

**CATALOG**  

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**AND**

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**PRICE LIST**  
**1908    ❧    ❧    1909**  
**ISLEWORTH**  
**NURSERIES**

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**CHASE & COMPANY**  
**PROPRIETORS**  
**J. W. HOARD, Manager**  
**GOTHA, FLORIDA**

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## PRICE LIST

1908    ♣    ♣    1909

## ISLEWORTH

## NURSERIES



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**CHASE & COMPANY**

**P R O P R I E T O R S**

**J. W. HOARD, Manager**

**GOTHA, FLORIDA**



## ANNOUNCEMENT

**T**HE ISLEWORTH NURSERIES were started about six years ago in a small way by Chase & Co., owners of the Isleworth Groves, with the view of growing trees for their own use in enlarging their groves. From this small beginning we have been induced to constantly increase our stock of trees to meet the increasing demand from people who saw our trees both in the nursery and in the groves, until at the time of issuing this, our first complete catalog, we have over 100,000 trees in nursery form.

While we may not grow trees as extensively as some other nurseries, we do claim to grow as fine trees as can be produced by ample means, the most desirable land, and backed by twenty-five years' practical experience in every branch of the business, from planting the seed to packing and shipping the trees.

The photographs here presented were taken on our place within the last month. All our nursery stock is on high pine land, the very finest for producing perfect root systems. The photographs of the young grove trees show the growth made without fertilizer on hammock land.

You will notice from our list that we do not carry a multitude of varieties, which only tends to confuse the mind of the buyer and often leads him to make selections which will afterwards cause him much disappointment and loss. The day of freaks and fancies in the selection of varieties is past, and the man who is looking for maximum return on his investment in land and labor will want only those varieties which have proven to be profitable.

Messrs. Chase & Co., as business men, are too well known to the fruit growers of Florida to need any introduction. They have been largely engaged in buying and shipping Florida fruits and vegetables for many years, and their name in connection with this nursery is a guarantee of fair business dealing.

We wish to extend our thanks to those who have favored us with their orders in the past, and assuring them of prompt, careful treatment in the future, we are

Yours respectfully,

ISLEWORTH NURSERIES,

J. W. HOARD, Manager.

with water and heel in immediately in a cool, shady place till your land is ready to receive them. If this heeling in has been well done, plenty of water used and a good shade provided, the trees may remain here a week to ten days with perfect safety.

Never under any circumstances allow your tree roots to be exposed to wind or sunshine, but keep well sprinkled and covered with wet blankets or sacks until planted.

### Selection of Land

We will not devote much time or space to this subject, as we take it for granted that a man consulting a nursery catalog, with a view to placing an order for trees, has already selected his land, and therefore needs no information of this kind. We will say a few



One-Year Orange Buds

words, however, along this line which may be beneficial to some of our customers. The orange tree will adapt itself to various conditions and surroundings, and, given intelligent care and cultivation, will thrive on almost any kind of land we have in Florida, with the possible exception of white sandy scrub, prairie land and palmetto flats, underlaid with "hard pan."

The very best land for an orange grove is medium high pine, or medium high hammock—not too high nor too low—and with a grayish or yellow subsoil. This is the kind of land upon which most of the famous old groves were planted.

JENSEN, FLA., July 10, 1908.

Isleworth Nurseries, Chase & Co., Proprietors, J. W. Hoard, Mgr., Gotha, Fla.:

As I will be needing some more Orange and Grapefruit trees for this coming winter's planting, I wish to advise you in advance, although I have not fully decided on exactly what I shall set as to the varieties. The 540 I had from you last winter were the cleanest and most perfect trees I have ever seen come from a nursery in my 25 years in the State. I only watered them twice and lost but one tree. They have made an excellent growth, despite the almost continuous drouth since time of planting. I cannot recommend your goods too highly.

Yours truly,

W. R. HARDEE,  
Proprietor Golden Hope Pinery.



An orange grove may do well on low wet land for a few years and be in a measure profitable, but is likely to become sickly and disappointing at about the age when it should be yielding the best returns. Trees budded on sweet orange roots should never be used on this kind of land.

Sour stocks are more resistant to foot rot and other diseases which are liable to attack trees on wet land. Rough lemon is also good, but will not bear deep plowing on this kind of land, as most of the roots are near the surface.

### Proper Distance for Planting

The distance you plant your trees should be governed by the kind and quality of your land, and also by the variety of trees you are using. Varieties originating from Florida seedlings usually make large, spreading trees and should be planted at least 25 feet apart each way. Most of the imported varieties are of smaller growth and may be planted as close as 20 feet. Trees may be planted closer on moist land or where they can be irrigated than on high, thirsty land. We plant most of our trees 21x21 feet, which gives just 100 trees per acre. 25x25 feet gives 70 trees per acre.

### Method of Planting

Get your land in good condition by plowing and harrowing thoroughly; then stake it off, setting a stake where each tree is to stand, being careful to get stakes lined up in straight rows each way. In digging the holes be sure and get them wide enough to accommodate the roots of the trees without bending or doubling them up. Never plant a tree lower than it grew in the nursery, and on low, damp land, they should be raised 3 to 6 inches higher. Where the land is very low or where water is likely to stand on or near the surface during the rainy season, the

KISSIMMEE, FLA., July 27, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries, Gotha, Fla.:

DEAR SIR: I will be in the market for some more Orange and Grapefruit trees for next fall and winter planting, and I wish to advise you in advance, and ask you not to forget me under any circumstances. I have not yet fully made up my mind as to the varieties, but will let you know in time.

The seven hundred trees that I bought of you last winter were perfectly satisfactory in every way, and have made a fine growth in spite of the almost continuous drouth since they were planted.

I take pleasure in recommending your trees to anyone contemplating planting a grove. Yours truly,

JNO. M. LEE.

[Mr. Lee is one of Osceola County's most prominent citizens. He held the office of county clerk for many years and is president of the Lee-Parsons Cattle Co.]

earth should be thrown up in beds or wide ridges—as wide as the distance between the rows of trees—and the trees planted along the tops of the ridges with a water furrow in the middle between each two rows.

Each tree should have at least three gallons of water, at the time of planting, to settle the dirt around the roots. After the water has soaked in cover with a few inches of dirt to prevent evaporation and scalding. Each tree should be mulched with straw, leaves or grass, but in the absence of mulching material throw up a wide, low bank of dirt around the tree to hold the moisture and protect the roots from the hot sun. These banks may be gradually removed in working the trees.

### Pruning

Unless otherwise instructed we always prune trees ready for planting. It is characteristic of a newly planted orange tree in starting to grow to put out a bunch of vigorous sprouts at the base of the bud near the ground. These bottom sprouts should be removed from time to time and the growth all forced into the upper branches; otherwise most of the growth will be made at the ground at the expense of the top of the tree.

### Cultivation

A young orange grove should be well cultivated for the first and second year and kept free from weeds and grass. After the second year a crop of cow peas, beggar weed or grass may be grown in the middle of the spaces between the rows, after the beginning of the rainy season, but never during the dry months.

### Fertilizing

We do not recommend fertilizing a tree at time of planting. When the tree is well established and starts to grow, it should have about one pound of some good standard, young tree fertilizer scattered around in a circle 5 to 6 feet wide or 2½ to 3 feet from the tree and well worked into the soil. This application may be repeated at intervals of about three

ORLANDO, FLA., Aug. 12, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries:

DEAR SIR: Within the past two years I have used over 2,000 trees from your nursery, and take pleasure in saying they were all as fine, well grown, clean and healthy a lot of trees as I have ever had and have made a fine growth in spite of the exceptionally dry weather this spring and last. I can cheerfully recommend your trees to any one who may want first class trees at reasonable prices. Yours truly,

JOHN T. FULLER.

[Mr. Fuller is the largest orange grower in Orange County, and owns the finest irrigation plant in the State.]





Block of Grapefruit Buds—Two Months Old

months during the growing season. These applications may be increased the second year to two or three pounds, according to the fertility of the land and size of trees.

### Irrigation

A talk on irrigation in a nursery catalog is unusual and may seem a little out of place, but nevertheless, the subject is one of vital importance to the fruit and vegetable growers of Florida, and has been attracting a great deal of attention for the past two or three years. We have had 50 acres under irrigation for three years and have proved to our own satisfaction,

by actual test, that the fruit grower who has the necessary means cannot put it to better use than installing an irrigating plant, and carrying his trees safely through the terrible drouths which we have had to contend with for the past two or three years.

A description of our irrigating plant, and a few remarks on cheap and efficient irrigation, may be found in the annual report of the State Horticultural Society for 1908. The writer has had a good deal of practical experience along this line, and will be glad to give the benefit of this experience to any of our customers who may be interested in the subject of irrigation.



Block of Parson Brown Buds—Two Months Old





Our entire crop of Grapefruit sold this past season at an average of \$4.33 per box, f. o. b.

### PRICES ON GRAPEFRUIT

On Rough Lemon and Sour Orange Stock

	Each	Per 10	Per 100	Per 1000
3 to 4 feet.....	\$ 40	\$3 50	\$30 00	\$250 00
4 to 5 feet.....	45	4 00	35 00	300 00
5 to 7 feet.....	55	5 00	40 00	350 00

**COMMON GRAPEFRUIT.** A perfect Grapefruit in every sense of the word; fruit large in size; very smooth and bright; slightly flattened in shape; heavy and full of juice; and of the finest quality and flavor, hanging on the trees in perfect condition until August.

**CONNER'S PROLIFIC.** This variety was introduced by Mr. O. W. Conner of Tangerine, Fla., and if there has been any improvement on the old seedling it is this variety. Fruit large in size, packing from 36 to 48 to box, when trees are well developed; silvery in color, nearly always bright and glossy; skin smooth and even; well rounded, but slightly flattened in shape; ripens in January and February. Tree extra large, giving great bearing capacity; does not bear in clusters, should not be planted closer than twenty-five feet apart each way. It has all the admirable characteristics of the true Florida Grapefruit, which is second to none.

**SILVER CLUSTER.** Originated in Lee county from a seedling tree. Fruit medium in size, smooth but rather thick; trees of medium size, low head, compact growth. Can be planted closer than other varieties; rather hardy, bears in clusters. This is a good variety for general planting.

### Grapefruit Buds—Two Months Old

Note Bearing Qualities. All Our Budwood is Cut From Old Bearing Trees

**WALTERS.** Medium to large, averaging 50 to box; fruit of fine appearance and good quality; skin bright and clean; tree vigorous and prolific; ripens in December.

DUNEDIN, FLA., Aug. 8, 1908.

Mr. J. W. Hoard, Gotha, Fla.:

DEAR SIR: I am uncertain as to whether I have answered your letter of July 24th, but will take this opportunity to say that the trees I received from you were first-class in every particular and well packed.

Yours truly, L. B. SKINNER.

[Mr. Skinner is one of the largest growers and handlers of oranges in the State.]



## LEMONS

### PRICES ON LEMONS

On Sour Orange and Rough Lemon Stock

	Each	Per 10	Per 100
3 to 4 feet.....	\$ 40	\$3 50	\$30 00
4 to 5 feet.....	45	4 00	35 00

**VILLA FRANCA.** Fruit medium size. A very juicy, acid fruit of fine appearance. This has long been a leading variety and we consider it the best either for general planting or home use.

## KUMQUATS

The Kumquat is a very unique little tree, producing miniature fruits resembling small oranges, and presents a very ornamental appearance, especially when loaded with golden yellow fruits during fall and winter. Trees frequently bear the first year in nursery rows. The fruit, rind and all, is edible, but it is used largely for table decoration and preserving and crystallizing.

The fruit often sells in the Northern markets as high as \$6.00 to \$10.00 per crate of 32 quarts.

### PRICES ON KUMQUATS

On Rough Lemon and Sour Orange Stock

	Each	Per 10	Per 100
One-year Buds, 2 to 3 feet.....	\$ 50	\$4 00	\$30 00
Two-year " 3 to 4 feet.....	75	7 00	60 00

**NAGAMI.** (Oblong.) Size of fruit about 1½ inches long by 1 inch in diameter.

GOtha, FLA., Aug. 12, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries:

DEAR SIR: I have been buying trees from your nursery for the past three years, using about 2,000 in all, and take this opportunity of saying they have all been well grown, clean and healthy, and have always been perfectly satisfactory in every respect.

Yours truly, J. E. MOSELEY

[Mr. Moseley is well known throughout Orange and Osceola counties as an authority on orange culture, having large orange grove interests in both counties, and was county surveyor of Osceola for a number of years. There is no better judge of citrus nursery trees in Florida.]

OVIEDO, FLA., July 31, 1908.

Mr. J. W. Hoard, Gotha, Fla.:

DEAR SIR: The tangerine buds that you furnished me were well rooted, have grown off nicely, and are doing as well as could be wished.

I will very likely need some more tangerines on sour stock this fall, and will let you know how many in time for you to select and reserve for me.

Yours truly, J. H. KING.

[Mr. King is a prominent grower and has just been elected representative from Orange County.]



## BEARING TREES IN POTS AND TUBS

We have on hand a fine lot of bearing Orange and Kumquat trees in pots and tubs. Prices on these range from \$2.00 to \$3.00 each for potted trees and \$5.00 to \$10.00 each for trees in tubs. These trees are quoted F. O. B. cars here. Further particulars upon application.



Bearing Orange Trees Growing in Tubs



CHASE & CO., Proprietors,  
J. W. HOARD, Manager.

☒ We substitute, unless instructed to the contrary, but never until the varieties or sizes ordered are exhausted; and in all cases cheerfully refund the money instead of substituting, if so requested when order is placed. If you do not wish us to substitute write "NO."

Date.....190.....

For amount enclosed, \$....., send me by  
the Trees designated below: Write here "Freight," "Express," "Mail," or "Use your discretion."

 This space for name and P. O. address of purchaser, without reference to destination of shipment. Ladies please give title, Miss or Mrs.

Via .....

County.....State.....

[illegible]



