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ROSY

Department of Agriculture.

PROPOSITIONS

Leedle



Spring 1906

SHIPPING and COMMUNICATING

.....Facilities of.....

SPRINGFIELD, OHIO

Express Companies	Operating Over
Adams	P., C., C. & St. L. R'y (Panhandle Route—Penna. Lines.)
American	C., C., C. & St. L. R'y (Big Four Route—N. Y. Central Lines.)
Wells Fargo	Erie Lines.
United States	Detroit, Toledo & Ironton R'y.
Southern Ohio	Six converging electric lines.

CONNECTING WITH AND WAY-BILLING
THROUGH VIA

National, Pacific, Southern, Western, Northern Pacific, Great Northern, Canadian, Dominion, Adirondack, Long Island, E. & P., D. & R. G., N. Y. & B. Dispatch, and all other express companies.

SPECIAL LOW RATES ON PLANTS.

Western Union Telegraph Co.

Postal Telegraph-Cable Co.

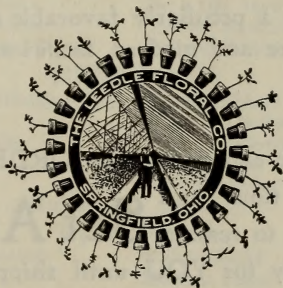
Central Union (Bell) Telephone Co.

Home (Independent) Telephone Co.

2 prompt mail deliveries,
and
2 regular express wagon calls
daily at doors of

THE LEEDLE FLORAL CO.

EXPERT ROSE GROWERS



HYBRID
PERPETUAL
SPECIALISTS

POINTERS ON EVERY PAGE



OUR PRODUCT

300,000

Strongly rooted, healthy and vigorous
ROSE plants from stock

Planted in February and March,
Propagated in May and June,
otted early in June and July,

and

grown in a peculiarly favorable soil under
expert care and modern facilities.

We can book your ORDER
at any time and
plants to remain **Set Aside**
exclusively for YOU until shipping time
agreed upon.

PACKING under expert supervision
with utmost care, always judiciously gov-
erned by season, temperature, distance, des-
tination, quantity, variety, etc., so that
every package of plants may be relied up-
on to arrive in good growing condition.

SPECIAL instructions, if given by
purchaser, will be carefully observed.

GENERAL **COLOR** CLASSIFICATION

WHITE ROSES

Ball of Snow	Marie Guillot
Boule de Neige	Marie Van Houtte
Climbing Kaiserin	Mrs. Robert Peary
Clothilde Soupert	The Bride
Coquette des Alps	White Golden Gate
Ivory	White La France
	Kaiserin Augusta Victoria
Lamarque	White Maman Cochet
Madam Plantier	White Rambler

YELLOW ROSES

Chromatella	Mlle. Franciska Krueger
Cloth of Gold	Marechal Niel
Etoile de Lyon	Perle des Jardins
Gloire Lyonnaise	Yellow Rambler
Mad. Derepas Matrat	Yellow Maman Cochet

PINK ROSES

Anna de Diesbach	Magna Charta
Bridesmaid	Maman Cochet
Glory of Paris	Mrs. John Laing
Hermosa	Paul Neyron
La France	Pink Rambler
	Madam Abel Chatenay

RED ROSES

American Beauty	Helen Gould
Balduin	Madam Chas. Wood
Dinsmore	Papa Gontier
Gen. Jacqueminot	Queen's Scarlet
	Reine Marie Henriette

CRIMSON ROSES

Baby Rambler	Mad. Norbert LeVasseur
Crimson Rambler	Madam M.sson
Climbing Meteor	Meteor
Gruss an Teplitz	Virginia R. Coxe
Jubilee	Prince Camille de Rohan

VARIEGATED ROSES

Bessie Brown	Souv. de Pres. Carnot
Duchess de Brabant	Souv. de Pierre Notting
Golden Gate	Sunrise
Roger Lambelin	Sunset
	Vick's Caprice

See Prices and Description on Following Pages.

CLASSIFIED WHOLESALE PRICE LIST

HYBRID PERPETUALS	2½ in. Per 100	2½ in. Per 1000	4 in. Per 100
American Beauty.....	\$6.00		\$25.00
Anna de Diesbach.....	3.50	\$30.00	12.00
Boule de Neige.....	3.50	30.00	12.00
Coquette des Alps.....	3.50	30.00	12.00
Dinsmore.....	3.50	30.00	12.00
General Jacqueminot.....	3.50	30.00	12.00
Gloire Lyonnaise.....	3.50	30.00	12.00
Jubilee.....	4.00	35.00	12.00
Madam Charles Wood.....	3.50	30.00	12.00
Madam Masson.....	3.50	30.00	12.00
Madam Plantier.....	3.50	30.00	12.00
Magna Charta.....	3.50	30.00	12.00
Mrs. John Laing.....	4.00	35.00	12.00
Paul Neyron.....	3.50	30.00	12.00
Prince Camille de Rohan.....	3.50	30.00	12.00
Roger Lambelin.....	5.00	45.00	12.00
Vick's Caprice.....	5.00	45.00	12.00
HYBRID TEAS			
Bessie Brown.....	3.50	27.50	12.00
Helen Gould.....	3.00	25.00	10.00
Kaiserin Augusta Victoria....	3.00	27.50	10.00
La France (Pink).....	3.00	27.50	10.00
Madam Abel Chatenay.....	3.00	27.50	12.00
Meteor.....	3.00	25.00	10.00
Souv. de Pres. Carnot.....	3.00	27.50	12.00
White La France.....	3.00	27.50	10.00
RAMBLERS			
Baby Rambler.....	10.00	75.00	25.00
Crimson Rambler.....	3.00	25.00	10.00
Pink Rambler.....	3.00	25.00	10.00
White Rambler.....	3.00	25.00	10.00
Yellow Rambler.....	3.00	25.00	10.00
CLIMBERS OR NOISETTES			
Climbing Meteor.....	3.00	25.00	10.00
Cloth of Gold.....	3.00	25.00	10.00
Lamarque.....	3.00	25.00	10.00
Marechal Niel.....	3.50	30.00	15.00
*Mrs. Robert Peary.....	3.00	27.50	10.00
Reine Marie Henriette.....	3.00	25.00	10.00

ROSE PLANTS

ON OWN STRONG GROWING ROOTS

	2½ in. Per 100	2½ in. Per 1000	4 in. Per 100
TEAS			
Bridesmaid.....	\$3.00	\$25.00	\$10.00
Duchess de Brabant.....	3.00	25.00	10.00
Etoile de Lyon.....	3.00	25.00	10.00
Golden Gate.....	3.00	25.00	10.00
Ivory.....	3.00	25.00	10.00
Mlle. Franciska Krueger	3.00	25.00	10.00
Maman Cochet (Pink).....	3.00	25.00	10.00
Marie Guillot.....	3.00	25.00	10.00
Marie Van Houtte.....	3.00	25.00	10.00
Papa Gontier.....	3.00	25.00	10.00
Perle des Jardins.....	3.00	25.00	10.00
Souv. de Pierre Notting.....	3.50	27.50	12.00
Sunrise.....	3.00	27.50	12.00
Sunset.....	3.00	27.50	12.00
The Bride.....	3.00	25.00	10.00
White Maman Cochet.....	3.00	25.00	10.00
Yellow Maman Cochet.....	3.50	30.00	12.00
BENGAL OR CHINA			
Queen's Scarlet.....	3.00	25.00	10.00
HYBRID BENGAL			
Gruss an Teplitz.....	3.50	27.50	12.00
HYBRID POLYANTHA.			
Clothilde Soupert.....	3.00	25.00	10.00
BOURBON			
Hermosa.....	3.00	25.00	10.00

CORRESPONDENCE INVITED

in regard to especially **LARGE ORDERS**
on which we will figure according to state
of our stock upon receipt of your want list.

ALPHABETICAL DESCRIPTIVE

List of

Rose Plants On OWN STRONG GROWING Roots

AMERICAN BEAUTY—Generally conceded to be the most grandly beautiful of Roses in size, form and color. Rich red, passing to crimson, very delicately veined and shaded and surpassingly fragrant. A hardy ever-bloomer and rapid grower.

ANNA DE DIESBACH (Glory of Paris)—A lovely shell pink; long pointed buds, very large petals and large, finely formed, compact flowers, very full and double; sweetly fragrant. A vigorous grower and bloomer.

BABY RAMBLER (Mme. Norbert Le Vasseur)—The Crimson Rambler in dwarf form, with the same clear, brilliant, ruby-red color. Hardy and healthy everywhere, attaining a height of 20 inches, and blooming in profuse clusters until frost, and throughout Winter if taken indoors. All authorities unite in the prediction that this will be the most popular Rose for several years to come.

BALDUIN—(See Helen Gould).

BALL OF SNOW—(See Boule de Neige).

BESSIE BROWN—Of a distinct type in shape and color and marvelously beautiful. Erect stems; full, deep blooms with enormous petals; white, flushed with pink, growing deeper toward center.

BOULE DE NEIGE—Pure white, showing light flesh upon opening; elegantly formed, very full and double, with beautifully shaped petals evenly arranged; hardy.

BRIDESMAID—Clear, shining pink; buds of exquisite shape; stems long and stiff; a profuse bloomer. One of the very best pink Roses for out-of-doors and equally good for forcing.

CHROMATELLA—(See Cloth of Gold).

CLIMBING KAISERIN—(See Mrs. Robert Peary).

CLIMBING METEOR—Grows 10 to 15 feet in a season; blooms freely and persistently; deep, rich, velvety crimson; hardy with protection. Sometimes called the "Perpetual-blooming Jacqueminot."

CLOTHILDE SOUPERT—A really wonderful Rose for bedding out or for pot culture; medium size and very double; white, shading to deep pink at center; a profuse bloomer and a strong dwarf grower, deliciously fragrant.

CLOTH OF GOLD—A favorite climber in the South for verandas, etc.; large, very full and double; highly fragrant; a clear, golden yellow in the true variety which we supply. Medium hardy.

COQUETTE DES ALPS—Large, full and well formed with very large petals; lovely pure white in color; fragrant; profuse bloomer; hardy. One of the very best of its class.

CRIMSON RAMBLER—The most popular out-of-door climber of today; a rapid producer of long heavy canes, reaching a height of 10 to 20 feet in one season; rich clusters of bloom form a mass of vivid crimson beauty until late in the season. Perfectly hardy in the most trying climates, being a native of Japan.

DINSMORE—A general favorite for the garden; hardy, vigorous; early, constant and profuse bloomer; large, handsome and perfectly double. Rich, cherry red; fragrant.

DUCHESS DE BRABANT—Exceptionally healthy, vigorous and productive; large, full, beautiful in bud and bloom; highly fragrant; soft, light rose, with a heavy shading of amber-salmon.

ETOILE DE LYON (Star of Lyon)—Deep, golden yellow; a healthy, vigorous grower, blooming freely early and late; full, deep and rich flowers, very sweet; extremely hardy, both as to heat and cold. One of the best bush Roses in existence.

GENERAL JACQUEMINOT—A celebrated and much sought for variety, both for planting out and forcing; shapely buds and handsome blooms of bright, shining crimson, rich; brilliant, velvety and fragrant. Everybody knows and wants the "Jack" for its all 'round good qualities.

GLOIRE LYONNAISE—A pale shade of chamois or salmon yellow, sometimes passing to creamy white, finely tinted orange or fawn. The nearest yellow Hybrid Perpetual Rose, and a grand one.

GLORY OF PARIS—(See Anna de Diesbach).

GOLDEN GATE—A strong grower for bed or house; produces freely, long, beautifully pointed buds, opening to large double flowers; creamy white, tinted with soft yellow at base of broad petals bordered with clear rose.

GRUSS AN TEPLITZ (Greeting to Teplitz, or Virginia R. Coxe)—Hardy in all sections; grows freely to a height of four to five feet; vivid, dazzling, fiery crimson; sweetly fragrant; produces a mass of gorgeous blooms on long stems.

HELEN GOULD (Balduin)—An incessant grower and bloomer, hardy everywhere. Long, beautiful buds and full, double flowers of warm, rosy crimson, resembling a red ripe watermelon.

HERMOSA—Popular for many years; cup-shaped, finely formed and full flowers of soft, deep pink; ever-blooming, beautiful and hardy.

IVORY (White Golden Gate)—Pure, ivory white; long, elegantly pointed buds and massive blooms borne on strong, stiff stems. A favorite everywhere.

JUBILEE—A new, hardy ever-bloomer; buds long and graceful; flowers extremely large, full and double; color glowing, velvety crimson with shading of maroon-red at base; fragrance delicious.

KAISERIN AUGUSTA VICTORIA—Pure white, does not pink when planted out; splendid, large buds and superb, full, double blooms, making the choicest cut flowers. A most sturdy grower, blooming steadily from early Spring until late frost. Fully deserving of the high esteem in which it is everywhere held.

LA FRANCE—Silvery rose, with pink shades and satin-like petals of unsurpassable beauty; large, symmetrical and deliciously fragrant blooms from June until frost; hardy with protection. A universal favorite.

LAMARQUE—A rampant climber; large clusters of full, very double and sweet, pure white flowers. A beautiful Rose for which there is a great demand.

MADAM ABEL CHATENAY—A good grower and perpetual bloomer; large and beautiful in bud and bloom; deep, recurved petals of rose pink, with a tinge of salmon. New and bright; pretty and popular.

MADAM CHARLES WOOD—Bright, fiery red; a generously large Rose, very double, full and quite fragrant; handsome, showy, and a constant bloomer throughout the entire season. A magnificent and deservedly favorite hardy variety.

MADAM MASSON—Perfectly hardy, and increasing in favor; massive, double and full flowers of intense red with crimson hue, highly perfumed; a constant and profuse bloomer, very attractive and striking.

MADAM PLANTIER—A June Rose, well worthy of its long and continued popularity. Pure white, large and double; hardy as a forest tree; a free and continuous bloomer. One of the best white Hybrid Perpetuals, used extensively for cemetery planting.

MADAME DEREPA MATRAT—(See Yellow Maman Cochet).

MAGNA CHARTA—Extra large, full flowers; sweet and of fine form; deep pink in color; one of the hardiest.

MADMOISELLE FRANCISKA KRUEGER—A vigorous grower and constant bloomer for out-of-doors; large blooms of deep, coppery yellow, tinged at times with pink; always beautiful.

MADAME NORBERT LE VAVASSEUR—(See Baby Rambler).

MAMAN COCHET—Rich, rosy pink, shaded silvery rose on outer petals; exquisite in color and graceful in form from bud to bloom and delightfully fragrant; beautiful, healthy foliage and long stiff stems. Unquestionably the queen of pink Tea Roses and a leading cut flower variety.

MARECHAL NIEL—Climbs to a great height and yields beautiful golden yellow buds and blooms in rich profusion, with a fragrance peculiar to the Marechal Niel alone. A special favorite in the South, where it attains the greatest perfection, while its buds are worn the world over. The finest of all yellow climbers.

MARIE GUILLOT—Perfect in form, and pure, snow white; lovely flowers which are large, full and double; a good, healthy grower for general purposes, but does best in open ground.

MARIE VAN HOUTTE—Pale yellow, edges of petals lined with rose; extra large, very double, full and deliciously scented flowers; good form and habit; a sturdy grower and free bloomer for out-of-doors.

METEOR—Intense, velvety crimson; buds and blooms large, elegantly formed, fully double and borne on nice, long stems, with healthy, bright foliage of the deepest green. Brilliant and highly popular.

MRS. JOHN LAING—A beauty in clear, bright, shining pink; each bud in its long, serrated calyx with adjacent green foliage, forms a dainty and lovely boutonniere; immense, full blooms on long, stiff stems; sweetly scented. While others fail or abandon it, we succeed admirably in propagating this difficult variety and supply the genuine article, true to this description. A ready grower, constant bloomer, and hardy.

MRS. ROBERT PEARY—The first and only white, hardy, ever-blooming climber, and a quick grower. Produces long, stiff stems; long, gracefully modeled, finished and pointed buds, and extra large, full, deep and double flowers of ivory white, with an odor like cherry blossoms.

PAPA GONTIER—Dark carmine, passing to glowing crimson; large buds and deep, open, semi-double flowers; a constant bloomer and vigorous grower, valuable for forcing or field planting. A California favorite.

PAUL NEYRON—The largest of all Rose blooms; bright, shining pink, clear and beautiful; very double and full; finely scented; blooms first season and all Summer. Grows to a great height in a single season and stems are almost thornless.

PERLE DES JARDINS—Clear golden yellow of a rich and beautiful shade; flowers large, globular in form and of great depth; richly perfumed. A distinct variety in shape and color, increasing in demand for forcing and for cut flower purposes.

PINK RAMBLER (Euphrosyne)—A vigorous grower, producing large trusses of delightfully fragrant flowers of deep pink.

PRINCE CAMILLE DE ROHAN—Universally known as "The Black Rose," owing to its very deep, velvety crimson color, passing to intense maroon, and shaded black; large, handsome and fragrant blooms.

QUEEN'S SCARLET—A profuse and constant bloomer; brilliant and striking flowers of clear, velvety scarlet.

REINE MARIE HENRIETTE—A congenial companion to the Marechal Niel; a sturdy climber and ever-bloomer, thriving especially well in the South. Elegant in bud, with large, full, finely formed flowers of rich, brilliant crimson, a shade lighter than Gen. "Jack."

ROGER LAMBELIN—A striking oddity; dark, glowing crimson with a contrasting white band on irregular edges of petals shaped similarly to a double petunia. Hardy, vigorous and fragrant.

SOUVENIR DE PRESIDENT CARNOT—Superb in shape and exquisite in color. Long, beautifully pointed buds, developing into large full and double flowers with thick, heavy, shell-like petals. A delicate flush white, shaded a trifle deeper at the center, very slightly suffused with fawn. Each individual flower distinctly apparent on a long, stiff stem.

SOUVENIR DE PIERRE NOTTING—A seedling of Marechal Niel and Maman Cochet. Color shadings difficult to describe, combining creamy white, faint orange yellow and light peach, with edges of petals bordered in carmine-rose, all blending in beautiful harmony. Enlongated buds and large, full flowers.

SUNRISE—Brilliant coloring as seen in the Austrian copper, scarlet and yellow; with the unfolding, the colors deepen, the scarlet turning to dark red, the yellow to orange and copper, inside of petals to golden yellow. Large, double and finely formed.

SUNSET—Rich, golden amber, shaded with ruddy copper in harmony with its name. Finely formed buds and large flowers blooming freely and exquisitely perfumed.

THE BRIDE—Pure white under glass, taking on a delicate pink tinge out-of-doors. Forces well and produces abundantly for cut flowers.

VICK'S CAPRICE—A variegated hardy Rose; large, fragrant and attractive flowers of satiny pink, distinctly striped and shaded with white and bright carmine; slightly cup-shaped, but full and deep; blooms at frequent intervals during the entire season; healthy, vigorous and in great demand.

VIRGINIA R. COXE—(See Gruss an Teplitz).

WHITE GOLDEN GATE—(See Ivory).

WHITE LA FRANCE—Large and finely formed buds and blooms having broad petals of silvery white with very delicate pink shadings. A fragrant, free and continuous bloomer.

WHITE MAMAN COCHET—Very large and beautifully formed in bud and bloom; pure snowy-white under glass, taking on a faint pink flush out-of-doors which enhances its beauty. Hardy everywhere, vigorous, and produces abundantly for cutting.

WHITE RAMBLER—Grows vigorously in clusters of pure white flowers.

YELLOW MAMAN COCHET (Madam Derepas Matrat)—A hardy, strong grower, producing heavy foliage and strong, stiff stems; buds gracefully shaped and fine, open flowers of sulphur yellow, blooming from early Spring until late frost.

YELLOW RAMBLER (Aglaia)—A hardy climber, bearing double, golden yellow flowers in large clusters.

ADDITIONS TO OUR LINE _____
WILL BE MADE FROM TIME TO TIME

NEW as a company incorporated Dec. 21, 1903,
but in the matter of experience necessary to the suc-
cessful growing, selling, packing and shipping of
Roses and other plants, we are reasonably **OLD**

ANCIENT HISTORY in the shape of
LONG PRICES for **SHORT GOODS** we
have none to offer:—**BUT**, for a reason-
able compensation we are ready to serve you
faithfully and competently as a **TRIPLE**
ALLIANCE of **DIVERSE ABILITIES**.

P R E S I D E N T

CHAS. C. LEEDLE has been a flower fancier and grower from his youth, and from the standpoint of a connoisseur, his judgment in matters floral places him logically upon the side occupied by our customers in every question of policy arising for consideration.

A private conservatory was a necessary adjunct to the first home owned by him, and during a lifetime residence in Springfield he has kept in close touch with the local floral industry in all of its details

It was, therefore, perfectly natural for him in the prime of life to abandon manufacturing lines and embark in the business to which he is peculiarly adapted by every instinct and trained by habit.

19 YEARS

SUPERINTENDENT

GEO. W. RANKIN spent six years of his working career with what was then the largest floral concern in this vicinity; twelve years with the now largest; and, in keeping with his policy of connection with the MOST PROGRESSIVE floral company within his notice, now enters upon his second year with us.

His thorough experience in every detail of propagating, growing and packing, makes him fully familiar with the wants of both wholesale and retail trade in all parts of the world, and his expert supervision of our houses is an ample guarantee of satisfactory service to every buyer of our stock.

SECRETARY

GEO. D. LEEDLE has had a wide experience in matters pertaining to correspondence, mail orders and shipping, beginning in early youth by making the annual Spring order for the family supply of plants and seeds for his parents and accumulating a collection of all floral catalogues then published.

Owing to his special attention to the wants of each customer, dealings by mail will be conducted just as satisfactorily as though over a counter, and he will see to it that a sunflower shall not be substituted for a moonvine, or a pink rose for a yellow, but that every purchaser shall receive satisfaction and

A
SQUARE
DEAL

REFERENCE as to our ability to fulfil contracts—any floral, financial, mercantile, manufacturing, commercial or professional authority in, near or from

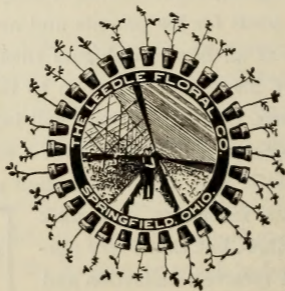
SPRINGFIELD, OHIO

Our account is with the First National Bank,

- NO risk in entrusting an order to us.
- NO pay expected without a fair equivalent.
- NO misrepresentation of stock listed or quoted.
- NO substitution without permission of purchaser.
- NO raids on stock once set aside.
- NO delay in execution of a rush order.
- NO doubt as to the fact that

WE ARE EXPERTS

**Particularly in Growing Hybrid
Perpetuals and Other Difficult Roses.**



LOCATION

the choicest in a vicinity widely known as the rose growing center of the earth, plentifully supplied with labor expert in all classes of floral work.

EIGHT ACRES

of soil peculiarly adapted to the production of profuse ROOTS, which form the FOUNDATION and LIFE of every plant.

MODERN

equipment, methods and management of houses built upon the latest and most approved pattern.

VARIETIES

the very best selection based upon the most experienced judgment from the standpoints of growers, florists, nurserymen and fanciers.

“If you don't see what you want, ask for it,” and we will assist in obtaining it for you.

OUR BOOK
and
OUR NAME
are

“LEEDLE”

but the
VALUES
obtained by the
PURCHASER
of our

Strongly Rooted, Truly Labeled
and
Healthy ROSE Plants
are

==BIG==

