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Here's help, Mr. Nurseryman

— to —

DEFEND YOUR PROFITS



FRUIT & VEG. CROPS & DISEASES

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OCT 17 1941
U.S. Department of Agriculture

RED CIRCLE and NEW ROSES

to keep same buyers buying
to interest new eager-spending trade

The New Miniature Roses

"People are crazy about miniatures"
—a strong source for profit. See article p. 5

Floribundas, Hybrid Teas, Others

Stock plenty. Full bins let you fill
more orders, enable you to do it faster

THE CONARD-PYLE CO.

ROBERT PYLE, President

West Grove, Pa.

SEASON 1941-1942

"Red Circles" for Real Profit!

You can go all-out for profit with ◦ "Red Circle" Roses, the patented varieties of Conard-Pyle. Selected like an Army selectee, with the highest regard for fitness, "Red Circles" are of top-ranking quality. With them you can make a sound defense of profit.

◦ "Red Circles" put up a real campaign for business. Handled under license by important nurserymen in nearly every section, they are well-advertised and more easily sold because of this united front for orders. You can keep in step with this march to profit.

Another advantage is prices, retail and wholesale, are uniform. You know your margin—it is sure. ◦ "Red Circles" surely do defend your profits!

◦ FLASH. A Red Circle Rose

8' Pillar (R. M. Hatton.) Plant Patent 396

Spectacular flame effect. An "All America Rose Selection". Blooms 6 weeks from late May into July. Leathery leaf. Sell it for flashy color.

Retail: \$1.00 each; 3 for \$2.50

No. 1 Wholesale: 100 for \$50; 10 for \$5.50; 60¢ ea.

◦ M. S. HERSHEY. A Red Circle Rose

H.T. (Coddington) Plant Patent 427

All-season-blooming, erect-growing, new crimson scarlet. Individual flowers that do not blue. We supplied over 1000 plants for the great Hershey Rose Garden.

Retail: \$1.25 each; 3 for \$3.15

No. 1 Wholesale: 100 for \$60; 10 for \$7; 75¢ ea.

◦ GOOD NEWS. A Red Circle Rose

H.T. (Meilland) Plant Patent 426

Here's a Rose! The more you see of it, the better you like it. Coppery-pink on order of Mme Cochet-Cochet. Rapidly forging to first place in its class and color.

Retail: \$1.50 each; 3 for \$3.75

No. 1 Wholesale: 100 for \$75; 10 for \$9; \$1. ea.

◦ POULSEN'S COPPER. A Red Circle Rose

Floribunda. (Poulsen) Plant Patent 446

Long-lasting 2½" blooms of copper and pink. Stocky, bushy plants, Color that is different in the much-in-demand Floribunda group.

Retail: \$1.25 each; 3 for \$3.15

No. 1 Wholesale: 100 for \$60; 10 for \$7; 75¢ ea.

◦ MME. CHAS. MALLERIN. A Red Circle Rose

H.T. (Mallerin) Plant Patent 409

Beautiful, beautiful, beautiful! Color that is superbly different—flaming orange scarlet. Gorgeous cut blooms admired by nearly everyone.

Retail: \$1.50 each; 3 for \$3.75

No. 1 Wholesale: 100 for \$75; 10 for \$9; \$1. ea.

◦ GOLDEN STATE. A Red Circle Rose

H.T. (Meilland) Plant Patent 303

Long-stemmed, splendid cut flowers with great freedom throughout the season. Golden yellow winner of many awards at home and abroad.

Retail: \$1.00 each; 3 for \$2.50

No. 1 Wholesale: 100 for \$50; 10 for \$5.50; 60¢ ea.

(Continued next page)

Red Circle & Other Patents

○ **MME. HENRI GUILLOT. A Red Circle Rose**
H.T. (Mallerin) Plant Patent 337

Pleasing array of colors, watermelon to raspberry pink. The 20-petalled 5" blooms keep their urn-shape and color for several days after cutting.

Retail: \$1.25 each; 3 for \$3.15

No. 1 Wholesale: 100 for \$60; 10 for \$7; 75¢ ea.

○ **RAMON BACH. A Red Circle Rose**

H.T. (P. Dot) Plant Patent 366

"Masterpiece" blooms of soft pastel shade—apricot-buff. A Rose that will grace any garden.

Retail: \$1.00 each; 3 for \$2.50

No. 1 Wholesale: 100 for \$50; 10 for \$5.50; 60¢ ea.

PATENTED HYBRID TEAS No. 1 Multiflora roots

Handled under license from Patent Owners

Pat.		Each	10	100
174	○ Angels Mateu. Orange-rose . . .	\$.60	\$5.50	\$50.00
	A Red Circle Rose. Color outstanding.			
23	Better Times. Cerise60	5.50	50.00
38	Countess Vandal. Salmon60	5.50	50.00
105	Crimson Glory. Of the finest60	5.50	50.00
172	Eclipse. Golden yellow60	5.50	50.00
332	Eternal Youth. Clear pink75	7.00	60.00
103	○ Feu Pernet-Ducher. Yellow60	5.50	50.00
	A Red Circle Rose. Really gorgeous blooms			
102	○ Luis Brinas. Orange-copper60	5.50	50.00
	A Red Circle Rose. Continuous performer.			
190	McGredy's Triumph. Cerise60	5.50	50.00
129	○ Mme. Cochet-Cochet. Pink60	5.50	50.00
	A Red Circle Rose. Continuous success.			
97	Radiant Beauty. Red60	5.50	50.00
197	○ Radio. Striped yellow60	5.50	50.00
	A Red Circle Rose. Interesting Novelty.			
191	○ Rochefort. Orange old-rose60	5.50	50.00
	A Red Circle Rose. Color unique.			
249	R. M. S. Queen Mary. Salmon . .	.60	5.50	50.00
201	Signora. Bi-color60	5.50	50.00
21	Sterling. Bright pink60	5.50	50.00
162	Texas Centennial. Red50	4.50	40.00
140	○ Warrawee. Shell-pink60	5.50	50.00
	A Red Circle Rose. Delicate color!			
108	White Briarcliff. White60	5.50	50.00
256	Will Rogers. Crimson-maroon . .	.60	5.50	50.00

PATENTED CLIMBING ROSES

10	Blaze. Scarlet	\$.60	\$5.50	\$50.00
152	Doubloons. Yellow60	5.50	50.00
375	June Morn. Red and gold	1.00	9.00	75.00
1	New Dawn. Pale pink	1.00	9.00	75.00

***RETAIL PRICES ON PATENTED ROSES**

Wholesale 100 rate	Retail Prices
\$100.00	\$2.00 ea. 3 for \$5.00
75.00	1.50 ea. 3 for 3.75
60.00	1.25 ea. 3 for 3.15
50.00	1.00 ea. 3 for 2.50
40.0085 ea. 3 for 2.15
35.0075 ea. 3 for 1.90

* See also "Information", page 7

Miniatures are Moneymakers



"Pixie" edging a bed of Roses

Fads pay. They start talking and buying. One woman tells another and profits begin to climb. The most powerful sales stimulus is word-of-mouth advertising.

Women are crazy about Miniature Roses. They talk about them. They make exhibits of them. They crowd Flower Shows to see them. They advertise and buy Miniatures.

Don't miss this market. Fads pass. Sell **now**, while the fever's on. Order today—supply limited.

3" pots, immediate or spring delivery.

o PIXIE. A Red Circle Rose

(de Vink) White. Patent 408. The Conard-Pyle Company
Pixie, pictured above, provides the most up-to-the-minute edging. With compact growth (6-9") and abundant, continuous bloom, it is ideal for the purpose. Plant 6 to 8 inches apart. In addition, the plants will provide dainty white miniature cut blooms which last for the dining table, invalid tray or shut-in.

Retail: 75¢ each; 3 for \$1.88

Wholesale: 45¢ each; 10 for \$4.00; 100 for \$35.

o BABY GOLD STAR. A Red Circle Rose

(P. Dot) Yellow. Patent 407. The Conard-Pyle Co.
With streamlined buds, Baby Gold Star is the only golden yellow Rose suitable for miniature arrangements. The rich green foliage makes an ideal foil for the 20 petaled blooms. The plant is slightly larger than PIXIE and its flowers are just right for earrings, hair ornaments and bracelets.

Retail: 75¢ each; 3 for \$1.88

Wholesale: 45¢ each; 10 for \$4.00; 100 for \$35.

People Crazy about Miniatures

From FLORISTS EXCHANGE—May 24, 1941

The striking exhibit of the Conard-Pyle Co. at the Philadelphia Flower Show this March, a formal garden of miniature Roses in full bloom, was masterly recognition of a present-day fad which must not be ignored. People are crazy about miniatures. They buy innumerable tiny figures in shops, representing creatures of every kind and description, and mount them on display in their homes for family and friends to examine. Garden clubs specialize in miniatures—tiny receptacles containing little sprays of flowers. Rock gardens pay less attention to large masses of floral display, and more to dainty little flowering things. One thing after another is brought into prominence, and if it is tiny, its praises are sung. Miniature Roses have an ardent appeal. Conard-Pyle's garden display is said to have attracted crowds all day long. Their little Rose plants are perfect miniatures of those of usual size, and the public gloats over them in much the same spirit as they would over jewels of splendor. To develop or harbor a fad is a good commercial enterprise.

3" pots, immediate or spring delivery.

○ MIDGET. A Red Circle Rose

(de Vink). Cerise. Patent 466. The Conard-Pyle Company New color in miniatures—cerise-rose. Plants and blooms similar to Tom Thumb. Newest variety, introduced Fall 1940.

Retail: \$1.00 each; 3 for \$2.50

Wholesale: 60¢ each; 10 for \$5.50; 100 for \$50.

○ TOM THUMB. A Red Circle Rose

(de Vink). Red. Patent 169. The Conard-Pyle Company Tom Thumb, the variety which brought about the craze for miniatures, won its way at national and other Flower Shows. It leads the procession with deep crimson flower and dainty foliage almost as attractive.

Retail: 75¢ each; 3 for \$1.88

Wholesale: 45¢ each; 10 for \$4.00; 100 for \$35.

ROULETTI

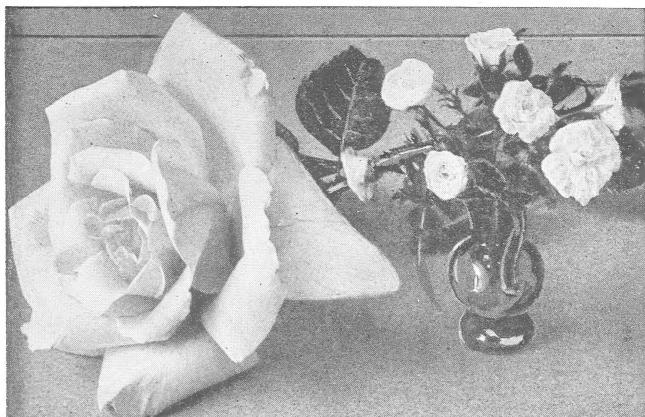
Pink. Sometimes called "Fairy Chinese Rose".

This original Miniature Rose is a rock garden gem with rose-pink blooms. Healthy and hardy, it blooms continuously. The quite double flowers are an inch or more in diameter. It is a gem for rockeries, for edging, and for children's gardens.

Retail: 50¢ each; 3 for \$1.25

Wholesale: 30¢ each; 10 for \$2.50; 100 for \$20.

Hybrid Tea Roses



Countess Vandal is contrasted with blooms of the white miniature gem, Pixie, shown in a 1½" high vase.

Two-year old No. 1 Multiflora

	10	100
Ami Quinard. Standard for dark reds	\$3.50	\$30.00
○ Angels Mateu. Pl. Pat. #174. Orange-rose	5.50	50.00
Autumn. Like Talisman but startling	3.50	30.00
Betty Uprichard. Radiance-like, 2-tone	3.50	30.00
Brazier. Leads flame-scarlets	4.00	35.00
Cathrine Kordes. Carmine-scarlet	4.00	35.00
Charles K. Douglas. One of the better reds	3.50	30.00
Christopher Stone. A top crimson	5.00	45.00
Condesa de Sagato. Copper & yellow	4.00	35.00
Countess Vandal. Pl. Pat. #38. Salmon	5.50	50.00
Crimson Glory. Pl. Pat. #105. Deep-crimson	5.50	50.00
Dainty Bess. Popular blush-pink; single	3.50	30.00
Dorothy James. Chamois-pink	7.00	60.00
Dr. Kirk. Burnished flame-scarlet	7.00	60.00
Duquesa de Penaranda. Beautiful apricot	5.00	45.00
Eclipse. Pl. Pat. #172. Golden yellow	5.50	50.00
Editor McFarland. Fresh, deep-pink	4.00	35.00
Etoile de Hollande. Finest choice in reds	3.50	30.00
○ Feu Pernet-Ducher. Pl. Pat. #103. Yellow	5.50	50.00
Girona. Multicolored; rich fragrance	5.00	45.00
Golden Dawn. Attractive straw yellow	4.00	35.00
Golden Sagato. Buttercup yellow	5.00	45.00
○ Golden State Pl. Pat. #303. Yellow	5.50	50.00
○ Good News. Pl. Pat. #426. Pink (see p. 2)	9.00	75.00
Grenoble. Scarlet-crimson	4.00	35.00
Gruss an Aachen. White to carmine	3.50	30.00
Home Sweet Home. Glowing pink	9.00	75.00
Imperial Potentate. Deep-pink	3.50	30.00
Joanna Hill. Bold buff; fine to cut	3.50	30.00
Kaiserin Aug. Viktoria. Standard white	3.50	30.00
Lady Ashtown. One of best pinks	3.50	30.00
Lady Leconfield. Choice new white	5.00	45.00
○ Luis Brinas. Pl. Pat. #102. Orange-copper	5.50	50.00
Luna. Moonlight yellow. Nice cut	5.00	45.00
Mme. Butterfly. Pink & gold	3.50	30.00
○ Mme. Charles Mallerin. Pl. Pat. #409. Orange	9.00	75.00

Hybrid Tea Roses

○ Mme. Cochet-Cochet. Pl. Pat. #129. Pink.....	10	100
Pink.....	5.50	50.00
○ Mme. H. Guillot. Pl. Pat. #337. Pink....	7.00	60.00
○ Mme. Joseph Perraud. Fine buff.....	5.00	45.00
○ Mme. Jules Bouche. Sturdy white.....	3.50	30.00
○ Majorca. Tyrian-rose; unusual novelty....	7.00	60.00
○ Margaret McGredy. A top orange-scarlet	3.50	30.00
○ Miss Rowena Thom. Hearty, satiny pink.	3.50	30.00
○ Mrs. Charles Bell. "Shell-pink Radiance".	3.50	30.00
○ Mrs. E. P. Thom. Clear yellow.....	3.50	30.00
○ Mrs. P. S. du Pont. Solid yellow.....	4.00	35.00
○ Mrs. Sam McGredy. Fragrant scarlet-orange.....	5.00	45.00
○ M. S. Hershey. Pl. Pat. #427. Crimson-scarlet.....	7.00	60.00
○ Poinsettia. Pl. Pat. App. for. Scarlet.....	5.00	45.00
○ President Hoover. Pink and yellow to cut	3.50	30.00
○ Radiance. The standard pink.....	3.50	30.00
○ Radio. Pl. Pat. #197. Yellow stripes.....	5.50	50.00
○ Ramon Bach. Pl. Pat. #366. Soft apricot	5.50	50.00
○ Red Radiance. Cerise-red.....	3.50	30.00
○ Rouge Mallerin. Scarlet. Does not blue...	4.00	35.00
○ Snowbird. One of the finest whites.....	5.00	45.00
○ Soeur Therese. Chrome yellow. Keeps color	4.00	35.00
○ Sterling. Pl. Pat. #21. Bright-pink.....	5.50	50.00
○ Talisman. Gay, multicolored.....	3.50	30.00
○ Texas Centennial. Pl. Pat. #162. Red....	4.50	40.00
○ Warrawee. Pl. Pat. #140. Shell-pink.....	5.50	50.00
○ White Briarcliff. Pl. Pat. #108. Clear snowy-white.....	5.50	50.00
○ Will Rogers. Pl. Pat. #256. Crimson-maroon.....	5.50	50.00

INFORMATION FOR BUYERS

The following provisions apply to all patented and trade-marked plants we sell.

Each plant so indicated is a patented variety under the laws of the United States and any asexual reproduction or distribution by sale, gift, or otherwise of scions, buds, or cuttings for such reproduction, without license from us, constitutes an infringement of the patent. Any unauthorized reproduction, sale or other distribution of reproducing propagating material of these patented plants, prohibited by the patent under these names and trademarks or any other name or names, will subject the reproducer, seller or distributor thereof to prosecution for infringement under the United States Patent Laws.

WHOLESALE PRICES: 1 to 10 of variety at each price; 10 to 20 of variety at 10 rates; 20 to 250 of variety at 100 rates.

RETAIL PRICES: (See Price Schedule, Page 3.) It is the established policy of The Conard-Pyle Company that purchaser of these patented roses shall not list or sell them at less than per each or per dozen retail prices as established for the current season (not less than three of a kind at dozen rates) or include them in any group, collection or combination offers except in connection with other patented roses, the retail selling prices of which are definitely established and then only in groups of not less than three patented plants and at a total selling price for the group figured at not less than the dozen rate of each plant in the group—also that these patented plants are not to be featured as a premium in any instance **and that failure to comply with this policy will result in discontinuance of the supply.**

The Foreign Rights on Conard-Pyle Patented and Novelty Roses are reserved and no plants may be shipped outside of the United States without our consent.

Persons or firms not licensed by us to sell these Patented Plants at wholesale are limited to resale at retail only.

TERMS—2% and free packing for cash before shipment. 2% for payment in 10 days from the date of invoice; net 60 days; 6% interest charged on past due accounts. Packing at extra cost.

This list cancels all previous quotations. Goods quoted F. O. B. West Grove, Pa. Prices intended for only those actually in the trade; and subject to change without notice.

THE CONARD-PYLE CO., WEST GROVE, PA.

Floribundas and Others

Two year No. 1 Multiflora Roots

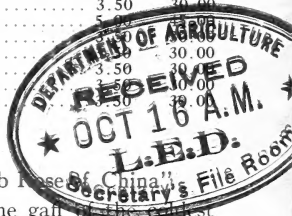
EVERBLOOMING FLORIBUNDAS

Kick off to good profit this Fall. Play the game with these Floribunda Roses. They're not Hybrid Teas nor yet Polyanthas. They team the colors and blooms of the one with the hardiness and free-flowering of the other. They're unbeatable for mass color effects, for borders, for brightening shrubbery. Break through to profit with Floribundas!

	10	100
Anne Poulsen. Pat. 182. Scarlet.....	\$4.00	\$35.00
Betty Prior. Pat. 340. Dogwood-pink.....	4.00	35.00
Dainty Maid. Wild-rose-pink.....	5.00	45.00
Donald Prior. Pat. 377. Scarlet.....	4.50	40.00
D. T. Poulsen Imp. Cherry.....	5.00	45.00
Gross an Aachen. White to carmine.....	3.50	30.00
Little Miss Muffet. Coral-pink.....	5.00	45.00
Permanent Wave. Pat. 107. Rose.....	4.00	35.00
Poulsen's Copper. Pat. 426. Pink and copper.....	7.00	60.00
Poulsen's Yellow. Buttercup.....	5.00	45.00
First true yellow Floribunda. Introduced Fall 1939 by The Conard-Pyle Company. Important.		
Summer Snow. Pat. 416. White.....	4.00	35.00
Topaz. Pat. 300. "Golden Sweetheart".....	4.50	40.00
World's Fair. Pat. 362. Crimson.....	5.50	50.00

RUGOSAS & HYBRID PERPETUALS

Agnes. Rug. Coppery-yellow.....	\$3.50	\$30.00
Dr. Eckener. Rug. Clear-pink.....	3.50	30.00
F. J. Grootendorst. Rug. Red for hedges.....	3.50	30.00
Frau Karl Druschki. HP White.....	3.50	30.00
General Jacqueminot. HP Clear-red.....	3.50	30.00
Henry Nevard. HP Crimson-scarlet.....	3.50	30.00
Martha Lambert. Everb. Shrub. Cerise.....	5.00	45.00
Max Graf. Rug. Pink for banks.....	3.50	30.00
Mrs. John Laing. HP Light-pink.....	3.50	30.00
Ulrich Brunner. HP Cherry-red.....	3.50	30.00
Urdh. HP Old-rose.....	3.50	30.00
Vanguard. Rug. Orange-salmon.....	3.50	30.00



ROSA HUGONIS: "Golden Shrub Rose of China"

Here's a sturdy soldier. He stands the gaff of the coldest corner and most starved spot. He puts up a good front all season—golden flowers at Forsythia time, stunning maroon growths in summer, fetching fall foliage. He'll do sentry duty on the lawn or make impenetrable defense in hedges. Hail Hugonis for **extra** profit.

Dormant 2 year field, own root. 100 for \$20. 10 for \$2.50

CLIMBING ROSES

	10	100
American Pillar. Spectacular pink.....	\$3.50	\$30.00
Cli. American Beauty. Rose-pink.....	3.50	30.00
Cli. Dainty Bess. Blush-pink.....	4.00	35.00
Cli. Mrs. P. S. du Pont. Golden-yellow.....	4.00	35.00
Flash. Pl. Pat. No. 396 (See Page 2).....	5.50	50.00
Paul's Scarlet Cli. Vivid-scarlet.....	3.50	30.00
Prosperity. Cont. blooming, white pillar.....	5.00	45.00
Silver Moon. Very hardy white.....	3.50	30.00
Spanish Beauty. Pearl-pink.....	3.50	30.00
Virginia. Scarlet-rose.....	4.00	35.00
Wichuraiana. White for banks.....	3.00	25.00

The Conard-Pyle Co.

Robert Pyle, Pres.

West Grove, Pa.

