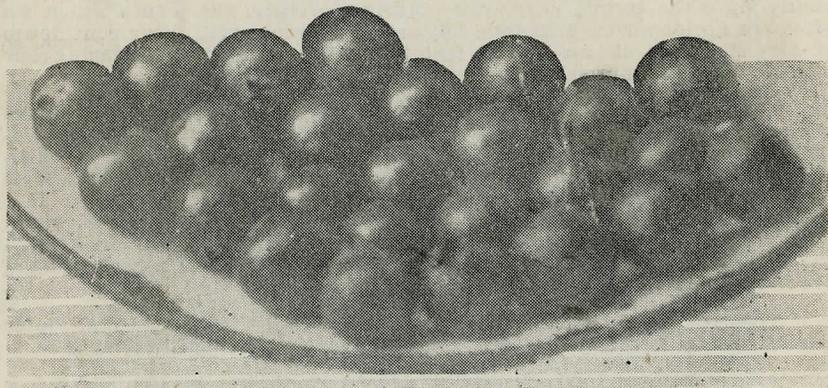


## Plant Orchard Tree Blueberries on Old or New Ground for Quick, Sure Profits



FRUIT OF THE SOUTHERN ORCHARD TREE BLUEBERRY

### A PROFITABLE INVESTMENT

We are co-operating in the development of several blueberry farms of various acreages in the state. These we regard as very attractive investments, which we particularly recommend to those who cannot spend the time to develop their own fruit farms, or who desire them to be developed by properly experienced and responsible parties. If interested for yourself or friends, write for further particulars.



## THE SOUTHERN BLUEBERRY CO.

Plant and Soil Specialists

TAMPA, FLORIDA



**T**HE Orchard tree blueberry is the greatest sensation of this generation. We originally introduced the Orchard Tree Blueberry as a proven domesticated fruit of the highest merit, after upwards of a generation of careful research and practical experience had been spent in their cultivation and improvement. We now grow more Orchard tree blueberries and other blueberries and huckleberries in our nurseries than all other parties combined.

Practically everybody in all parts of the country, and particularly in the South, is familiar with blueberry and huckleberry pie. To mention it is to want it. Most people are well acquainted with the low bush varieties, which are found nearly everywhere. The tree blueberry is not so well known. A number of people in various parts of the United States have been endeavoring for many years to develop blueberries and huckleberries



## ORCHARD - TREE - BLUEBERRIES

for successful commercial plantings in orchards. We have the first successfully developed Orchard tree blueberries, a fact which has been fully demonstrated in acreages in several orchards, ranging in ages from five to twenty years and which have been yielding bountifully, regularly, annually since the second year after planting. Hence, the plants which we offer are no longer experiments, but are of proven merit. Our confidence in blueberries is shown in the fact that we are rapidly increasing our plantings for commercial purposes.

The cost of establishing markets for blueberries is eliminated, as the demand for this fruit and for huckleberries everywhere is almost unlimited. It is a fruit which everybody likes and it is unnecessary to cultivate a taste for it. The first Orchard tree blueberries on the Chicago fruit market during the past season retailed at a dollar a quart and in July and August the retail prices for blueberries in the middle west, of which Chicago is the commercial center, were 50 to 60 cents a quart. In Florida the retail price of Orchard blueberries during the past season ranged around 40 cents a quart as long as they lasted.

The tree blueberry is easy to grow when properly started and yields bountifully with very little care, responding very quickly to good care.

A generation of experience has taught us that it is practically free from diseases and attacks of insects and the necessity of spraying is practically eliminated. This is a wonderful saving, because thousands of dollars are expended annually for spraying many other fruits.

Much time and money are expended for the protection of many fruits from frosts, often to no avail. Many times in the past few years the losses from frosts have amounted to thousands of dollars. Neither the plants nor the fruit of blueberries have ever been adversely affected or destroyed by freezes or cold weather. Last season there were late frosts over the Gulf states, but the tree blueberry fruit yield the same year was the largest ever.

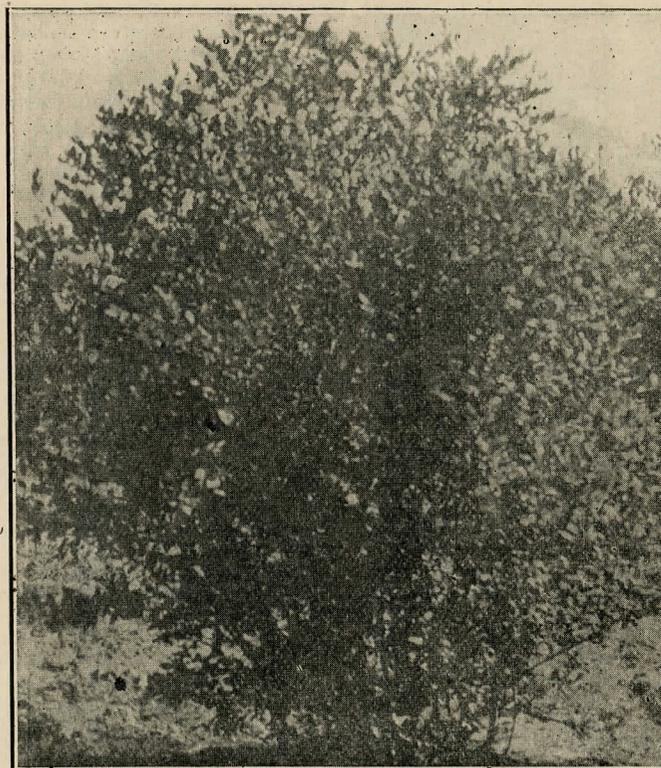
The Orchard tree blueberry does not require pruning, but yields bountifully year after year without pruning, new growth each season continually adding to the fruitage area year after year, when other plants have reached their bearing limit.

While we have over 30 varieties, we are offering for commercial or home planting only those mentioned herein, particularly recommending the domestic Orchard tree blueberry, which is a bountiful yielder of the most luscious fruit, the berries being from a third to more than half an inch in diameter, when the trees are properly cared for, beginning to fruit the first year after planting.

Many of our customers have increased their planting, some sending in several orders during the season. Large and successful fruit growers all over the South, recognizing that the merits of the domestic tree blueberry have been thoroughly demonstrated by many years of successful cultivation in domestic orchards, yielding substantial financial returns yearly, are planting many orchards and the indications are that the acreage planted to our domestic Orchard tree blueberries during the season will far exceed all former seasons' plantings combined. The blueberry market has been steady year after year, the fruit always bringing substantial prices. Although other fruits brought lower prices generally over the country during the past season, the tree blueberries maintained their usual high standard of prices and the demand was greater than ever, the prices being correspondingly higher. Moreover, it will be years before the supply can anywhere near come up to the demand for the fruit. The moral is: Plant Orchard tree blueberries and be sure of success in the fruit line.

A number of years ago astonishment was expressed because of the reported large yield of tree blueberries of the South. A blueberry tree out of a domestic orchard, some trees of which were above fifteen years

## ORCHARD - TREE - BLUEBERRIES



Domestic Southern Orchard Tree Blueberries after a Generation of Experience

old, was set aside and a representative of the United States Department of Agriculture was present when fruit was plucked. That one day's picking from a single blueberry tree netted twenty quarts. The same season a record of 32 quarts from a single tree for the year was established. The season record for a single domestic blueberry tree during the past year was over 40 quarts. One ten-year-old domestic orchard which did not receive extraordinary care averaged better than 15 quarts per tree, while another orchard fifteen years old averaged more than 25 quarts per tree. It is apparent that no limit has yet been reached for the yield of the domestic tree blueberry and even more prolific yields may be expected in the future.

Because many of the varieties of blueberry and huckleberry plants were originally found in or near low, swampy places, it was formerly thought that swamp land was necessary for their proper propagation. This has been abundantly disproven by years of experience. Several groves of our Orchard domestic tree blueberries are growing and yielding the most substantial results on high rolling land, which had formerly been used for years in raising ordinary farm crops. While our Orchard tree blueberries do well on old cultivated soil, they do still better and will produce highly paying groves more quickly on new, unsweetened land. When planted on old land we recommend that they be fertilized when planted with a quantity of sour muck or well decayed leaf mould, easily

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CLUSTER TREE BLUEBERRY

obtainable in all parts of the South. This should be put close about the roots of the plants. This is not essential where the soil is rich and well supplied with humus. The plants respond very quickly to the proper application thereafter of ordinary commercial fertilizer several times during the growing season. All fertilizers strong in nitrogen are good for the growth of the domestic tree blueberries, such as poultry fertilizer, stable manures, bone meal, bone and blood, fish fertilizer, guanos and organic fertilizers. The trees should be planted from 8 to 15 inches deep.

There are so many good and superior points in the growing of Orchard tree blueberries for commercial mar-

ket purposes that it is hard to tell them all. One of the best points is that they yield enormous crops annually. The information given here is from personal, practical experience and is not guess-work.

The picking of the domestic berries is quickly accomplished, as they bear so heavily that they can be literally scooped from the plants. The long ripening period makes picking comparatively easy.

They are not nearly as heavy feeders when developing as many other fruits and ordinary vegetables can be raised in the orchard, which will several times pay the expense of planting and caring for the blueberry grove.

Bear in mind that this fruit ripens at a time of the year when other fruits are rather scarce, usually ripening in this part of Florida in May, June and July, and in other states of the South in June, July and August, while the ripening period of blueberries further north is correspondingly later, thus giving our Orchard domestic blueberries the advantage of a much longer market. Besides, the large size of the berries and their delicious flavor gives them the first place in the markets everywhere.

The test of a fruit is in the eating. The writer resided for years in various parts of the North and is familiar with the taste of the delicious blueberries of Minnesota, Wisconsin, Michigan, Indiana and Illinois. He had an opportunity of eating some from each of the states mentioned during the past season. On one occasion he purchased a quart of some of the finest appearing high bush blueberries of the North with the object of seeing how long he could eat them before his taste dulled. Less than a pint proved sufficient. The same party has frequently tried out the Orchard domestic tree blueberry of the South, from June to August, inclusive, and could easily eat a quart of these fine, delicious berries without sugar or cream at one sitting. There is no denying the splendid flavor of the blueberry of the North. But, the test of a fruit is in the eating.

The varieties we are offering for sale at present grow and yield well in all the Southern and Central States, as far north as the Ohio river.

Among our many varieties of blueberries and huckleberries is the Early Orchard tree blueberry, which is usually several weeks earlier in fruiting than the Orchard tree blueberry, yielding, however, a smaller berry, but of a fine quality, ripening early in May and sometimes the latter part of April.

The Southern Special huckleberry, growing from three to five feet high, is the best huckleberry grown in the South, very bushy and extra prolific, fine flavored, good-sized berries, not seedy. This huckleberry is particularly recommended for commercial planting and does well on high, sandy soils, as well as on ordinary fruit and vegetable soils. It is among the earliest yielders. Plant in rows six feet apart and the plants three feet apart in the row.

## ORCHARD - TREE - BLUEBERRIES

Our Special large cluster, domestic Orchard tree blueberry is characterized by heavily loaded clusters eight to twelve inches long, with large, delicious berries, one of our very best domestic tree blueberries.

Our Southern Hedge blueberry grows from three to four feet high and bears prolifically medium-sized berries annually. When properly planted, they make a beautiful hedge. They should be planted in rows about six feet apart and the plants two feet apart in the row.

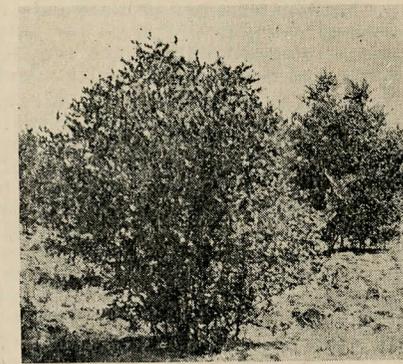
The Fall tree huckleberry yields a small berry which is particularly delicious in pies. The tree often grows twenty feet high and the berries ripen sometimes in August and for several months during the fall and winter, sometimes carrying the fruit to January and February.

We can furnish you with low bush and dwarf huckleberries, bushes one to two feet high.

A number of reasons have been given why the domestic Orchard tree blueberry is the best fruit to plant in the entire above-mentioned section. No other fruit has so many good points in its favor. When properly picked and crated, this fruit will ship nicely and safely to any part of the United States without icing. As a commercial fruit it is equally good for the local market or for the distant city, as there is an enormous demand for it in all local markets. We consider it the best commercial fruit investment ever offered the public, as the figures of actual results given herewith amply demonstrate.

### CANNED BLUEBERRY INDUSTRY VERY PROFITABLE

A very important fact in connection with the domestic Orchard tree blueberry industry, and one which makes the industry more profitable than any other fruit investment, is the fact that it is not dependent upon local or distant markets for the disposal of the fresh fruit in season. Where it is inconvenient to reach the local or distant markets with the fresh fruit, it is not only possible, but very practical and profitable to can the blueberries at home. We have found this season by practical experience, after having canned hundreds of cans of domestic blueberries, that one quart of the berries will fill one and three fourths No. 2 cans. No. 2 cans are being retailed by the grocers at from 45 to 55 cents per can, with inferior berries. At this rate your blueberries will bring about 80 cents per quart at the lower price, which, after deducting the cost of the can, label and crate and cost of canning, would still leave you over 70 cents per quart for your berries. Canning blueberries is very simple. A small canning outfit, that would enable you to put up from 300 to 500 cans per day, can be purchased for about Ten Dollars, and one that will put up from 1,000 to 2,000 cans per day can be purchased complete for less than \$75.00. We are operating a canning plant of our own at present and can use all the blueberries you can furnish us for years at a profitable return for you, where the plants are purchased for us, as we expect to properly protect our customers.



Six-Year-Old Tree Blueberry Orchard  
Yielding Handsome Profits Annually

**SEEDS** Quality the Best **KILGORE SEED CO.**  
Service Unsurpassed  
WRITE FOR CATALOG PLANT CITY, FLORIDA



# Estimated Returns From Well Kept Orchard Tree Blueberries

Number of year Yield per plant Yield per acre of 604 plants Receipts one acre Receipts three acres Receipts five acres Receipts ten acres Receipts twenty acres Receipts fifty acres Receipts one hundred acres	AT 40 CENTS A QUART										
	1st year 1 1/4 qts. 151 qts. \$ 190.20 585.20 902.00 1,208.00 3,020.00 6,040.00	2nd year 2 qts. 1208 qts. \$ 483.20 1,441.60 2,141.60 4,832.00 9,664.00 24,160.00	3rd year 3 qts. 3624 qts. \$ 1,441.60 4,348.80 7,248.00 14,296.00 28,392.00 72,480.00	4th year 4 qts. 6040 qts. \$ 2,416.00 7,248.00 12,080.00 24,160.00 48,320.00 120,800.00	5th year 5 qts. 9060 qts. \$ 3,624.00 10,872.00 18,120.00 36,240.00 72,480.00 181,200.00	6th year 6 qts. 12080 qts. \$ 4,832.00 14,416.00 24,160.00 48,320.00 96,640.00 241,600.00	7th year 7 qts. 15100 qts. \$ 6,040.00 18,120.00 30,200.00 60,400.00 120,800.00 302,000.00	8th year 8 qts. 18120 qts. \$ 7,248.00 21,744.00 36,240.00 72,480.00 144,960.00 362,400.00	9th year 9 qts. 21160 qts. \$ 8,456.00 25,248.00 42,416.00 84,832.00 169,664.00 414,960.00	10th year 10 qts. 24160 qts. \$ 9,664.00 28,992.00 48,320.00 96,640.00 193,280.00 483,200.00	11th year 11 qts. 27200 qts. \$ 10,872.00 32,616.00 54,416.00 108,832.00 217,664.00 544,160.00

A single Orchard Blueberry Tree has yielded 20 quarts in one picking and over 40 quarts in one season.



ONE YEAR OLD

Return Postage  
Guaranteed

NAME *Miss Martha S. Hamme*

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