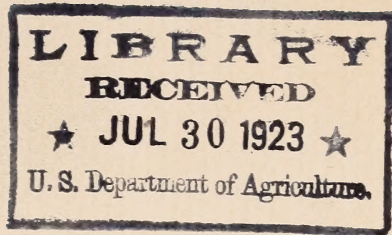


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KATZENSTEIN & RUFF,
46 DRUID CIRCLE,
ATLANTA, GEORGIA.

MESSRS. OTTO KATZENSTEIN AND S. Z. RUFF ANNOUNCE THAT THEY HAVE FORMED A PARTNERSHIP FOR THE PURPOSE OF EXPLOITATION OF VERY EXTENSIVE FIELDS OF RHODODENDRON CATAWBIENSE AND KINDRED PLANTS WHICH THEY HAVE ACQUIRED. THEY WILL DO BUSINESS UNDER THE FIRM OF

KATZENSTEIN & RUFF,

WITH OFFICE AT ABOVE ADDRESS.

MR. KATZENSTEIN WAS, SINCE THEIR INCEPTION ABOUT EIGHT YEARS AGO AND UNTIL RECENTLY, MANAGER OF THE PINEHURST NURSERIES AT PINEHURST, N. C.

MR. RUFF ALSO IS A PLANTSMAN AND COLLECTOR, WITH EXTENSIVE PRACTICAL EXPERIENCE GAINED IN CHARGE OF LARGE PUBLIC AND PRIVATE PLANTINGS.

MR. KATZENSTEIN THANKS HIS MANY FRIENDS FOR THEIR NUMEROUS PROOFS OF CONFIDENCE SHOWN HIM DURING HIS FORMER CONNECTIONS AND TRUSTS THAT THEY WILL CONFER THEIR FAVORS IN FUTURE UPON THIS NEW ENTERPRISE, FURTHER ANNOUNCEMENT OF WHICH IS MADE ON THE FOLLOWING PAGES.

ATLANTA, GA., FEBRUARY, 1904.

Announcement.

In gorgeousness of its large trusses of exquisite flowers of lighter and darker pink shades and in the color of its large deep-green and persistent foliage, RHODODENDRON CATAWBIENSE is far superior to Rhododendron maximum and in hardiness it is at least its equal.

There are imported into this country considerable quantities of Rhododendrons, and a large percentage of these Rh. catawbiense. They come from Holland, Belgium and from England. Plants reared in this country now and in England are much to be preferred to those imported from Holland or Belgium. The latter are grown in such light and peaty soil that their transplanting to this country is almost invariably attended with large and often even entire loss within three years, whereas domestic and English plants continue with age to thrive and increase in size and beauty.

The plants which are growing in our fields, therefore, must not be compared or put in the same class with Dutch or Belgian stock, but they are fully equal to the best English imports. They grow in open fields, (with but an occasional and widely spaced tree between), in good loam of often a fairly gravelly composition, and naturally they form a grand system of fibrous roots, that holds well a substantial ball of earth.

THESE COLLECTED RHODODENDRON CATAWBIENSE TRANSPLANT WITH EVEN GREATER SUCCESS THAN THAT NOTABLE IN RHODODENDRON MAXIMUM, WHEN THE LATTER ARE COLLECTED, TRANSPORTED AND PLANTED WITH THE UTMOST INTELLIGENT CARE.

The wide range of territory at our disposal makes it unnecessary to resort to the digging of any specimens which might be growing in ledges, where the roots would have to be butchered to extricate the plants. Owing to this free development of the bushes, they are remarkably symmetrical and generally attain about the same diameter as height, with dense foliage to the ground.

We propose to carefully select all plants, have them dug by experienced help, and the roots packed in burlap before they have been unduly exposed to the weather; have them transported to the shipping station in specially constructed spring wagons and intelligently loaded in the cars, thus insuring the delivery of strictly first-class stock at reasonable expense to the purchaser—stock that can be planted with confidence that it will prove satisfactory.

The number of plants in any one car depends of course on the sizes and pliability of the branches, but the following quantities may be taken as an approximately correct basis for calculations:

About 1000 clumps	12-18 in.	by 15-18 in.	are contained in one car.
“ 800	“ 18-24	“ “ 18-24	“ “ “ “
“ 500	“ 24-30	“ “ 24-30	“ “ “ “
“ 300	“ 30-36	“ “ 30-36	“ “ “ “
“ 120	“ 36-48	“ “ 36-48	“ “ “ “
“ 90	“ 48-60	“ “ 48-60	“ “ “ “

We are prepared to make prompt deliveries after middle of February, and shall gladly quote lowest prices for single or more car loads, delivered to any point in the United States, such quotations to include all charges for freight, decks, bagging in burlap, etc., and respectfully solicit correspondence. Samples of any sizes will be cheerfully furnished at cost and the charges for them will be allowed on the first order.

KALMIA LATIFOLIA we can also supply in a very superior grade and in any quantity. We can guarantee every plant sent out a perfect specimen, with dense deep-green foliage to the ground, with a substantial ball of earth, and with a diameter often even exceeding the height of the plants. We shall with greatest pleasure give all further information as to sizes and cost per car loads delivered to any points in the United States.

It is our principal aim to establish a reputation for sending out exclusively plants from our fields which are first-class in every way and at prices which make possible their more general use in planting, and we desire to particularly extend our dealings with nurserymen, landscape architects and park officials.

