Dear Sirs:

Plants arrived O. K. It has been dry and windy ever since, but so far, not a single plant has gone under.

C. H. LATHROP

Minneapolis, Minn., 2-27-18

R. A. KOEPKE

Quinebaug, Conn., 6-6-18

Flansburgh & Son

Dear Sirs:

I received the plants O. K. and all are doing fine. I got a few from the……, people but yours had them best by miles—in fact they were the finest plants I ever saw and my neighbors say so too.

THOS. LYNCH

Later

4-22-18

The 400 everbearing plants came in good shape and are doing nicely. We thank you for your promptness. For the enclosed $10.00, please send us two dozen St. Regis, and the balance in more strawberry plants, as many as you can and oblige.

R. E. ALLEN

Later

Aug. 19-18

My! But these Progressives are the finest I have ever grown. The plants, Mr. Flansburgh, are just loaded with fruit and blossoms, but better still, wait until I install my irrigating system and I will show some of the berry growers here how to grow large fine fruit. How is the "Peerless" with you this season? Enclosed find $2.60 for the postage on those I afterward instructed you to send by mail. Accept my thanks for the manner in which you do business—honest and upright, with desire to please. I will be writing you again next year for more plants.

THOS. LYNCH

Later

Wanseon, Ohio, 4-20-18

Flansburgh & Son

Gentlemen:

I wrote you a card yesterday to hurry up my order and it seemed to have a good effect for they arrived this morning. All are set out and looking fine.

JOHN C. RORICK

West Salem, Ohio, Oct. 9-1918

C. N. Flansburgh & Son

Dear Sirs:

The everbearing plants I got of you last spring have been fruiting fine since July 10, and are loaded with fine berries now. Everyone admires them. The ground was rich and they have made almost a solid mat of plants.

MRS. A. J. RUSE
Plymouth, N. H., 3-26-18
C. N. Flansburgh & Son
Dear Sirs:
For check enclosed, ($5.00) please send me
Francis plants by parcel post at proper time.
We are under snow yet up here. Francis is
the berry for us, decidedly. It may not
make plants like Progressive, but I'd rather
send to you to recover stock. The berries
were superfine. I want berries this summer
up to the limit.
Cordially,
N. SAWYER
Clark, Mo., 5-6-18
Flansburgh & Son
Gentlemen:
Enclosed find check for more of your Pro-
gressive. The others are doing fine.
A. F. CARR
Verdale, Minn., 4-22-18
C. N. Flansburgh & Son
Gentlemen:
I received the everbearing plants and they
sure were fine, so I am sending for more of
the same kind and balance in St. Regis ever-
bearing raspberry plants.
J. E. ROSE
Seneca, Mich., 5-21-18
C. N. Flansburgh & Son
Dear Sirs:
Enclosed find order and remittance. I wish
to state that the 600 plants I ordered of you
earlier in the season are the finest lot of
plants I ever had. If out of stock in my list
please substitute your best judgment and
oblige.
V. V. BURCH
Battle Creek, Mich., 4-19-18
Flansburgh & Son
Gentlemen:
The strawberry plants came in good shape.
See order for blackberries, raspberries, etc.
MRS. BECKMAN
Elk Mound, Wis., 4-10-18
Flansburgh & Son
Dear Sirs:
Plants received in good condition. They
were fine. Would like some more. See order
and remittance.
MRS. LARS ISAKSON
Brownings, Mo., 3-7-18
Flansburgh & Son
Gentlemen:
See order and remittance. The plants I
got of you last spring did fine. Please send
your catalog to ........................................ etc.
H. CLAY JONES
Stockbridge, Mich., 2-27-18
Flansburgh & Son
Dear Sirs:
Enclosed find $2.50 and order. The plants
bought of you last spring were fine
MRS. PHIL CAVENDER
Byron, Mich., 4-10-18
Flansburgh & Son
Gentlemen:
Received the strawberry plants in first-class
condition. Enclosed find order for St. Regis
raspberry plants.
D. J. CORWIN
Harwood, Mo., 3-26-18
Flansburgh & Son
Gentlemen:
Enclosed find order, etc. The plants last
year were received in fine shape.
F. L. GOSS
Plainwell, Mich., May 9-18
Flansburgh & Son
Dear Sirs:
The everbearing strawberry and St. Regis
raspberry plants we got of you last spring
are just fine. Have you blackberry plants?
MRS. ELMER MCLEAN
Deerfield Mich., 4-22-18
Flansburgh & Son
Gentlemen:
Enclosed find check for more plants. Those
you sent arrived in first-class condition and
good big count.
MRS. J. R. TOBEY
Highland Park, Mich., Oct. 25-18
C. N. Flansburgh & Son
Gentlemen:
Last fall I got some everbearing plants of
you with excellent results. They began
to blossom in June and have been at it almost
constantly, and now have ripe berries—green
and red blossoms and the vines have made
a splendid growth. Now I want to try
another climate, the Everglades of Florida,
where I believe three will bear the year
around. Please send too plants to the ad-
dress enclosed.
B. F. WOODWORTH
Orlando, Florida, 4-7-18
Flansburgh & Son
Dear Sirs:
I got the plants O. K. and they are doing
fine so far. Will want some more next
spring.
M. W. MCDAVID
Battle Creek, 4-11-18
Flansburgh & Son
Gentlemen:
The plants came Saturday on time and all
O. K. I certainly appreciate your prompt-
ness and fine plants.
C. E. SIPLE
Dayton, O., 5-11-18
C. N. Flansburgh & Son
Dear Sirs:
Plants came through in fine shape. It is
indeed a pleasure to receive such fine plants
and in such good order. They look as
though just dug. Enclosed is another order
for 500 altogether. I know it is late but we
have just had three days' rain and the year
plants are so fine, I hope you can send them
at once—by parcel post as usual.
CHAS. TIPPY
College Point, N. Y. 4-15-18
C. N. Flansburgh & Son
Gentlemen:
Received strawberry plants in good condi-
tion and am much pleased with them.
MRS. C. WELTECK
Chillicothe, Mich., 4-30-18
C. N. Flansburgh & Son
Dear Sirs:
The plants we ordered of you reached us
in fine shape. Thanks for promptness.
MR. EARL COBBURN
Norwalk, Conn., July 21-18
C. N. Flansburgh & Son
Gentlemen:
The everbearing strawberry plants bought
of you last season gave us delicious fruit all
summer and made a good crop last June
same as regular berries. I shall want more
plants next spring.
W. W. TUCKER
THE JUNE VARIETIES

We are now growing Dunlap, Dr. Burrell, K's Premier and K's Prize more extensively for our trade and for our own fruiting than all others of the June varieties. The "Dunlap" (Senator Dun- lnap) is the best known, early and mid-season variety. "Dr. Bur- rrell" is very similar to "Dunlap"—as good, if not better. "K's Premier" is our best first early among June varieties—a good grower and early—while the fruit is large and fine—as productive as Haverland or any others of the old standbys and with "K's Prize" for late it would be hard to pick a better big four combina- tion for the market among well tried varieties. With us, the early sorts pay best. Aside from the Progressive—earliest of all at the regular June fruiting—followed by the other everbearers, comes K's Prize, Dunlap, Dr. Burrell, Warfield, Haverland, Joe John- son, Paul Jones, Uncle Jim, K's Prize, etc. Many varieties are being tried out here as usual—but more and more we are deter- mined that, whether June or everbearing, they must be something more than pretty good to win and hold a place in our selected list.

PRICE LIST

Six plants of one variety at dozen rates; 50 plants of one vari- ety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect. (I) for imperfect blossoms.

The everbearers are in blackface type.

<table>
<thead>
<tr>
<th>Variety</th>
<th>By Mail Postpaid</th>
<th>By Express Postpaid</th>
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<tbody>
<tr>
<td>Americus</td>
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<td>Black Beauty (I)</td>
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<td>Early Jersey Giant (P)</td>
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<td>Francis (I)</td>
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<tr>
<td>Warfield (I)</td>
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OTHER SMALL FRUITS

ST. REGIS EVERBEARING RED RASPBERRY

Plants by mail Postpaid 40 cents per dozen; $2.50 per 100

A KING RED RASPBERRY [Early King]

Plants by mail Postpaid 40 cents per dozen; $2.50 per 100

FRUM FARMER (Black) RASPBERRY

Plants by mail Postpaid 50 cents per dozen; $2.50 per 100
If by express deduct 10 cents per dozen and 50 cents per 100

BLOWER'S BLACKBERRY

Plants by mail Postpaid 50 cents per dozen; $3.00 per 100
If by express deduct 10 cents per dozen and 75 cents per 100

WE DO NOT SUBSTITUTE WITHOUT PERMISSION

but if you order late and are waiting for the plants, such permis- sion may avoid delay, since we are liable to be sold out of some- thing in your order. We are here to please and satisfy and not to disappoint you by returning orders if it can be helped, but more than all to do business on the level, and we never take this liberty without permission.

A LAST WORD ABOUT THE EVERBEARERS

Sporious varieties have been sent out by the unscrupulous. Be sure you get the genuine and you will not regret it. If we have a single customer who would be without them for ten times what they paid us for the plants, we do not know of it.

We never have and never will leave a single customer dissatis- fied with us if we can help it.

C. N. FLANSBURGH & SON

Jacksonville, Florida, 5-18-18

Gentlemen:
Enclosed find $5.00 and order for more of those everbearing plants by parcel post, at once. All the plants you sent are well rooted—all growing—every one—thanks to you for such fine plants and careful packing.

BYRON G. CHAPLIN

Mason, Mich., 5-9-18

C. N. Flansburgh & Son
Gentlemen:
Enclosed P. O. order, $5.00 as per your price list. The plants are fine.

C. L. BASHFORD

Wrenshall, Minn., 5-8-18

C. N. Flansburgh & Son
Gentlemen:
If ever I need plants in future, no matter where I am, I will surely get them of you as your plants are certainly the finest that I know.

A. H. MELLOH

Retsil, Wash., 3-5-18

C. N. Flansburgh & Son
Dear Sirs:
Enclosed find order and remittance. I got some plants of you several years ago. They were the best roots of any I ever had, better than any other I have ever saw. I saw your advertisement in the P. G. A. L. G. J. W. SCHAEPFER

Nov. 27-18

Whittaker, Mich., 3-18-18

C. N. Flansburgh & Son
Dear Sirs:
I am sending you another order for more everbearers. From those I got of you last spring, I picked the blossoms off till about July 1, then let them bear. They were all you claim them to be. We had our last crop of strawberries the last of November and they were fine.

O. E. VEDDER

Munith, Mich., 5-12-18

C. N. Flansburgh & Son
Dear Sirs:
I received the strawberry plants all O. K. They are all looking fine.

FRANK HOLLAND

Pinekey, Mich., 5-19-18

C. N. Flansburgh & Son
 Gentlemen:
Plants to hand. O. K.

BURT L. C. NASH

Certificate of Nursery Inspection No. 1912

This is to certify that I have examined the nursery stock of C. N. Flansburgh & Son, Jackson, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1919.

L. R. TAFT,
State Inspector of Nurseries and Orchards

C. N. Flansburgh & Son

To let you know we received the plants the 26th all O. K. They were fine.

W. W. SPECHER

West Unity, O., 4-23-18

Flansburgh & Son
Dear Sirs:
The everbearing plants we got of you last spring were great and we want some more this spring. Please send 50's and oblige. J. T. LAWRENCE

Fleetwood, N. C., 3-8-18

C. N. Flansburgh & Son

To: A. N. 1.

J. W. SCHAEPFER

Whittaker, Mich., 3-18-18

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Plants to hand. O. K.

BURT L. C. NASH
Home of the Everbearers

Plants by Mail
Our Specialty

Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Mich., one mile south of Michigan Center.

Yours for Life Worth Living in Country or in Town