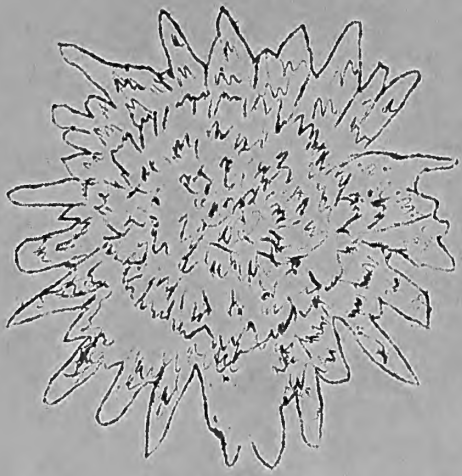


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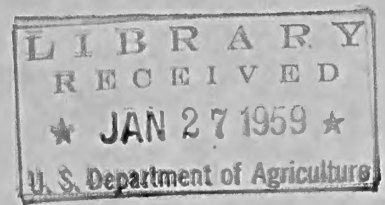
FLEMING'S FLOWER FIELDS

GROWERS AND HYBRIDIZERS of  
FINE HARDY PERENNIALS



no dear Mums

5166 Leighton  
Lincoln, 3 Nebraska



1959 SPRING TRADE LIST

We are again pleased to present our new trade list for your consideration. Many of the varieties listed are top notch newcomers which have received much publicity in garden publications and thus should be in great demand.

We are happy to be able to introduce a fine new white pompom mum GREGORY, from Mr. George Nadeau of Greenville, Michigan.

From our own hybridizing program we are introducing two new cushion mums RUBESCENT CUSHION, a ruby red carnation flowered mum, and SOME PUMPKINS!! a pumpkin-orange cushion blooming in early September. During the three years they were on test here they were well received by our visitors.

The new University of Nebraska mum from Glenn Viehmeyer, AK-SAR-BEN, is the first of a fine series of unique garden mums, the spiders, rayonantes, quills etc. Glenn has many fine colors in this group and they are EARLY BLOOMERS. A royalty is paid on AK-SAR-BEN. Funds from this royalty money are used to help finance horiticultural hybridizing and testing programs at North Platte.

May we call your attention to our 35mm Kodachrome slide service. We have revised our set of slides on perennials again this year and have added many new varieties to these sets. For details see reverse side of order blank.

Visitors are cordially welcome at our flower fields especially during the growing season.

"MODERN MUMS FOR 1959"

AK-SAR-BEN (Uni. of Nebr. - Glenn Viehmeyer) The first in a new and unique series of early blooming quill or "Spider" mums for the garden. The fully double stiff textured quilled flowers are 3½ to 5 inches across and are borne singly or in loose clusters on strong stiff stems. The color, as described by Mr. Viehmeyer, is a decorator color which goes well in arrangements with many colors, being a suntan shade overlaid with rose. Strong 30" plants bear their blooms from late August until killing freezes. A truly hardy, early blooming "Rayonante" type mum has been much desired and thus this variety, the first in that category, is sure to be popular.

Strong rooted cuttings - - \$2.25 per 10, \$20.00 per 100



"MODERN MUMS FOR 1959" (Cont.)RUBESCENT CUSHION (Fleming's Flower Fields)

A new ruby red "carnation" flowered cushion which is destined to take its place among the leaders when it is seen. This is truly a cushion mum with dense compact plants 10 - 12" inches high and up to 30 inches across. The foliage on this low mound is completely hidden by hundreds of double glowing ruby red flowers from October 1st on. Petals are notched so flowers resemble carnation flowers. A fine companion for Copper 'n' Gold, Mound 'o' Snow, Tiny Rubies, and other extra low growing cushions.

Strong rooted cuttings -- \$1.75 per 10, \$15.00 per 100

SOME PUMPKINS!! (Fleming's Flower Fields) A distinctive newcomer in the cushion class. Sturdy, bushy plants 12" high and 30" across with dark attractive foliage are topped with myriads of sparkling golden-pumpkin orange flowers. These bright hued 2-3" semi-double blooms have the interesting property of incurving into a ball, thus resembling a "football" mum in miniature.

Strong rooted cuttings - - \$1.75 per 10, \$15.00 per 100.

GREGORY (George Nadeau) We are pleased to be able to offer for the first time nationally one of the new garden mums produced by Mr. George Nadeau. Strong upright plants 24 to 30 inches high, branched nicely to provide an abundance of long stemmed white pompons for cutting. Fully double, stiff textured 2½-3" white pompons are borne in clusters. These show an attractive light pink-tan center upon opening but lose this color in a few days, turning to a pure white. The pure white hue is constant for the balance of the season, there being no "purpling" in late season with the coming of cool nights. Flowers are very frost tolerant and plants are extremely winter hardy, producing myriads of runners.

Strong rooted cuttings - - \$1.75 per 10, \$15.00 per 100

CUSHION MUMS

This type of mums continues to be very popular for use in landscaping, being ideally suited for foundation or border plantings. These are real traffic-stoppers in the fall - be sure to have plenty for sale at that time.

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>COPPER 'N' GOLD</u> (Donaldson-Fleming) Attractive close knit plants 10-12" high and up to 36" across are covered with hundreds of flowers which completely hide the foliage from mid-Sept. on. The buds are a glowing orange-red which open to bright golden flowers with darker centers. Flowers take on coppery hues with cool weather.	\$1.00		\$8.50
<u>EARLY GOLD</u> (Lehman) Nicely shaped mounds 15-18" high and up to 30" across are loaded with fully double bright yellow flowers. Fine for early Sept. pot plant sales.	.75		6.00
<u>FUCHSIA FAIRY</u> (Herr) Cute 12-15" mounds are covered with 1" blooms of a sparkling fuchsia shade. One of the most frost and freeze tolerant mums we know of.	.85		7.00
<u>GOLD RIBBON</u> (Uni. of Nebr.- Viehmeyer, 1957) A splendid new cushion variety which derives its name from the appearance created when planted in a row along a driveway or border. Plants are 12-15" high and 20-24" across and are topped with very double deep gold to light orange flowers with darker centers. Mid-September	1.00		8.50
<u>LIPSTICK</u> (Dunham) A flat-topped mound of flowers 15-18" high and up to 24" across. Flowers are a bright crimson red. One of the best cushions.	.85		7.00
<u>LOVELY LASS</u> (Fleming, 1957) Symmetrical 12-15" bushy plants covered with fully double orchid lavender flowers. A lovely soft shade in the cushion group which blends well with the others.	1.20		10.00
<u>MINNPINK</u> (Uni. of Minn., 1957) A welcome newcomer to the "King-size" cushion mum group. Perfectly symmetrical plants 15-18" high and up to 36" across. Hundreds of truly pink double flowers completely hide the foliage from mid-Sept. onward. Minnpink has been hailed by growers across the country as the best pink cushion to date.	1.00		8.50
<u>MOUND O' SNOW</u> (Fleming) Symmetrical mounds 12" high and up to 24" across are smothered with white flowers. One of the best early season sorts.	1.20		10.00
<u>NEW GOLD NUGGET</u> (Fleming) Mounds 12-15" inches high and up to 30" across are covered with double bright lemon yellow flowers. Flowers resemble somewhat Japanese Anemones. Blooms from Oct. 1st on - a very hardy variety.	1.20		10.00



CUSHION MUMS (Cont.)

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>PINK SPOON CUSHION</u> (Fleming, 1958) A most unusual new cushion mum. Bushy 12-15" plants - up to 3 ft. across are covered with large double blooms of rosey pink of an attractive "spoon" type. A large commercial grower described it as "very exciting". This is a variety which we feel sure will become very popular as it becomes known. Quantity is still relatively limited. Order early.		1.40	12.00
<u>TINY RUBIES</u> (Fleming, 1957) Hundreds of stiff textured glowing ruby red tiny daisies with glistening gold centers completely blanket the globular plants (10-12" high and up to 30" across). Flowers are reminiscent of Cinerarias in appearance. An excellent sort for potting or for edging. Mid-season.		1.20	10.00
<u>WHIMSICAL CUSHION</u> (Fleming) Perfectly formed 10-12" mounds are covered with most unusual flowers. The blooms are fully double with petals which are tubular in form with small spoon tips. The color is also very unusual, being a buff yellow overlaid with light rust red.		1.20	10.00

GENERAL DECORATIVE MUMS

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>ADORABLE</u> (Lehman, 1956) An outstanding truly pink early blooming garden mum. Large double salmon pink flowers on long stems for cutting.		\$0.85	\$7.00
<u>ALERT</u> (Becker) Intense purple double decorative. One of the finest early blooming sorts.		.85	7.00
<u>AMETHYSTINE</u> (Fleming, 1956) Bushy 24" plants with attractive dark green foliage are covered with fully double 2½-3½" bright rosy purple flowers. Flowers are iridescent even on cloudy days.		1.00	8.50
<u>BLANCHE LITWILLER</u> (Kraus, 1957) An outstanding pink pom. Firm textured 3" soft pink poms borne in clusters on strong stems for cutting.		1.00	8.50
<u>BRONZE GIANT</u> (Lehman, 1956) Strong 30" plants with fully double flowers up to 5" across of a glowing bronze hue. An outstanding favorite with our visitors.		1.00	8.50
<u>BRONZE PAT</u> (Mueller, 1957) A fine bronze toned sport of the favorite pink variety Pat Lehman. A fine cut flower sort for early October.		1.00	8.50
<u>DELIGHT</u> (Lehman) Clusters of perfectly formed stiff textured bright yellow poms on strong stems for early September cut flowers.		.75	6.00
<u>DAISYMUM</u> (Lehman) Best alabaster white single mum for cutting. Large daisy-like flowers with broad petals. Mid-season.		.85	7.00
<u>DUNESAND</u> (Uni. of Nebr., 1957) Strong upright 30-36" plants producing myriads of 2½" flowers of a soft fawn-yellow blend. A favorite with the ladies and florists for use in mixed bouquets.		.85	7.00
<u>EVELYN DEVANEY</u> (Lehman) Strong 26" plants with long stemmed large pearly shell pink flowers. A new pastel toned sort for late Sept.		.85	7.00
<u>EARLY KATHLEEN</u> (Lehman) A fine earlier blooming version of Kathleen Lehman. Double coppery bronze flowers on sturdy 20-24" plants. Excellent mid-Sept. cut flower.		.85	7.00
<u>GOLDEN FANTASY</u> (Uni. of Minn., 1957) An exciting addition to the "Carnation-flowered" type of garden mum. Flowers are of a rich golden yellow, petals are tubular with pronged and forked edges to make the flowers resemble a large (3") fully double Carnation. Attractive dark foliaged 15-18" plants are covered with blooms from late Sept. onward.		1.20	10.00
<u>JOHN FURST</u> (Kraus, 1957) Strong upright plants with an abundance of fully double bright glistening orange flowers for cutting. A typical autumn colored mum. Mid-season.		1.40	12.00
<u>KING'S RANSOM</u> (Bristol, 1957) Strong columnar plants 28-32" high which branch at the base for an abundance of long-stemmed cut flowers. These attractive hedge-like plants are topped with shining old gold incurving flowers 3-4" in diameter. Mid-season.		1.20	10.00



GENERAL DECORATIVE MUMS (Cont.)

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>KIOWA</u> (Uni. of Nebr., 1955) Heavy clusters of bright orange-red poms are borne in profusion on sturdy 30" plants. Fine for cutting from late Sept. on. Flowers and buds are very frost hardy.		\$ .85	7.00
<u>PRAIRIE SUNSHINE</u> (Uni. of Nebr. - Viehmeyer, 1957) A truly spectacular variety which is becoming one of the best selling early sorts. Huge king-sized mound-like plants 24" high and 36" across with large fully double 3-5" flowers of a bright golden yellow are truly a sight to behold. Blooms from early September until late in the season. An excellent sight seller in the fall.		1.20	10.00
<u>PURPLE HEART</u> (Lehman, 1958) Fully double Cactus-like flowers 3-4" across of a glowing grape juice purple shade with silvery reverse. Sturdy 30" plants provide a multitude of long stemmed flowers well suited for cutting. Mid-season.		1.40	12.00

HARDY ASTERS

A splendid group of perennials which is becoming increasingly popular. For late summer and fall color in the garden they are irreplaceable. Our collection includes many of the finest new varieties.

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>BONNY BLUE</u> (Breithaupt, 1957) A fine new dwarf aster in a medium shade of wisteria blue. The sturdy plants are 8-10" high and 10-15" across and are covered with bloom from late August onward.		\$1.40	12.00
<u>CLARITY</u> - The finest hardy white Aster. Semi-double 2" blooms carried on 24-30" upright plants from early Sept.		1.00	8.50
<u>EVENTIDE</u> - This may be considered to be the best of the dark blue-violet hardy Asters. Heavy clusters of semi-double flowers on upright 24" to 30" plants. An excellent seller when in bloom in the fall.		.85	7.00
<u>MELBOURNE EARLY RED</u> (New) This newcomer from England is the best of the hardy red Asters. The rich current red blooms are larger than those of Winston Churchill and cover sturdy 15-18" plants with color during the early autumn season.		1.40	12.00
<u>OREGON SNOWBANK</u> - Compact plants 8-12" high and 12-18" across covered with sparkling white blooms.		.85	7.00
<u>PINK BOUQUET</u> (Marx, 1956) Masses of soft pink flowers on compact bushy plants of fine habit.		1.20	10.00
<u>TAPESTRY</u> - Large semi-double flowers of a lovely pastel pink shade on upright 30" plants. One of the best of the recently imported sorts from England.		1.00	8.50

SELECTED HARDY PERENNIALS

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>BUDDLEIA CHARMING</u> - The pinkest of the "Butterfly Bushes". Long sprays of lovely lavender pink flowers.		\$ .85	\$7.00
<u>BUDDLEIA FLORALART</u> - Large fully spikes of orchid-lavendar blooms. Better than many sorts as nearly the entire spike blooms at one time.		1.00	8.50
<u>CARYOPTERIS AZURE</u> (New this year!!) A brand new creation released by the U. S. Department of Agriculture. Upright shrubby plants growing more dwarf than Blue Mist and with flowers of a much deeper blue shade. Demand for this newcomer will be great - order early!		1.40	12.00
<u>CARYOPTERIS BLUE MIST</u> - (Blue Spirea) Long stemmed clusters of powder blue flowers from August until late fall. Good cut flower.		.75	6.00
<u>DIANTHUS DINAH</u> - Fully double flowers of a deep persian rose with maroon centers. An excellent grower with stiff 8-12" stems.		1.00	8.50
<u>DIANTHUS DUBONNET</u> - Large fully double glowing wine purple carnation-like flowers. One of the best garden sorts.		.85	7.00
<u>DIANTHUS EVANGELINE</u> - Perfectly formed fully double blooms of a lovely soft persian rose with darker centers. Stiff 8-10" stems.		1.00	8.50
<u>DIANTHUS MOON MIST</u> (NEW) Large pure white fragrant double blooms on strong 12" stems. The finest white garden pink we have seen.		1.20	10.00
<u>DIANTHUS MRS. DINA WELLER</u> - Attractive low mounds covered with large bright pink flowers with red eyes.		.85	7.00



SELECTED HARDY PERENNIALS (Cont.)

	<u>Rooted cuttings</u>	<u>Per 10</u>	<u>Per 100</u>
<u>DIANTHUS PINK PRINCESS</u> - Myriads of deeply lacinated double blooms of bright rose pink. Extremely vigorous grower and amazingly hardy.		1.00	8.50
<u>DIANTHUS ROSE UNIQUE</u> - Double carnation-like flowers of bright rose are borne profusely on attractive compact plants.		1.00	8.50
<u>HELENIUM COPPER SPRAY</u> (Kupfersprudel) A new import from Europe. Bushy upright 3-4 ft. plants covered with 1½" daisy-like flowers in red, bronze and copper hues from August until killing frosts. The most showy of the Heleniums we have seen.		1.40	12.00
<u>IBERIS ALEXANDER'S EARLY</u> - An Extra early blooming form of hardy white candytuft which blooms 10 days before Snow Flake. Easily trimmed to form attractive evergreen dwarf hedge.		.85	7.00
<u>LYTHRUM MORDEN'S ROSE</u> - New. Bright rich rose flower spires. Attractive upright plants blooming during most of the summer.		.85	7.00
<u>LYTHRUM ROBERT</u> - Compact bushy 18" plants with spikes of bright fuchsia-rose red flowers.		.85	7.00
<u>MONARDA GRANITE PINK</u> - A new semi-dwarf variety. Bright rose pink flowers. Color does not fade in bright sunlight.		.85	7.00
<u>OENOTHERA ROSEA</u> - Myriads of 2" saucer-like soft pink flowers on 6-10" stems arise from compact foliage rosettes. One of the most attractive of the low growing summer flowering perennials.		.85	7.00
<u>PENTSTEMON FLATHEAD LAKE HYBRIDS</u> A new race of hybrid Penstemons which was produced from crosses between selected forms of P. barbatus, P. glaber and related species. Long spikes of tubular bell-shaped flowers in varying shades of pink, rose, red, violet and purple. Blooms are produced from early June until fall.		1.40	12.00
<u>PENTSTEMON REGAILITY</u> (Fleming, 1956) A superb new Pentstemon produced by us by crossing the popular varieties Rose Elf and Garnet. Upright plants with heavy spires of blooms similar in form to Garnet are in flower from June continually until late fall. The flowers are a rich purple-red shade midway between Pansy violet and Hollyhock violet. This variety has a <u>greater degree of hardiness than Garnet</u> but cannot be considered to be completely winter hardy in the northern states. Careful winter protection is therefore suggested.		1.00	8.50
<u>PENTSTEMON SEEBA HYBRIDS</u> - Another new group of hybrid Pentstemons, this one being the result of crosses involving the popular species P. grandiflorus with P. murrayanus. Mature plants grow 3 to 4 ft. high and will bear two dozen 18-24" spikes of flowers. Colors include whites, pinks, lavendars, reds and purples. Blooming season begins in June and continues for several weeks. Quantity very limited.		1.50	13.00
<u>PHLOX SUBULATA INTENSITY</u> (New - Bristol Nurseries) A striking newcomer. Evergreen foliage mounds are loaded with bright cerise flowers during the early spring.		1.00	8.50
<u>PHLOX SUBULATA WHITE PERFECTION</u> (Alexander - New) A most unusual new sort. Large white flowers with distinct blue centers.		1.20	10.00
<u>VERONICA BLUE CHAMPION</u> - Tall spikes of bright blue flowers during the summer months.		.85	7.00
<u>VERONICA ICICLE</u> - Pure white spikes of flowers on attractive 15-18" plants. One of the nicest summer flowering perennials.		.85	7.00
<u>VERONICA PINK SPIRE</u> (Bristol Nur.) The best pink Veronica. Long steeples of lovely pink blooms during the later summer months. Attractive silvery foliage. Quantity very limited.		1.80	15.00
<u>FIELD GROWN PERENNIALS</u>			
Field Clumps for Early Spring Delivery			
<u>CARYOPTERIS BLUE MIST</u> - plants 15-18" high (1 year)		2.50	22.00
<u>CELANDINE POPPY</u> - (1 year old seedlings) Graceful bushy 18-24" plants covered with airy sprays of bright golden yellow semi-double 1" flowers - May & June.		1.50	12.50
Fleming's Hardy <u>HIBISCUS</u> - Herbaceous shrubby plants for background planting, 4-6 ft. high. Flowers 6-8" across range in color from white through pink, rose and red shades. Mixed colors - large 1 year plants.		1.65	14.50
<u>LYTHRUM</u>			
<u>MORDEN ROSE</u> - Strong one year blooming clumps		2.25	20.00
<u>PROLIFIC</u> - Strong one year blooming clumps		1.85	17.00
<u>MONARDA GRANITE PINK</u> - A new semi-dwarf variety. Bright rose pink flowers which don't fade in bright sunlight		2.25	20.00

ORDER BLANK

FLEMING'S FLOWER FIELDS  
Growers of Fine Perennials  
3100 LEIGHTON AVE., LINCOLN 3, NEBR.

FIRM NAME

Date

ADDRESS

Our No.

Your No.

CITY AND STATE

Terms

Date of Shipment

Mode of Shipment

Quantity	Variety	Grade	Price	Amount
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See Terms of Sale on Reverse Side



Mum cuttings ready February 15th to June 1st.

Hardy Asters and other perennials ready March 1st to June 1st.

### 35 m.m. COLORED SLIDES

Nurserymen and florists are often asked by local Garden Clubs to provide programs. Such appearances are excellent sales and good will builders and should be made if at all possible. The most popular program is one which includes colored slides or movies. We have a number of sets of colored slides of Mums and other perennials which we have been loaning to garden clubs for several years. We now have enough sets so that we can offer them to fellow nurserymen for use at club meetings on a limited scale. The only cost to you is the postage. Please make requests well in advance of desired showing date in order to avoid disappointment.

### TERMS OF SALE

1. Cash with order please - unless credit arrangements are made prior to shipment. No C.O.D. orders, please.
2. Early Orders - Orders for cuttings accompanied by cash which allow us two months in which to make delivery are subject to a 10% discount. For example, if cuttings are required March 15th and order reaches us by January 15th, you may deduct 10% from amount. This does not apply to field plants.
3. Minimum quantity - 10 of a kind - 25 take 100 rate.
4. Minimum order - \$4.00.
5. Shipments made by express F.O.B. Lincoln, Nebr., unless otherwise stipulated. We recommend parcel post, special handling for small orders because of high minimum express charge. Please make additional remittance for postage, any excess will be refunded immediately after shipment is made.
6. Our responsibility ends with delivery of plants in good condition to forwarding agency. In the event, however, of poor shipment, please notify us at once and file report with express agency.



DON'T MISS THESE TOP NOTCH PERENNIALS ↓

SEDUM MAXILLUM ATROPURPUREUM A recent import from England which has been very popular there. It will receive much publicity in garden magazines and will be advertised as "The Mahogany Plant". Attractive upright 2-2½ ft plants with plump lanceolate leaves of rich mahogany red overcast with bronze-purple. Large heads of creamy rose flowers in late summer are a nice contrast for the stems which take on ebony hues at that time. A good item for cutting and arrangements as the flowers last well in water. The plants themselves will prove to be real "conversation pieces" in the garden or nursery during the growing season by providing effective accents wherever used.

Heavy rooted cuttings \$1.25 per 10, \$11.00 per 100.

VIOLET FRECKLES - A truly distinctive violet. A very free flowering sort with white flowers which are liberally splashed with blue "freckles". This variety has been extremely popular with visitors to our gardens. QUANTITY VERY LIMITED THIS YEAR - Available from March 10th on.

Heavy rooted cuttings \$1.40 per 10, \$12.00 per 100.

Four additional fine garden Chrysanthemums

	Strong, rooted cuttings.	per 10	per 100
<u>APRICOT GLOW</u> (Bristol) One of the best cushions. Symmetrical 16" plants covered with bright apricot-orange flowers. Early.		\$0.95	7.00
<u>NEW DRIFTED SNOW</u> (Lehman, 1957) An outstanding early season white. Bushy 20" plants with fully double 3" blooms. In effect it is a "King-sized" cushion mum. Mid-Sept.		1.00	8.50
<u>NEW PAPER WHITE</u> (Lehman) A splendid improved version of "Paper White". Glistening pure white flowers on 15-18" plants. Early Sept. bloomer. A good pot plant subject.		1.00	8.50
<u>PRINCESS KAY</u> (Lehman, 1958) Lovely fully double, heavy textured flowers of pure Alabaster-white with no yellow centers. Heavy clusters of flowers on strong stems make it a fine cut flower sort. Late Sept.		1.20	10.00

SPECIAL MONEY SAVING COLLECTIONS

This section offers several money saving collections. Should you find them to your liking, do take advantage of the savings they offer.

Collection No. 1 Your choice of 25 each of any four of the following varieties for \$6.00 (\$7.00 value). Adorable, Dunesand, Apricot Glow, Delight, Evelyn Devaney, Lipstick and Fuchsia Fairy.

Collection No. 2 Your choice of 25 each of any four of the following sorts for \$7.50 (value to \$8.86). Golden Fantasy, Gold Ribton, Minnpink, Anethystine, Blanc'e Litwiller, Bronze Pat and New Drifted Snow.

Collection No. 3 Twenty five RC each of four cushion mums (our choice of varieties) with value up to \$10.00 for \$7.50. Varieties labelled.

Collection No. 4 Twenty five RC each of four upright (cut flower type) mums with value up to \$10.00 - correctly labeled for \$7.00.

Collection No. 5 Ten RC each of ten mums (our choice of varieties - correctly labeled ↓) with value up to \$11.00 for \$8.50.

FOR A GOOD HARVEST - "TODDSEN MILLS"

MULCH RATE

from

FLETCHER'S FLOUR MILLS  
3100 Leighton Ave., Lincoln, 3, Nebr.

