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Winter Rhubarb Growing

The Greatest Money Crop in California

$2,000 per Acre Can Be Made Where Conditions Are Favorable

The Pioneer Fruit Co. of Sacramento, Cal. Shipped East During March and April 150,000 Boxes

Expect to Begin Shipments in November, This Year, and Ship Double the Above, if Obtainable

Dear Sir:

In reply to your query pertaining to Rhubarb, I beg to say: Our third edition of "Rhubarb for Profit," comprising 7000 copies, due to unprecedented inquiry for same, is exhausted. This booklet is so fully appreciated by the public we have decided to make another issue of same in the near future, revised and down-to-date. We have entered your name on our mailing list and as soon as the new edition is off the press, will mail you a copy of same.

In the meantime, we mail you this circular, which covers the main points pertaining to culture of Rhubarb, and wish to say, if your land and climatic conditions are favorable, there is nothing you can plant that has paid or will pay so well. Others as well as ourselves have harvested crops up to $2000 per acre per annum. You can do equally as well.

Note prices on our Giants and Giant Seedling. These have cost in the past as high as $5.000 per plant. We have now over 20 acres planted to these. Our land is all occupied, hence we are making special low price to move surplus plants. They are going rapidly at these figures and probably will never be cheaper, hence do not delay, but plant at once. They should more than pay for themselves in one year; this cannot be said of any other plant or tree you can put in.

If you cannot afford the Improved Giant divisions, plant Giant Seedling. They cost no more than common plants and are hardy anywhere, and twice as productive as any of the common sorts.

Very truly,
J. B. Wagner, Pasadena, Cal.

Residence and Nurseries—On southwest corner Villa street and Sierra Bonita avenue. Take Lamanda Park car, get off at Sierra Bonita avenue, go north to Villa street, or take North Loop car, get off at Sierra Bonita, go south to Villa.

CRIMSON WINTER RHUBARB

Mr. Burbank says, one of the most surprising facts which the careful observer notes is the great length of time required to familiarize growers of both fruits and vegetables, with any new, epoch-making introduction.

CRIMSON WINTER RHUBARB, introduced in 1906, received the same slow recognition, though it proved more than was claimed for it. No vegetable ever introduced has proved so profitable.

Rhubarb is the first vegetable we have from the ground in spring. It has a host of friends who fully appreciate its merits, while those who have land and do not grow it are losing one of Nature's choicest and healthiest vegetables. It is the easiest plant to grow of all the perennials. A bed once established will last for 15 or 20 years. A half dozen plants will supply a large family during the season, which with Winter Rhubarb is 52 weeks each year. (Common sorts, 12 weeks.)
The great value of Rhubarb as a vegetable lies mainly in its earliness. A vast amount of time and labor has been spent in efforts to originate a variety producing stalks, equal to or superior to those of the Rubber, at a much earlier time. The fullest reward, as Winter Rhubarb will produce marketable stalks fully six months earlier than the Rubber after planting.

WINTER RHUBARB starts to grow vigorously by October and produces stalk-connections in January without delaying its first appearance, some three months later. If kept moist it produces stalks abundantly which are quite as good, in fact, absolutely perpetual. Mr. Burbank considers this the greatest and most valuable improvement that has ever been produced. Stalks are of medium size, averaging 12 and 18 inches in length, about one inch in diameter, a very decided red, and a rather bright golden color.

In quality it is simply superb, fully equal to the finest barberries for sauce and pies, having none of the earthy flavor so noticeable in ordinary sorts; it is really a considerable improvement over the Raspberry and Strawberries when sold at any price. The skin is so thin and tender it is not necessary to remove it. The dark pink or carmine color of the berries is the result of the Raspberry and Strawberry, but greatly superior to either as a cooked fruit.

The manner of growth makes it especially adapted to growing in greenhouses or under glass for winter consumption. The climate of the eastern states is naturally necessary to keep the temperature above freezing-point.

Rhubarb makes a fine crop in California and Shipping East, it has proven to be more profitable than anything the soil producer. So this I heartily agree.

Early recognizing its wonderful future, I procured in the fall of 1891, 100 plants from the Burbank nursery in California. I was not disappointed, and have realized and sold almost every stalk at prices equal to what it was my intention to charge, and of course they were by any means as good as those of the Rubber. The demand is so great that it is almost impossible to supply them with plants, and as a result, the demand for planting land, and the production of Rhubarb are increasing at an alarming rate.

In the East I visited the leading market sections in 33 States, Canada and Mexico. A surprising fact I noticed. In July and August, when all other fruits and vegetables had utterly failed, the Rubber was in demand, and was sold at between 25 and 30 cents per lb., and sold readily earlier in the season at from $5 to 15 cents per pound. Every grower who has grown the Rubber to realize their value, and who have their Rhubarb now grown in large fields where a few years ago it was only grown in small patches. Growers and dealers assure me that if we could grow it in the winter the market price would be enormous, and be realized at an enormous price.

It is said to be a cross of Early Australian Crimson on our wild desert Rhubarb of the Pacific Coast, which acts as a stimulus in making it a superior variety in habit of growth and appearance of a long, tapering parsnip, similar to wild Rhubarb, usually from 3 to 6 feet long, but in almost every respect superior to wild Rhubarb as is commonly done with common sorts, the reason being it is always full of sap, and a tendency to decay when divided.

Best result are obtained from medium size plants. These are the only sort we recommend and sell, as old divided crowns are almost worthless. NEVER PLANT SEED OR SEEDLINGS FROM ANY OTHER THAN ORIGINAL STOCK. It seems to deteriorate rapidly when far removed. To produce best results, one must keep all seed stems cut off at all times, as it has a great tendency to seed.

With due care it can be successfully transplanted at any time of year except in excessive hot sections.

All seeds for reliable plants is greater than the supply, owing to the fact that it is very hard to propagate. It will be some time before this will be rectified.

The plant is 3 to 4 feet. Recent experience indicates this is best distance to plant; 1x5 feet requires 3,000 per acre. By planting close in row it causes stems to grow longer and strong. It is no way necessary to stake the plants if the stalks are produced from same area. Also the dense foliage protects stems from frost during winter months when the earth is frozen during winter.

Rhubarb is as easily and cheaply gathered as apricots or peaches; hence at same rate per ton is a much better paying proposition, even the first year, than any deciduous orchard when in its prime. It delights in any good vegetable soil. It produces good crops of onions, sweet potatoes, melons, etc. Excessive heat seems to have no ill effect on it once it is established, if properly cared for.

Plants should be set some depth as they originally grew, immediately followed in a couple of days with another irrigation, then keep soil in well-dug and moist condition. Irrigate as often as is necessary to keep from drying out. A liberal use of manure, thoroughly mixed with the soil, is greatly beneficial and sure to produce good results. It is not a troublesome plant and can be propagated in almost any soil in two years. Barn-yard manure, blood-fertilizer or nitrate of soda preferred; apply two or three times as much as on corn or any other cereal. It requires a sandy soil to grow well, as it is very susceptible to early frosts. As a beverage it is especially refreshing. Cut into small pieces, sprinkle with ginger, cover with boiling water and permit to stand without cooking till cool. Use in abundance.

It is also a very good dressing for tobacco leaves. It is also an ornament to it. It is also a very good dressing for tobacco leaves. It is also an ornament to it.

It requires about one-third less sugar for sauce and pies than ordinary sorts. It makes fine desserts, baked, boiled, stewed, kaats, jelly. It can be used to cover with water. For making jelly it is usually boiled together with sugar until the juice is cooked similar to Loquat or Roselle.

It is a very valuable market value. It is found in every drug store throughout the land. Grow it yourself and get a better article. No family can afford to be without the Rubber. Dr. Burbank has no doubt it is their best medicinal plant. A temperature of 15 degrees will not injure plants but in apt to injure the crop then ready to gather by causing it to become pithy, unless gathered immediately. These are best plants for successful planting and will produce a good crop of marketable stalks within two months.

We do not book and hold orders for future delivery unless at least three-fourths are paid in advance. We do not guarantee the Rubber, but we do guarantee that the claims made for it are not honestly made and every claim is earnestly desired. It will convince anyone of the claims above made. It does not produce as many stalks as does the Rubber, but does very well in comparison with the Rubber. It is of two grades and the best plants ever offered on the coast, field grown and sure to give satisfaction. Price within reach of all.
Burbank's Giant Winter (New)

Introduced for the First Time from His Grounds at South Room in 1907.

This Giant Rhubarb is just like the common Crimson Winter except it produces stems of enormous size, of course does not grow as tall, and does not form a heart. It is remarkable for its ability to produce elongated and tender leaves of enormous size, often measuring three to four feet across. In speaking of this, when the variant was brought to the attention of the home ran here the idea was that the plant from the common Crimson Winter and will not come true from seed, the seedlings vary in type, form, color, and with the help of the gardener's skill to produce the most desirable results. This makes it exceedingly hard to propagate, hence will make it scarce and high priced.

The name "Giant" is not predicable, and believe, that in three to five years hence the plants will command a greater price than we are now offering them at. The supply cannot possibly equal what is wanted in that meritorious variety and once the seed is planted the demand for it will be 2,000 above the year round, fine crimson in color, tender and highly flavored. Like a wild rhubarb, this variety is apt to have a tendency to form a heart, but we say it makes a heavy growth under some conditions will produce stems fully three times as large as common Crimson Winter stems.

The greatest kind of mistake. To fully appreciate the above opinion as expressed by one of the best known propagating establishments in the world, it is necessary to know the soil to grow it in, and not to plant it out if it is not to be grown for seed. It is advisable when planting to set it at twice the distance it is planted and does not plant to sell; hence, if it was not worthy of high recommendation it would not endure it so highly. He sold the entire stock of these to Mr. C. L. Childs, skipper of the Flora B, and we are propagating on its grounds in Pasadena. Let every one that keeps the garden keep these stems and propagate them in a way that can be used to prove a money maker.

Wagner's Crimson Winter originated on my own grounds in 1904. A hybrid, being a cross on the common Crimson Winter (from whence it gets its winsome red) and the Australian Crimson (Common Winter) in which it gets its immense width of stem. The Crimson Winter is noted for its immense size, and the Common Winter for its magnificent width of stem. Wagner's Crimson Winter is able to combine these two qualities which have resulted in producing a true winter rhubarb which is at once the most beautiful and the most tender. The size of a single plant sixty full-grown stems that weighed 30 pounds, or one-half ounce of seed would produce 20 stems each 50 pounds. Stems must run much to seed—they must be propagated by sub dividing the crowns. This is a slow, tedious task, hence prices of this sort will always remain high. By careful, industrious hand cultivation of these old varieties it is possible to grow a dish of this to set before their guests will have something to be proud of. I have gathered during the month of June at the peak of perfection. I believe, as it is bound like common winter rhubarb. Altogether it is certainly worthy of being grown by every one interested in these old varieties who can afford a dish of this to set before their guests will have something to be proud of. I have gathered during the month of June at the peak of perfection.

Wagner Giant Crimson Winter (new) is a cross of Burbank's Crimson Winter and the well-known variety, Golden Syrup, a variety I got from the East several years ago. The chief claim of the Golden Syrup Rhubarb to its popularity was, as its name implies, due to the beautiful rich orange or lemon colored sauce it made, so unlike the usual greenishness so common with most of the old style Rhubarbs. The Golden Syrup was a real star, from the start.

In making this cross of Crimson Winter on Golden Syrup I was, to say the least, cautious. I was afraid that I was going to lose the great tenderness and a great extent and add the winter habit, together with the fine flavor of the Crimson Winter. It is a variety with the best of both worlds. It is a little bit slower in its growth than the Crimson Winter. The stem is of good shape and fine texture. It is occasionally a little too much red. This seldom appears in the sauce when cooked; should it do so it can easily be remedied by a pouch of the golden syrup. It is tender and rich in flavor, but unless it is done so as to keep it bright and not soil or skin, as it is not necessary. As to the general description, the Wagner Giant Winter is not a true Giant Winter, strong stem, no heart. It is not seed ready like common winter rhubarb. Altogether it is certainly worthy of being grown by every one interested in these old varieties who can afford a dish of this to set before their guests will have something to be proud of. I have gathered during the month of June at the peak of perfection.

Wagner Giant Seedling, being grown from seed from our famous Giant, yields up to 50 tons per acre, offered now for the first time. It is a strong, rapid grower and is of more produce than the Common Crimson Winter, unequalled as except by our high-priced improved Winter variety. It comes on soon after planting and begins the ground from it and grows and grows planting. The stems grow to two to three times as large as the Common Crimson Winter, being hardy in any climate, will grow and yield handsome returns where the Common Crimson Winter varieties would be a failure. It is unsurpassed in either flavor, texture, size or hardiness, except by our improved Giant Crimson Winter from division. The price of this is the same as the Common Crimson Winter, yields much heavier than any of the old-time sorts, and is much more profitable. To parties who feel that they cannot afford the strain of Wagner's Crimson Winter in their gardens, I would say this in preference to the Common Crimson Winter, will prove a great money maker. This Giant Winter is a plant that will pay itself the first season or second season, etc. but none the less, much more valuable than the Common Burbank Giants.

While we make a specialty of growing Winter Rhubarb for both plants and seed, we do not grow seed. Their value is not in equal in price, and while we grow seed of all the common varieties, we do not grow for the trade the following well-known varieties:

IMPROVED STRAWBERRY (OR LORENZO), being one best adapted to the coastal plains. It is early, hardy in cold weather and highly flavored. The plant grows rapidly, and the strawberries are clean and well shaped. The skin is red; flavor fine; a long season cropster and in horticultural sections very short-lived and easily adapted to the home garden. It is a real money maker, showing a profit on 50 per cent. of the expense. LlXtVEA.TS—Early, large tender, fine flavor, requiring very little sugar, earlier and more profitable than Victoria, grown very extensively in East and Northern sections.

VICTORIA—One of the old standards, grown extensively in England and parts of Ireland, having been brought with the old settlers to the coast lakes in Upper California and Oregon. It bears both red and yellow; flavor fine; not a long season cropster and in horticultural sections very short-lived and easily adapted to the home garden. It is a real money maker, showing a profit on 50 per cent. of the expense. We do not recommend large planting of this variety, especially on the Pacific coast. There are many others which quite equal this plant, but which are more easily and commonly asked by intending purchasers. In case there is any further information regarding soil or other conditions desired on the subject, write us and we will be glad to answer to the best of our ability. Our prices are very reasonable. They are the same as every one else, but have the advantage of not being just another bushy spineless cactus to be found in the State, as well as walnut trees, all sorts. Price 10c per dozen—attendance kindly gives some extra attention and a little less of your wants.
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Crimson Winter and Wagner's Giant Seeding—First size, 25c each, $1.50 per dozen; second size, 15c each, $1.00 doz., $4.00 per hundred, $20.00 per 1000; 5000 at $1.50 per 100.
Strawberry (or Lorenzo) Linneaus, Victoria and Mammoth—Medium size, 15c each, $1.00 doz., $4.00 per hundred, $20.00 per 1000. Blackberry—Wagner Giant—$25 each, $2.00 per dozen, $10.00 per 100, $75.00 per 1000, Spineless; large frame lots.
Wagner's Giant Crimson Winter, and Giant Amber Winter—$25 each, $3.00 per dozen, $15.00 per 100, $75.00 per 1000.
Wagner Giant Rhubarb seed, $12.00 per lb., $7.00 per 1 lb., $4.00 per 1 lb.

BLACKBERRIES.

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cranberry</td>
<td>100g</td>
<td>$1.00</td>
</tr>
<tr>
<td>Blackcap</td>
<td>100g</td>
<td>$1.00</td>
</tr>
<tr>
<td>Logan</td>
<td>100g</td>
<td>$1.00</td>
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DEWBERIES.

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Delicious</td>
<td>100g</td>
<td>$1.50</td>
</tr>
<tr>
<td>Bluebell</td>
<td>100g</td>
<td>$1.00</td>
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WASHED WATERMELON SEEDS, per lb.

<table>
<thead>
<tr>
<th>Name</th>
<th>Price per lb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crimson</td>
<td>$1.00</td>
</tr>
<tr>
<td>Giant</td>
<td>$1.50</td>
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</table>

RASPBERRIES.

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuthbert</td>
<td>100g</td>
<td>$0.50</td>
</tr>
<tr>
<td>Yellow</td>
<td>100g</td>
<td>$0.75</td>
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</tbody>
</table>

STRAWBERRIES.

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Price per dozen</th>
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</thead>
<tbody>
<tr>
<td>Brandywine</td>
<td>100g</td>
<td>$0.25</td>
</tr>
<tr>
<td>Yellow</td>
<td>100g</td>
<td>$0.25</td>
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</table>

VEGETABLE PLANTS.

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asparagus</td>
<td>100g</td>
<td>$0.50</td>
</tr>
<tr>
<td>Beet</td>
<td>100g</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

SPINELESS CACTUS.

<table>
<thead>
<tr>
<th>Name</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arctocarpus</td>
<td>$1.25</td>
</tr>
<tr>
<td>Parodia</td>
<td>$1.25</td>
</tr>
</tbody>
</table>

MISCELLANEOUS FRUITS.

<table>
<thead>
<tr>
<th>Name</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Rose</td>
<td>$1.50</td>
</tr>
<tr>
<td>Ruby Red</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

VEGETABLES.

<table>
<thead>
<tr>
<th>Name</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>$1.00</td>
</tr>
<tr>
<td>Yellow</td>
<td>$1.25</td>
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</tbody>
</table>

WALNUTS.

<table>
<thead>
<tr>
<th>Name</th>
<th>Price per dozen</th>
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<tbody>
<tr>
<td>Black</td>
<td>$2.00</td>
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<tr>
<td>Spanish</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

SUGGESTIONS OF VALUE.

To have a constant crop of Blackberries, plant in order named: Mammoth, Cran- dall and Bloody Alley.

Dewberries—Golden Delicious, or Premier. Logan and Phenomenal berries always welcome. Logan and Phenomenal gives constant crops. None better, Yellow Raspberry is a delight to all. Try a few Black Caps if you can keep ground moist. A new variety, or Siboney, leave the strawberries with us, if undecided.

Do not overlook the Cherimoya, a Feltia Sellosiana or a Chinese Climbing Plum. No garden is complete without them. Of course you will put out an Asparagus bed, so try a few Blackberries and be the first in your vicinity to grow Cactus for show and poultry feed.

The best of the lot for nuts and shade. Especially Wagner's Giant for shade. It makes a tree in 10 years 2 to 3 feet in diameter. Plant it for lumber, shade or wood. No hard wood tree on earth grows as rapidly. Hardy anywhere.

We have nothing to offer except herein listed.

THINGS TO OBSERVE, READ AND STUDY.

Six at dozen rate, 20 at 100 rate, 500 at 1000 rate, on everything listed in this catalogue.