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THE  
NEW  
SHASTA DAISIES

“ALASKA,” “CALIFORNIA”  
“WESTRALIA”

BURBANK'S  
EXPERIMENT FARMS

MARCH, 1904



FOR SALE ONLY BY  
LUTHER BURBANK  
SANTA ROSA, CALIFORNIA  
U. S. A.

*Wherever "the round world over" men know flowers and fruits, know of their origin, their development and their creation, there is Luther Burbank recognized as a man of wondrous power. He has done things. Like that soldier hero, who at the outbreak of the Spanish war, carried this Nation's message to Garcia, Mr. Burbank, without flourish of trumpets, without asking for fame, has been quietly at work for years at his home farm near Santa Rosa, California, developing and making fruits and flowers. Patiently, tenderly, enthusiastically, he has worked with such results that all men who know them give him the highest honor and praise.—CHARLES SEDGWICK AIKEN, Editor Sunset Magazine.*

# THE SHASTA DAISY

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**T**HREE years ago (1901), when the first SHASTA DAISY was announced, the broad, definite and unmistakable claims made for it were received with some incredulity by those who have so often been deceived by the professional promoters of ancient "Novelties".

The next year (1902), however, when the plants had become established and commenced to exhibit their real merits, orders for plants and seeds came rapidly by mail, telegraph and cable from all parts of the world, and more than five thousand times as much stock was sent out; last year (1903) fully one hundred thousand times as much stock was ordered. Meantime seedling plants by the hundred thousand were being raised and tested on my grounds at Santa Rosa and Sebastopol from the very cream of each season's selection, and now I have the pleasure of offering three varieties of a new strain of the SHASTA DAISIES, "ALASKA", "CALIFORNIA" and "WESTRALIA". These are as great an advance over the original SHASTA as that was over all the Moon-penny Daisies then known. "SHASTA" embodied the highest type of grace, beauty, abundance of bloom, hardiness and keeping qualities. The effort since has been to give the strain increased *vigor* and *perpetual blooming qualities* and in the three now offered about all that could be desired has been added.

Time and space forbids the publication here of the long list of high appreciations bestowed upon "SHASTA" from Alaska to New Zealand, and from Siberia to South Africa, by many of the most prominent florists of the world.

*Every claim made for SHASTA has been maintained. Every claim for these New Shastas will be.*



Give these NEW SHASTA DAISIES plenty of room, one by four feet, or two by three feet if convenient, with loose, rich, sandy, well-drained soil, and feed them well, just as you would the Chinese and Japanese chrysanthemums, but do not shelter, pet, pot and shade them. With sufficient moisture they will take care of themselves in any climate from Alaska to Sahara. But one point must be looked after; these new daisies, with all their remarkable vigor will bloom themselves to death if allowed to produce all the flowers which start before the plants have time to become established. Remove all, or all but one or two buds until a good clump of leaves has been formed, then let them loose; and they will exhibit an amazing wealth of bloom. After the first season two hundred to five hundred giant blossoms each will not strain their abilities in the least, though for rapid propagation, less would be better.



Everything of unusual excellence is aped, appropriated, adulterated, imitated and counterfeited. My photographs, cuts and descriptions of SHASTA DAISY have in a few cases been used to boom plants and seeds of the old Maxima, worthless wild seedlings, and even other plants not related to the Shasta Daisies in any way.



## ALASKA

The whole plant, roots, stems, leaves, buds and flowers are gigantic, but compact and graceful in every respect.

The marvelous combination of size, grace, glistening whiteness, abundance and general effectiveness of the flowers, which are borne on long, clean, strong stems will place it at once far ahead of all others of its class.

Under the ordinary field cultivation given Chrysanthemums, the flowers average *four and a half to five inches across* on stems *two to three feet long* with thirty-eight to forty-two wide petals, and a very small disc, and with proper disbudding are produced perpetually, though more abundantly at the usual blooming season. (See page 5.)



## CALIFORNIA

Another giant in growth and in most respects similar to "Alaska", but the buds and half-opened flowers are of a *most pleasing clear pale lemon yellow* with two rows of petals. When a day or two old these gradually change to pure white. The combination is exceedingly pleasing. The flowers average four to five inches across, and with ordinary care and culture are produced perpetually. The common varieties of Chrysanthemum maxima are as weeds when compared with these. (See page 7.)





## WESTRALIA

This is distinguished by its *branching habit*, which is a strong character in one of the parents of the whole SHASTA DAISY FAMILY—the Japanese Field Daisy (Chrys. leuc. nipponicum).

Well-grown plants are three to four feet high and nearly as much through; buds and newly opened flowers are of a pleasing cream color, semi-double, three to four inches across and are produced on fairly long stems in bewildering profusion. (See page 9.)

*These new types have a remarkable resistant vigor and ability to overcome ill-treatment and unfavorable conditions not possessed by the original Shasta Daisy.*



## PRICES

Of ALASKA, CALIFORNIA and WESTRALIA strong, hardy, heavily-rooted, out-door grown plants, by mail or express:

One plant . . . . .	\$ .75	Six plants . . . . .	\$ 2.00
Two plants . . . . .	1.25	Ten plants . . . . .	2.50
Three plants . . . . .	1.50	One hundred plants . . . . .	15.00

Purchasers in all cases to have the privilege of ordering *all of one kind, or any proportion of each.*



THE FOLLOWING QUOTATIONS WILL SHOW HOW THE ORIGINAL SHASTA  
WAS RECEIVED



Luther Burbank's Splendid New Daisy,  
"SHASTA"

We cultivate more than thirty varieties of the beautiful new Moon Daisies, but "SHASTA," which has come to us from across the Atlantic, must be awarded the premier honors. In justification of this claim we specify, first, the absolute purity of the spotless white petals, the breadth and number of which is quite abnormal, the pleasing and refined yellow of the disc, the long slender stalk, unencumbered with a host of buds, which have become rather tiresome in some varieties, the earliness and length of the flowering season, and the absolute hardiness, vigor and profusion of the plant.

ISAAC HOUSE & SON,  
Westbury-on-Trym, Bristol, England.



The SHASTA Daisy is one of the most marvelous productions in the flower line that has ever been brought to the notice of floriculturists.

JAMES VICK'S SONS,  
Rochester, New York.

An Early Report

TUCKSWOOD FARMS,  
NORWICH, ENGLAND, July, 1902.

At present I see no difference between the "SHASTA" and our improved Chrysanthemum maximum.

ROBERT HOLMES.



Later Report from Same Source

November, 1903.

The SHASTA Daisy will produce four times as much bloom as any other variety, and when cut, this will remain in a fresh condition for fully a fortnight, which makes it a unique flower for decoration. Plants will bloom in six months from time the seed is sown, while the varieties of Maxima will only bloom the second year from seed. The SHASTA Daisy will succeed in any soil, and is perfectly hardy, it is perennial, blooming better and more abundantly each season, and may be multiplied by simple division of the root.

ROBERT HOLMES, F. R. H. S.,  
Tuckswood Farms, Norwich, England.

Probably no hardy plant has ever been so highly spoken of in the American Horticultural Press as this production of Luther Burbank's. \* \* \* This we consider the finest of all the Moonpenny Daisies. The flowers are of the snowiest white, with yellow centers, large and graceful, and produced in countless numbers on long, strong stems, making it a valuable cut flower. It is perennial, absolutely hardy and blooms the first season from seed.

HENRY A. DREER,  
Philadelphia, Pa.



The SHASTA Daisy exhibits a grace and refinement lacking in other daisies belonging to this genus, \* \* \* far superior to the common daisies, Paris daisies, *Chrysanthemum maximum* and white asters in grace and purity of color. It has met with a good demand at all times at prices which may be considered high as compared with those obtained from any other out-door summer stock.

Selection from Shasta Daisy article by FRED W. TIMME, in *Florist's Exchange*.



The SHASTA Daisy is one of the striking creations of Luther Burbank who has done more than ever man did before in originating new fruits, flowers and vegetables, a new flower of wonderful beauty.

JAMES J. H. GREGORY,  
Marblehead, Mass.

Glance for a moment at the SHASTA Daisy. A wizard lacking appreciation of practical considerations would probably have stopped when he conjured up an ox-eye daisy as broad as his hand and have flashed his product in the eyes of the world, calling for worship. Mr. Burbank did not. He carried his wonderful creation along several lines of improvement which would enhance its value from a florist's point of view. He lengthened and stiffened the stem; he arranged and shaped the petals; he changed the profile of the dazzling blossom—all these and other changes being secured by the legitimate arts of plant-breeding.

PROF. E. J. WICKSON,  
California State University, Berkeley, Cal.



I have watched the development of the SHASTA Daisy in Mr. Burbank's grounds for several years past, and pronounce it the best white flower for garden and house decoration which I have ever seen. It is worthy of all the praises bestowed upon it.

CARL PURDY.



The SHASTA, raised by Mr. Luther Burbank, is an acquisition, the flowers are large and bold, borne on slender stems, and the disc very refined, it has bloomed almost uninterruptedly during the whole of the season.—*Horticultural Trade Journal*, London, October, 1902.

The SHASTA Daisy has been rightly termed the Latest Floral Wonder, and for good reason, for to-day no other flower can compare with it in usefulness.—*Cassell's Magazine*, London, England.



The greatest Novelty of 1902, the California SHASTA Daisy.

WEEBER & DON,  
New York.



There is to be seen at Messrs. Woodhead, Plant & Co's Establishment a new floral wonder called SHASTA Daisy. It is somewhat like the Marguerite in appearance, but very much larger and more graceful, averaging about a foot, often more—in circumference, with three or more rows of petals of purest glistening whiteness. Lovers of Horticulture should not fail to see this magnificent specimen, the first of its kind in the Colony.—*Cape Argus*, Cape Town, South Africa, November, 1903.



The huge flowers are pure white with gold centers, soft and velvety. It is one of the novelties that has come to stay.

MCGREGOR BROTHERS,  
Springfield, Ohio.

The SHASTA Daisies, or more properly Chrysanthemums, are most excellent house plants, and we have noticed large plants sold to our customers at Easter flowering in great profusion in the windows six months later. Not many of our green-house plants will do that.—WILLIAM SCOTT, in *Florist's Exchange*.



The SHASTA Daisies are charming for vase decoration with their long stems.—*The Gardener*, London, England.



SHASTA Daisy is indeed an acquisition to our hardy perennial borders, and will be better appreciated as time goes on. We expect the Shasta Daisy to find a place in every garden of hardy flowers.—W. F. VAN FLEET, in *Rural New Yorker*.



California, with all its great natural wonders and marvels of production, has nothing of its own which to the horticulturist or plant student is more noteworthy than Luther Burbank. \* \* \* One of his latest achievements, and one that will perhaps take Burbank's name into more remote home gardens than any of those that have come before is the SHASTA Daisy.—*American Gardening*.

Last year Mr. Burbank gave to the world the SHASTA Daisy, this child of his heart and brain, to preach the gospel of peace and love and beauty. \* \* \* The flowers often measure four or more inches across of purest glistening white. They have a charming effect in the garden, and are invaluable for cut flowers, shipping well and keeping two weeks in water.

MRS. THEO. B. SHEPHERD,  
Ventura, California.



We are delighted with your SHASTA Daisies. Growing luxuriantly and blooming profusely.

STARK BROTHERS,  
Louisiana, Missouri.



Among the most startling example of great increase in size in a hybrid among Burbank's Creations in his SHASTA Daisy.—*New York Herald*.



There is no doubt but the SHASTA Daisy has come to stay as a plant for summer cut flowers, and for the hardy border.

THE STORRS & HARRISON COMPANY,  
Painsville, Ohio.



There is little doubt that this wonderful flower will soon become one of the most popular of our cultivated blossoms.—*North American Horticulturist*.

The following is from a letter just received from Mr. John H. Horton, who is in charge of the beautiful gardens and grounds at the Thomas Walker Convalescent Hospital: "I sowed seed of the SHASTA Daisy on 2d of July; to-day my best plant measures 21 inches over all, and is 16 inches high. There are 26 fully expanded blooms and more than 30 buds on the same plant. The florets (petals) are in color and form exactly as described by the raiser and yourselves, and number from 24 to 33 on each bloom. The most remarkable feature of this plant is the length of time the daisies remain of the same glistening whiteness under the influence of our summer sun. I am delighted with the plant, and consider it one of the best introductions of recent years." The above is eloquent testimony to the value of the beautiful Shasta Daisy.

ANDERSON & COMPANY,  
Sydney, Australia.



ROCHESTER, NEW YORK, May 10, 1902.

We have flowered the SHASTA Daisy plants which we received from you in the fall, and it is certainly a wonder. We consider it one of the best novelties in the plant line we have seen in a long time.

JAMES VICK'S SONS.



The SHASTA Daisy is one of Burbank's greatest novelties, and it promises to rank as one of the very best garden flowers.—*Horticultural Trade Journal*, London, England.

By judicious combination and unremitting care in selection, varieties of SHASTA DAISIES have been produced on my grounds with glistening white flowers over *six inches* in diameter; others as *double* as the best Dahlias, also charming varieties with *fluted, frilled, crested,* and *laciniated* flowers, and with varying shades of *color*, on stems from *three inches* to *five feet* in length. Most of these now lack some *one* point of excellence required in a flower for general culture. Time will reveal some unexpected wonders among the popular SHASTA DAISIES.



MT. SHASTA, CALIFORNIA.



*What occupation can be more delightful than adopting the most promising individual from among a race of vile, neglected orphan weeds with settled hoodlum tendencies, down-trodden and despised by all, and lifting it by breeding and education to a higher sphere. To see it gradually change its sprawling habits, its coarse, ill-smelling foliage, its insignificant blossoms of dull color to an upright plant with handsome, glossy, fragrant leaves, blossoms of every hue and with a fragrance as pure and lasting as could be desired.—Extract from "How to Make New Fruits and Flowers." By LUTHER BURBANK. Read before the Floral Congress at San Francisco, Cal., May, 1901.*

