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# Rose Leaves

HELLER BROS.  
NEWCASTLE, IND.

SHIMMERS



# ROSE LEAVES

We will allow you a discount of 10 per cent. from prices listed in THIS BOOK, if your order amounts to \$5 or more.

WE PAY THE EXPRESS

HOW TO HAVE BEAUTIFUL  
ROSES ALL THE SUMMER

**HELLER BROS.**  
NEWCASTLE, INDIANA



*A garden of Heller's Roses*

Designed, Photographed, Engraved and Printed by  
**J. Horace McFarland Company**  
**Mount Pleasant Press**  
**Harrisburg, Pa.**



*Just a little basket of roses, fresh from the garden*

## Rose Leaves

**T**HIS little book, "Rose Leaves," we have tried in every way to make interesting as well as instructive to the lover of *real* roses—not such roses as you get from the florist, artificially forced and grown, but roses in their natural state outdoors, rambling and graceful and altogether beautiful.

It is our intention to tell you how easily you can have a successful rose-garden. We began a few years ago as amateurs, and, therefore, we know how hard it is for those without knowledge of roses to have anything like fair success in rose culture. The reason is simple—they do not begin right. Thousands of people have been unsuccessful with roses because they were unable to secure bushes of the proper varieties and of sufficient size and strength; while others, starting properly,



## HELLER'S ROSE-LEAVES

now have splendid gardens, producing the finest flowers in abundance. We had the unsuccessful experience when we started; but, having unbounded enthusiasm for rose culture, we kept at it. Succeeding, we realized the need for an establishment that would furnish to the amateur roses that would grow easily, produce blossoms within a few weeks after planting, and increase in vigor and beauty for years. Starting in a small way, we have steadily advanced, and are now proud of our great success, for our gardens are among the largest in the world.

We take equal pleasure with our patrons in the thousands of letters they send us telling of the enjoyment they derive from their roses. These letters come to us from all parts of the world, unsolicited.

### MORE THAN A QUARTER-MILLION ROSE-BUSHES

This last spring we shipped over 300,000 two- and three-year-old bushes—nearly double as many as we sold the previous year. More than half of these orders came from old customers, which is the best possible indication of the satisfaction our rose-bushes have given. All these people who ordered again and again have thus wanted to enlarge their gardens, and to secure more varieties.

### THE PLEASURE OF ROSE-GROWING

Rose-growing—watching the growth, development and habits of the different varieties—is a most fascinating and interesting study. Start a small rose-garden by our method, and with our vigorous bushes, and you will soon insist on having a larger one. The work is so healthful and pleasing that it is rapidly becoming as much a “fad” as is amateur photography, which, like our rose



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culture, has been made possible by the advanced methods of recent years. Think of the joy of having beautiful roses blossoming at your very door, sending their fragrance to meet you as you cross the threshold, and yielding enough flowers to fill every room in your house with their perfume!

Think, too, of the fascination of growing these roses *yourself*, in your own home-garden, where you can watch the development of each bush and even of each bud, until it is ready for cutting! The brain-tired man, the nervous woman — may find a little work in the rose-garden most refreshing and restful, and be enabled thus to throw aside the cares and worries of the day in wholesome relaxation.

The first bouquet cut from the bushes in your own yard will give you more pleasure than any ten dollars' worth of roses you ever had from a florist. And when you can send beautiful roses from your own bushes to your neighbor or your friend and say "I grew these myself," you will feel more than recompensed for the time and money expended on them.

### THE PROPER START

Now, you may easily have plenty of beautiful roses for yourself—but not if you merely send a dollar to some cheap florist and get fifteen or twenty little slips! It is far better to have two or three *good* bushes of mature size than fifty weak little slips. It is here we can help you, for, by our advanced methods, we have made possible the successful amateur rose-garden. We will send you two- and three-year-old rose-bushes; bushes that we have grown in our own garden through the baby stage; bushes of varieties that are right. Very many fail to establish a rose-garden because they do not know where to get these larger bushes of the best varieties. They

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either go to the bargain-counter in the department store, buying their dried-out Holland plants, or order by mail a lot of poor little rose slips—and then wonder that they “can’t grow roses.”

### THREE CLASSES OF ROSES

Roses grown for the amateur’s garden may be described in three classes: The little cuttings or slips, the Holland-grown stock, and the home-grown stock of mature size.

**THE LITTLE SLIPS.**—These are made in the following way: Early in the spring rose-bushes are planted in hothouses, where they are given but very little air and a great deal of moisture. They make a rapid, soft growth and produce what is wanted—**QUANTITY** of wood, not **QUALITY**. This wood is then cut into lengths of about three inches and placed in sand to root. After the roots are started they are planted in a very small pot, about an inch and a half in diameter. They are kept in these pots in a close and warm greenhouse, until they are shipped out for planting in the garden. With a soft, tender growth that has always been under glass, never inured to the open air, what can you expect of it when exposed outdoors to sun and wind and to changes of the weather?

**HOLLAND-GROWN** plants make, in their native soil and humid climate, a quick soft growth that produces a big bush, which is of little value in America. Besides, these Dutch roses are almost all budded or grafted,—that is, they have tame tops on wild roots, so that, even if they do not soon freeze out, the wild roots often send up shoots that starve and kill the variety you wanted, giving you a worthless result. These imported plants have also often been dried out or overheated on the passage, so that it may take months to get any life into them.

## HELLER'S ROSE-LEAVES

Our American rose-bushes are all on their own roots, and they are grown right here on our own place, where we can dig them up, dip the roots in wet clay so that they have no exposure to the air at all, and ship them in perfect condition. Foreign bushes are often on sale with the roots absolutely unprotected from the air, and they probably have been so for weeks; yet people buy these, and actually expect them to grow!

### HOME-GROWN ROSES OF MATURE SIZE

This is the kind of stock that we recommend. After rooting the cuttings, which are taken from the good and healthy bushes in the field, we plant them in small pots until the pot is full of roots. They are then replanted into a larger pot, in which they grow all winter. In the early spring they are taken from the small pots, and planted in an open field, where they are grown, under the care of expert gardeners, for from one to three years. This method does not apply to all our roses, for, in the case of many of the new varieties we have from abroad, we often sell them from the pot, not having had them long enough for field culture. But what we sell in this way are always grown in good-sized pots three or four inches in diameter, and have plenty of good strong roots and are ready to give quick and good results.

You will notice by these descriptions that our roses are handled three times as much as those of the other classes, yet our prices are but moderate. The work being done on such a large scale, we have been able to make our prices for this season even less than last. Besides,

**Our prices include prepaid expressage to all parts  
of the United States—**

our bushes are too large to mail, and we dislike to wash away all the protecting soil, as is usually done to save postage.



*Notice the strong stem, the full perfect flower, the fine full foliage of the "true" American Beauty*

## American Beauty Roses

THE AMERICAN BEAUTY ROSE—the “National Rose of America”—has always been our greatest success, from the time we first commenced growing them for pure pleasure in our little home garden, to the present day, when our five acres of green-houses and ten acres of rose-gardens—with their total capacity of over 300,000 bushes annually—have supplied the American Beauties that have won highest honors at almost all the rose exhibitions of recent years. From these rose-gardens have also been sent out the flowers that have most appropriately decorated the scenes of some of the greatest political and social events of this country. From these gardens, as well, have proceeded the bushes and methods that have made it possible for the amateur rose-grower to have, not only our American Beauty roses, but all other finest rose varieties in his home garden.

Until we commenced growing the American Beauty in our own garden, it was not thought possible for an amateur to do anything with this variety, and especially to grow it successfully out-of-doors. We not only have done this ourselves, but we have supplied the plants and the information which have enabled thousands of others to grow them as well. This has been accomplished only by the use of very different methods from those customary to ordinary florists, and all these methods have been evolved from that little home garden of ours, started because we loved the American Beauty.

The American Beauty, when properly grown, is one of the most vigorous roses we have. It makes the heaviest stems and the largest bush, it not being unusual to see a rampant bush with a



## HELLER'S ROSE-LEAVES

dozen canes as thick as your finger and several feet in height. But, although it makes this heavy growth, it is one of the hardest roses to start into growth, and this starting requires the most thorough knowledge of its habits. Lack of this knowledge is the cause of the almost universal failure of the amateur to successfully grow this rose,—he cannot get it started into its proper habit from the small slip usually sold.

We surmount this difficulty by carrying the roses along over the critical period, so that we can furnish mature bushes from our great gardens, having indeed over 100,000 two-and three-year old plants of American Beauty ready to ship out this spring to our customers. These splendid plants are being kept cool, and are partially dormant, so that they will be ready to spring into rapid growth when planted in the home garden. If you could see one of these big bushes, with a clump of honest roots half as large as your head, you could readily understand that when you plant out a fresh, strong, carefully prepared bush of this size you will get immediate results. These plants are hardy in all climates, under the simple directions we supply for protection.

### Our Special Directions

With all our rose-bushes go complete directions for the planting, care and proper attention required for their growth. These directions include the proper preparation of the soil, how to arrange the beds, the amount of cultivation necessary, the amount of water to give them, directions for cutting the flowers, etc. They tell you, in short, all you ought to know to make success certain.

To those wishing special designs for large rose-gardens, or wishing help in the designing or shaping of rose-beds for their gardens or yards, we

# HELLER'S ROSE-LEAVES

will submit, on request, plans especially designed by our landscape gardener to fill their requirements.

## Prices of Our American Beauty Rose-Bushes, Delivered at Your Door

These are strong plants three years old, grown two summers in the open ground, and ready to give splendid growth and bloom in the summer of 1907 and other summers. Do not confuse them with the poor little twenty-for-a-dollar root-washed mail-sent rose slips—our robust bushes are as different from these as is a scythe from a mowing machine!

### Properly Packed, by Prepaid Express

One American Beauty three years old . . .	\$0 50
Six bushes . . . . .	2 75
A dozen bushes . . . . .	5 00
Twenty-five bushes . . . . .	9 00
Fifty bushes . . . . .	15 00
A hundred bushes . . . . .	25 00

With fifty or a hundred of *these* great American Beauty rose-bushes, properly cared for according to our simple directions, you can “rosify” a whole town.

### A GOOD WORD

DENVER, COLO., Sept. 26, 1906.

HELLER BROS., New Castle, Indiana.

*Gentlemen:*—The American Beauty and Cochet roses you sent me last May were received in good condition, and I was more than pleased with the success I had with them,—the flowers cut from both the American Beauty and the Cochet roses were as nice or nicer than any raised by the local florists, and that is saying a good deal. Might mention further that of the 100 bushes sent me, but two have died.

Very truly yours,

C. J. HELBEE.

## Other Rose Varieties

THE making up of our list of varieties has required years of the closest study and experimenting, and the expenditure of a great deal of money. Most of our new varieties come from France, Germany, England and Ireland—the countries in which live the great rosarians of the world. Many that they send us are absolutely worthless, but we patiently try them all, and select for our trade just those few that have the proper growing and blooming qualities. We could list a thousand varieties if we wished, but we want to give our customers the kinds that, by close observation, we have found of real value for garden culture.

During the past two years, very rapid strides have been made in the development of new roses, a few among which are most beautiful. These new sorts show such delicate blending of colors and such fine form of bud, that the flowers in many instances seem as though they must be the work of a Master Rosarian!

Your attention should be called to the varieties we term the “easy kinds”—those that will grow in any place, under almost any conditions, and with but slight care. These kinds hardly ever produce as *fine* flowers, but they produce plenty of them. If you will read over the following descriptions carefully, you will find that we intend to give you great help in selection. We tell you all these points, good or bad—we want to inform you exactly as to the habits and peculiarities of all.

Our old customers, who may wish to enlarge their gardens, we want especially to be sure to try some of the beautiful new kinds we have this year, many of which are sold exclusively by us—and thus, by their rarity, provide an added charm.



## HELLER'S ROSE-LEAVES

While our stock is very large, the demand for it is also large. We urge upon all of our customers the necessity of ordering as soon as possible. In this way we can give you the benefit of an early selection, and prepare your rose-bushes well in advance, to suit the locality in which they are to be grown. This will insure shipment so as to reach you at the proper time for planting in your locality.

Before shipping, all our roses have the roots dipped in heavy, wet clay, making them practically air-sealed. They are then quickly wrapped in heavy waxed paper, and packed in excelsior in a good strong box. Always the roots are kept from exposure, and they are so packed as to avoid damage on the way, no matter how far they have to go.



*A bed of roses in Connecticut*

# HELLER'S ROSE-LEAVES

We prepay the express charges to any place in the United States on orders of one dollar and over—*so that our prices are for bushes delivered at your door.*

## Prices in Quantity

### ONE-YEAR

All roses of the one-year size listed at 10 cts. each are 6 for 50 cts., 12 for \$1, 25 for \$1.75.

All roses of the one-year size listed at 15 cts. each are 6 for 75 cts., 12 for \$1.50, 25 for \$2.50.

All roses of the one-year size listed at 25 cts. each are 6 for \$1.25, 12 for \$2.50, 25 for \$4.50.

### TWO-YEAR

All roses of the two-year size listed at 20 cts. each are 6 for \$1, 12 for \$2, 25 for \$3.50.

All roses of the two-year size listed at 25 cts. each are 6 for \$1.25, 12 for \$2.50, 25 for \$4.50.

All roses of the two-year size listed at 40 cts. each are 6 for \$2, 12 for \$4, 25 for \$7.

All roses of the two-year size listed at 50 cts. each are 6 for \$2.50, 12 for \$5, 25 for \$9.

### THREE-YEAR

All roses of the three-year size listed at 35 cts. each are 6 for \$1.75, 12 for \$3.50, 25 for \$6.50.

All roses of the three-year size listed at 40 cts. each are 6 for \$2.25, 12 for \$4.50, 25 for \$8.

All roses of the three-year size listed at 50 cts. each are 6 for \$2.50, 12 for \$5, 25 for \$9.

All roses of the three-year size listed at 75 cts. each are 6 for \$4, 12 for \$8, 25 for \$14.

All roses of the three-year size listed at \$1 each are 6 for \$5, 12 for \$10, 25 for \$16.50.

These prices include prepaid expressage to your home, and are for our strong bushes, full of vigor and ready to make the best roses in America.

## The Best Varieties

**Richmond** This, the best red ever produced, reflects great credit on the diligent work of American hybridizers, who have labored for years to secure a red rose that would retain all the beauty of form and color, and yet be free-flowering and easy of culture. One of them has at last succeeded, and the result is the Richmond, which is a vigorous and healthy grower, and produces an abundance of flowers. The color is a red of the most vivid hue, yet retaining a soft, rich velvety appearance. It has reflex petals, forming beautifully shaped flowers, standing erect on fine long stems, their beauty being intensified by

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the unusually fine green foliage. We can recommend this as a rose of unusual merit, and one that should assuredly be included in every garden. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.



*"Richmond" Roses*

*Notice the graceful fine form of the flowers, and think of them as a most brilliant red, and you will gain some idea of their beauty*

**Maman Cochet, White** What has long been desired—a good, white, hardy, everblooming rose—has been obtained in this grand variety. It has all the requisites of a perfect garden rose—substance, size, fragrance, hardiness, vigor and profusion of bloom. We have cut hundreds of roses from the bushes in our gardens this summer that were truly marvels of

## HELLER'S ROSE-LEAVES

beauty. The buds are very long and full, of a beautiful clear white, the outer petals being sometimes faintly tinged with pink. It is such a very strong-growing variety that it is not unusual to see the bushes with a dozen good stems at one time. The foliage is waxy and fine, and very healthy; for some reason it does not seem to be attacked by insects. We have grown a larger stock of Maman Cochet than any other variety with the exception of the American Beauty, and all our customers should have a liberal amount of this fine rose. It can be classed as one of the "easy" kinds. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Maman Cochet, Pink** This rose is an offspring of the White Cochet, and is identical with it in every way except that it is a most beautiful brilliant pink in color. The same vigor of growth, the same perfection of flower, also characterize this variety. A rose-bed made up with the center of the Pink Cochet and bordered with the white is one that we can most highly recommend, for in all climates and under all conditions it will be very satisfactory. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts. (See picture, page 27.)

**Maman Cochet, Yellow** This has been renamed from the imported rose, Madam Matrat. It seems to have many of the characteristics of the Pink and White Cochet, which we consider among the best roses of this type. In some of the fine private gardens of Washington it is a great favorite. In our own gardens, it has not done so well as we expected, as we have found it not so vigorous of growth as the Pink and White Cochet. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Kaiserin Augusta Victoria** We cannot say too much in praise of this superb rose. Its vigor of growth is truly remarkable, for it cheerfully makes stems from one to four feet in height! It is in almost constant bloom, and is very hardy. The flowers are of exquisite shape, and of a beautiful waxy white, possessing a distinct magnolia-like fragrance. The foliage is a dark, glossy green. If you will plant a liberal number of them in your garden, you will avoid the risk of being without roses at any time during the summer. Our two- and three-year-old bushes of these are very fine and ready to give immediate results, the two-year-old stock giving almost as good results as the three-year-old. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Yellow Kaiserin** This rose is almost the same as its parent, the Kaiserin Augusta Victoria, except that it is possibly not quite so strong a grower, and the color is a soft, light yellow. Having all the other good points of the other rose, we can strongly recommend it. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

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*"Killarney"*

*One of the finest and most satisfactory of the pink roses*

**Perle Von Godesburg** A fine summer rose, of a rich canary yellow with saffron shadings. It is identical with the Kaiserin in all points save color. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Killarney** Siebrecht, the great Fifth Avenue New York florist, claims that this is the finest pink rose ever introduced. He used it almost exclusively during the past year for the great society decorations of New York. In coloring it is especially beautiful, being an exquisite shade of deep shell-pink, while the flowers are enormous in size, the petals being frequently two and one-half inches deep. It is wonderfully strong in growth, throwing up heavy shoots, crowned with long and large buds. The foliage is very fine, the young growth being tinted with the autumnal shades of red. It is free-flowering and perfectly hardy. Several

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letters received from our customers the past year tell of excellent results with it, and class it as one of their most satisfactory kinds. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Souvenir de Pierre Notting** This wonderful rose has been awarded highest honors in Germany, France, Belgium and England, receiving a gold medal at the Paris Exposition. It is of strong bushy habit, with fine dark green foliage, making so healthy a growth that it is almost immune against disease. Throughout the season it is always in bloom, and its delicious fragrance and long, straight stems, bearing large, full flowers of a beautiful yellow with delicate shadings of pink and saffron, render it invaluable to the amateur gardener.



*Just such roses you can pick almost any time from a home rose-garden*

## HELLER'S ROSE-LEAVES

In an address before a florists' club recently, the speaker referred to this as one of three of our best garden roses. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**General McArthur** In this we have a novelty—a very fine red rose that is different from all other red roses. It is bright scarlet in color, very fragrant, and has the largest and finest dark green foliage of any rose. It blooms all the time from May to October, grows like a weed, and is very hardy and healthy. The two-year-old stock is nearly as satisfactory as the three-year-old of this variety, as it is such a vigorous grower. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Helen Gould** On account of its freedom of habit, its hardiness, its superb color and its fine double flowers, this rose is invaluable as an outdoor variety. The flowers are full and perfectly double, being very unique in color—a soft carmine with deep shades in the depths of the petals similar to the American Beauty in color. It is very easy to grow. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Madame Abel Chatenay** This is a rose of very vigorous growth, being able to stand more exposure than most of the other varieties. It is a very prolific bloomer, bearing flowers with beautifully shaped petals of a delicate carmine-pink, with the reverse of pale salmon. Our field-grown stock is fine. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Franz Deegan** A few years ago we found this rose at one of the large foreign places and introduced it into this country. It has proved the best yellow rose we have grown. It is a most vigorous grower, producing on many long, erect stems, large, full buds of a beautiful shade of yellow on the outer petals, shading into a deep golden yellow center. The foliage is very large, and blends from reds to dark greens, similar in shading to an autumn leaf. It is a variety that we recommend most highly, and it should be found in every rose-garden. We advise the two-year-old stock of this variety. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Mrs. B. R. Cant** We believe you will find this new English rose one of the best. It is an extremely strong-growing variety, producing heavy stems which spring directly from the ground, and has long, healthy foliage, free from disease or insect pests. The flowers are of a deep crimson-pink, almost red in some cases, shading into a soft silvery rose color toward the center, borne erect, on strong, stiff stems. It is essentially a garden rose, and we class it among the "easy" kinds, yet it is also a very fine rose and should not be overlooked in making up the list of your varieties. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.



*THE HOME*

*A source of great pleasure to the family and its friends.*

*ROSE-GARDEN*

*Heller's Roses will provide such a garden quickly.*

*J. H. H. & Co.*





**ROSE - GARDEN**

*Heller's Roses will provide such a garden quickly.*

# HELLER'S ROSE-LEAVES

**Lady Battersea** In the English gardens this rose is very popular, although it has been only a few years since its introduction. It is of great distinctness of character—its novelty and charm lying in its unusual color, beautiful foliage, its length of stem and its long and graceful buds. The buds are full and pointed, and of a beautiful cherry-crimson, permeated with a pale orange shade. We recommend this as one of the easiest and best. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**La Detroit** A great banquet was given when this rose was christened and a large money prize awarded to the person selecting the best name for it. Although it is of recent introduction, our experience with it in our gardens warrants us in giving it the highest recommendations. It is a very fine garden rose of a delicate pink color, sweetly scented, with long stems and good foliage. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Wellesley** First shown by one of the Massachusetts growers, the Wellesley has been awarded some of the best prizes at the rose shows all over the country and comes highly recommended in every way. The color is a beautiful shade of pink, the outside of the petals being very bright in color, with silvery reverse. It is a hardy grower, with healthy dark green foliage. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**President Carnot** A remarkably strong-growing variety, very hardy. The flower is large and of exquisite shape, with heavy shell-like petals of a rosy flesh color, shaded into a light salmon in the center. This is a very good garden rose, and one that we advise including in your list. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Gruss an Teplitz** This, the reddest of all red roses, is to the amateur one of the most important roses ever introduced, as it succeeds under the most ordinary conditions. In color it is of the richest scarlet, shading to a velvety crimson as the rose matures; it is a very profuse bloomer, the mass of color produced being sometimes phenomenal. The foliage is especially beautiful, the newer growth being of a bronze plum-color. It was quite a favorite in and about eastern cities this past summer—quite large beds of them were seen, with a very striking color effect. It should always be planted in groups or beds, as it is thus more attractive. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Hermosa** This rose is an old favorite—always in bloom, and always beautiful. The flowers are not large, but they are dainty and pretty, and of a bright rose-pink, which always gives a good color effect to the rose-garden. It is the easiest of culture of all of our varieties. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

## HELLER'S ROSE-LEAVES

**Mrs. Mawley** This is an English rose, and seems to be a great favorite among the amateur rose-growers of England. In a recent London flower show it took prizes in all classes, and we think it a fine variety, worth giving a trial. It is a pure tea rose of good stems, large, full flowers and of a brilliant rose-pink color. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.



*A small vase of good old-style garden roses.*

**Rosalind Orr English** The same man who introduced the Richmond has deemed this one of the selected few of his many seedlings worthy of being placed on the market. The flower is of a bright scarlet-pink, blending into the more delicate shades, and it makes a strong, healthy growth. One-year size, 10 cts.; 2 years, 25 cts.; 3 years, 50 cts.

# HELLER'S ROSE-LEAVES

**Frau Karl Druschki** A magnificent rose, called by the foreign growers, "The White American Beauty," since it grows on long stems similar to the American Beauty and produces immense, fine white flowers, four to five inches across, with large full petals. It is not nearly so free-flowering or so easy to grow as the American Beauty—it being a hybrid—but the great beauty of the flowers produced will make up for what is lacking in quantity. The stock is scarce and hard to get, but we have a limited quantity of very fine bushes. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Etoile de France** Probably no rose of recent introduction has created quite the stir and been so liberally certificated and medaled throughout continental Europe as this variety. It is of a rich velvety crimson shade with a center of vivid cerise; the flowers are large and full and beautifully imbricated. It is preëminently an outdoor rose—one from which you should derive great pleasure. The stock is scarce and as yet rare, but we have some fine bushes. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**La France** Probably no rose stands higher in the public estimation than the La France. Its delicate pink color, its large full buds, its fragrance—like oriental Attar of Roses—are so well known that it is not necessary for us to go into a further description. It is best to plant the two-year-old size of this rose. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Clothilde Soupert** For color effect in a rose-garden, for constant bloom, for easy culture and for hardiness, there is nothing that can take the place of this well-known variety. The flowers are white, blended with a very delicate pink, and are formed in clusters of three to six. It is similar in habit to Hermosa, and will grow almost anywhere and under all conditions. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

**Madam Vermorel** One of the finest of the fancy teas. The flowers are a soft buff with shadings of carmine. Its foliage is a beautiful bronze-green, very abundant. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

**Sunrise** A beautiful novelty, taking its name from its color, which is suggestive of a beautiful sunrise. It is a rich coppery yellow blended with a fiery red. A strong grower, free bloomer, and in every way a desirable variety. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Sunset** A companion to the Sunrise rose, being like it in every way save color. It is a lighter yellow, and does not have so much of the coppery shades. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

# HELLER'S ROSE-LEAVES

**Meteor** A dark red ever-blooming kind, of great beauty and very hardy. It blooms almost constantly for several months, and has good foliage and good stems. It is undoubtedly one of the very best dark red roses, and one of the easiest of cultivation. We have some extra fine two-year-old bushes to offer. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Joseph Hill** This French rose, raised by M. Pernet-Ducher, is named for the son of one of our best known American florists. The flowers are really enormous; the buds come very long and pointed, and are of a very beautiful pink shaded with salmon, with coppery tints on the outer petals. The foliage is leathery and glossy dark green, the newer growth being a reddish plum, and in form like a holly leaf. We advise trying this. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Paul Neyron** Probably the largest of all roses, and one of the most prolific bloomers. The shiny, deep pink blooms are very double and full. No rose collection is quite complete without this notable variety. We have some large three-year-old bushes. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Princess of Naples** A rose of tall and vigorous growth, with magnificent dark green foliage, and flowers of deep satiny pink, relieved by silvery rose. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Sombreuil** This strong-growing variety is an old favorite, and it is very satisfactory for use as a border rose. It is pure white, with the edges of the petals faintly tinged with pink. The open flowers are especially full and pleasing, and last long when cut. One year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Jean Dupuy** This beautiful rose is another European importation. The bushes are almost constantly covered with an abundance of bloom, and are almost devoid of thorns. The flowers are large and fragrant, of faint golden yellow, passing to a reddish orange, with the border of the petals pale rose. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Souvenir de Wootton** A most excellent rose, of a bright magenta red. The flowers are of large size, when full blown sometimes measuring six inches in diameter. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Ivory** Sometimes called the White Golden Gate, because of its similarity in habit and growth. Its extraordinary freedom of growth, heavy canes and large size all tend to make it a valuable white variety. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.



## HELLER'S ROSE-LEAVES

**General Jacqueminot** (The "Jack" Rose). Too well known to require lengthy description. The color is a bright shiny crimson, very rich and velvety—the standard of comparison for crimson roses. It is a strong grower and perfectly hardy. Its blooms are profuse in June and sparing in September. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Caroline Testout** Of La France form, with large petals of brilliant color, edged and bordered with clear, silvery pink. The flowers are exquisitely formed, and are especially beautiful when well open. After thorough trial, we feel justified in recommending it as one of the finest garden roses. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Etoile de Lyon** One of the hardiest of the yellow tea roses. It is of vigorous, sturdy growth, and seems able to resist either heat or cold equally well. It blooms freely, producing flowers of a rich golden yellow, equal to the Marechal Niel in size. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Marie Gotha** A very fine grower, with large foliage and flowers of creamy white, faintly bordered with rose. The buds are large and full. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Golden Gate** A rose grown largely in the vicinity of Washington, where it is received with great favor. It produces freely, the flowers are large and finely formed and the color is a creamy white, slightly tinged with yellow and faint shadings of pink. An easy and very satisfactory kind. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Bessie Brown** Received the gold and silver medals from the National Rose Society of England and many other certificates and prizes. It has enormous shell-shaped petals of a beautiful brilliant white, daintily flushed with pink. The flowers are large and full, borne on strong, erect stems. The two-year-old stock we consider best. One-year-size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Bride and Bridesmaid** Wherever there is a florist's establishment you will find these two roses. They are exactly alike in habit and growth, except that the Bride is white and the other pink. They are not so hardy out-of-doors for northern climates, but we have known of their thriving for years as far north as Michigan. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

**Empress of Russia** A delicate pink rose. It does not make a large growth, but is healthy and free-flowering. One-year size, 10 cts.; 2 years, 25 cts.; 3 years, 50 cts.



*Cochet roses. White and Pink. One of the very best kinds; easy to grow, free from disease, full large buds, and hardy in all climates with slight protection. See descriptions, pages 15 and 16.*

**Boadicea** Another foreign rose. The beautifully shaped buds are a deep rose-pink. It makes a good bush, although it has only medium-length stems. It does not grow to great height, but is a very free bloomer. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Malmaison** An old variety that is still a favorite with the American growers. It has good foliage and a beautiful light pink flower. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

## HELLER'S ROSE-LEAVES

**Perle des Jardins** A superb yellow rose ; one of the older varieties, but always a favorite. The bushes do not attain great height, but they are thrifty and bear an abundance of well-shaped flowers. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

**Papa Gontier** Always one of the most conspicuous bushes in any rose-garden, because of its profusion of bloom. The flowers are a bright cherry-red, and, although not very full, are of good shape. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Ulrich Brunner** A vigorous-growing bush, which is very effective for massing, producing very large flowers of a beautiful cherry-crimson. Hardy, and blooms strongly in June. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Anne de Diesbach** A brilliant rose color, with long, pointed buds, preceding large, perfectly formed blooms that are delicately scented. Of hardy and vigorous growth, it is an old rose that still pleases the people, with its mass of June blooms. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Caprice** Among striped roses, the Caprice is probably the best example of its type. The ground color is a clear satiny pink, distinctly striped with white and pure carmine. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**American Lady** We are the only firm having this grand new variety, and we consider it one of the most beautiful on our list. The color is a light cerise-red, so clear that it seems almost transparent. The flowers are very full, and almost round in shape, and are produced in great profusion on long stems. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Marie Van Houtte** One of the best creamy white bedding varieties; has beautifully formed buds. It will succeed anywhere, in any soil. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Prince of Bulgarie** Similar to the Carnot in form, but of a rosy blush color, with the inner petals somewhat lighter. The foliage is bright green; very fine and free. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Snowdrift** This rose has been renamed from one of the foreign varieties, and is, as its name indicates, a pretty white rose. It is free-flowering, very double, has strong, healthy foliage and makes good stems. In our own garden, during the past season, it has been in almost constant bloom. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.



# HELLER'S ROSE-LEAVES

**Souvenir Catherine Guillot** Very fragrant and free, and an easy grower. The open flower is large and full, and a wonderful combination of color, blending shades of coppery carmine and pink. One-year size, 10 cts. each; 2 years, 20 cts.; 3 years, 35 cts.

**Pastelle** Have you every seen a beautiful pastel painting of roses? If so, you will readily understand why this rose has been so named. No other style of art so well brings out the soft coloring of the rose. The soft blendings of the salmon-pinks and the rose-pinks and the creamy yellows in this rose give it a singular resemblance to a work of art. It is one of the new roses lately imported. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Tricolor** As its name signifies, this is a rose of three colors, showing shades of red, yellow and pink artistically blended. It is not a large-growing bush, nor is the flower very double, but, on account of its unique color and free-flowering habit, it is a good addition to any rose-garden. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Fair Maid** A clear transparent white, blending toward the center into a light pink; a good free grower, producing an abundance of roses; has strong, healthy foliage. As one of the new varieties it ranks among the best. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Firefly** This is a new variety which comes to us from France. The color is similar to that of the Sunrise, but it is a much stronger grower, makes a much larger bush and a longer stem. The flower is a salmon-pink, shaded with yellow, the outside of the petals is a coppery pink, blending to the darker shade. The buds are long and full. This rose received first prize at Paris last year, and a first-class certificate at Lyons. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Pluto** A most brilliant red rose, of splendid habit. Makes a strong bush, grows quickly, and is in constant bloom. A few bushes of a rose of this character, producing such an abundance of brightness at all times, are a great acquisition to any rose-garden. It is very hardy and easy to grow. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**No. 48** Unnamed. This splendid new rose comes to us from Germany, and we can say for it that it is the best new rose that we have had from that country in recent years. In our gardens this past summer it has at all times been a grand sight bearing a great profusion of exceedingly large brilliant pink roses—sometimes as many as three full-sized roses on one stem. The color is a perfectly clear,

## HELLEK'S ROSE-LEAVES

deep pink that does not fade in the sun. It is somewhat similar to the Caroline Testout, except that it is much finer and makes longer and better stems and stronger foliage. We cannot speak too highly of this for a fine pink rose. One-year size, 25 cts. each; 2 years, 50 cts.; 3 years, \$1.



*Illustrating the possibilities of making beautiful arches of Rambler roses planted with Clematis paniculata. (See page 34)*

**Hugh Dickson** This new variety comes to us from the great rose-gardens of Belfast, Ireland, and is described by the introducer as follows:—

“This glorious rose is undoubtedly the most valuable addition to its class that has been sent out for years. It is a vigorous and free grower, with fine and handsome foliage, which is deep red in the young growths, changing to a dark bluish green with age. It is a very free and perpetual bloomer, the point of each shoot being crowned with a

## HELLER'S ROSE-LEAVES

flower-bud. In color it is intense brilliant crimson, shaded scarlet; very large and exquisitely formed, with large, smooth petals, slightly cupped and reflexed at the edges. The center is high and pointed. It is unquestionably the finest rose of its color, never burning in the sun, and retain-



*Part of a rose-garden in New England, with Ramblers of the new varieties trained to arches (See page 34)*

ing its great brilliance and intensity of color until the petals fall. It has the sweetest and strongest perfume of any rose cultivated at Belmont. Awarded the Gold Medal of the National Rose Society, also the Silver Medal of the N. R. S. for the best hybrid perpetual rose, also first prize for the twelve blooms of any rose—distinctions never before awarded to any rose on the season of its introduction.”

We can say for it, that it has fully shown all the fine qualities claimed for it in our gardens this past summer.

## HELLER'S ROSE-LEAVES

We have fine stock of the one and two-year-old sizes, and would advise all our customers trying a few of them in their garden this summer. One-year size, 25 cts. each; 2 years, 50 cts.; 3 years, \$1.50.

**Apple Blossom** This rose is, as its name indicates, in color and tinting of the petals, of the pink and white of the apple blossom. It is a real novelty and a good variety. The growth is strong and wiry, and very similar to the Golden Gate, which is one of its parents. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Antoine Rivoire** A very good and free-blooming rose. Blush color, on a yellow ground, tinted pink on the outer petals; of fine camellia-like form. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Mephisto** This is an ideal garden rose because of its ease of culture, freedom of bloom and its growth of such a character as not to be susceptible to disease. The flowers are a very bright scarlet-red, the buds very full, and grown on good length of stem. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Baby Rambler** This wonderful little novelty created quite a furore among rose-lovers this past season, it being something out of the ordinary, and proving valuable to the amateur grower. It produces large trusses of bright crimson flowers similar to the Crimson Rambler, but, instead of climbing, the plants form dwarf, compact bushes, not over eighteen inches high. It is fine either for a pot-plant or used as a border plant, edging beds or walks. The most unique feature about it is the phenomenal freedom with which it produces its flowers, as it is practically never out of bloom. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Cardinal** A wonderfully fine new rose—the product of one of our American gardeners. The finely formed flowers are rich cardinal-red, and they have extraordinary lasting properties, and the old garden-rose scent; growth very free and vigorous. Planted among the new varieties in our garden this past summer, it has made as good a showing in quantity of bloom, quality of bloom and fine form of flower as any of them. Besides, it can be classed among the “easy” kinds, for it seems to grow like a weed. Our two-year-old stock of this will commence blooming almost at once, and within a few weeks will make fine strong bushes. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Cherry Ripe** This is a new rose that comes to us from England, the name indicating the color, which is a deep cherry-red. This past summer has been the first season for it in our gardens, and we have found it of

## HELLER'S ROSE-LEAVES

very vigorous growth, free-flowering and very fragrant, having the old garden-rose scent. Some of the foreigners have called it the Dwarf American Beauty, as it very much resembles that rose in color and fragrance. We have a nice stock of this in the one and two-year sizes, and we think that the smaller plants will give quite as good results as the older ones, it being such a vigorous-growing variety. One year size, 25 cts. each; 2 years, 50 cts.; 3 years, \$1.

**J. B. Clark** This rose has been the sensation among European rose-growers during the past season. We have extracts from all of the florists' and gardeners' papers of Europe, all speaking in the highest terms of this new rose. We have also grown it during the past summer, and it has shown a remarkably strong habit, being, as well, the largest rose we have ever seen. We give the description as it comes to us from England, also an extract from the "Daily Mail" of London, July 7, 1905:—

"This magnificent novelty is the greatest acquisition to the hybrid tea class that has ever been sent out. Its great depth and brilliance of color, which is quite unique amongst the whole range of roses, its splendid vigor of growth, its freedom of bloom, and fine bold, handsome foliage, at once stamp it as the one thing wanting amongst the hybrid teas. The growth is strong, upright and very vigorous, making a large and handsome bush; the foliage is broad and stout, bronzy green in the young state, changing to dark green with age. The blooms are very large and beautifully formed; the petals, which are very smooth, are of large size and depth; flower very full and elongated, with high pointed center. The color is unique amongst roses, being intense deep scarlet, heavily shaded blackish crimson, the petals carrying the deep rich color like a plum, giving to the expanded flower a glistening sheen indescribably beautiful. It has a very strong and sweet perfume." Awarded the Gold Medal of the National Rose Society, also the Silver Medal of the N. H. S. for the best bloom of any hybrid tea rose at the Metropolitan Show, held in Regent's Park. J. B. Clark also secured first prize for nine blooms of any new rose, and has won first prize for twelve blooms of any rose wherever shown.

The "Daily Mail," July 7, 1905, says:—"The lovers of England's national flower, who visited the National Rose Society's annual show, held yesterday amid ideal surroundings, in the Royal Botanic Gardens, Regent's Park, London, had a rich and rare treat. An exhibition which attracted universal attention was a new bloom, a triumph of the rose-grower's art, named 'J. B. Clark.' It is a hybrid red tea rose, grown by Mr. Hugh Dickson at his nurseries, Belfast, and it won the Silver Medal for the best bloom in the show. Amateurs and professional growers alike crowded around the exhibit throughout the day." One-year size, 25 cts. each; 2 years, 50 cts.; 3 years, \$1.50.

## Rambling, or Climbing Roses

**D**URING the past few years very great advances have been made in this type of rose. Many people, when Ramblers are mentioned, think only of the Crimson Rambler. While we have nothing to say against the Crimson Rambler—for it will always rank well—we do say that if you could have seen some of the newer kinds in our garden last summer you would have been very enthusiastic—especially as to the Lady Gay and the Lily Ito, which were simply wonderfully fine. So many people, also, think of the Rambler only as a veranda rose; yet for pillars, posts, old tree stumps, arches, gates, etc., the effect of a fine Rambler is most beautiful and artistic.

**Crimson Rambler** It would almost be a waste of words to redescribe this wonderful rose, whose clusters of rich crimson flowers are so well known. It is very hardy in all climates and a rapid grower, although, for quick results, it is sometimes better to plant three bushes in a bunch. We also have the White Rambler and the Yellow Rambler, similar to the Crimson Rambler in all save color. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Philadelphia Rambler** This splendid new variety differs from the Crimson Rambler in having a brighter, deeper and more intense color. It is very double to the center, blooms profusely and is a good, healthy grower. Many rose-growers think it much better than the old Crimson Rambler, and in our gardens we find it has done some better. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Trier** An ever-blooming Rambler, flowering throughout the summer and fall. Its growth is very strong and it produces immense clusters of pale pink flowers, changing when open to a white. It has made a big hit in Europe. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Lily Ito** A Japanese Rambler which makes a very rapid growth. The foliage is small and bright green, and the flowers, although small, are perfect in form. They come in large clusters and are of a brilliant blush color. We don't know just why, but it really has a "Jap" look—it is so very dainty, yet so strong; such quaint little flowers, but

## HELLER'S ROSE-LEAVES

so full of health. We advise our friends to try it. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Lady Gay** A most attractive novelty, being equally admired for the brilliant coloring of the flowers and the abundance in which they are produced. The color is a deep, clear and rich rose-pink, the individual flowers being large for their class, full, and arranged in immense clusters. We want you to be sure to try this, no difference how small your collection, for we consider it among our most valuable kinds. It is different from all other



*"Lady Gay," the splendid new Rambler. Notice how full each individual flower, and how large the clusters*

# HELLER'S ROSE-LEAVES

roses, and is beautiful, healthy, hardy and easy to grow. A post or an arch or veranda covered with this will be prized very highly. The two-year size will give quick results. One-year size, 25 cts. each; 2 years, 50 cts.; 3 years, \$1.50.

"Quite a little has been said lately of the new rose, Lady Gay. I have one three years old, planted in a border. It is on a trellis 8 feet long and 7 feet wide and completely covers it. It made sixteen stout canes from 10 to 14 feet long, besides numerous side-shoots, from 3 to 4 feet." MRS. E. M. GILL, Medford, Mass.—*Florist Review*, September 22.

**Taurus Blumschen** Similar to the Crimson Rambler in habit, but the flowers are rose-pink in color, succeeded by clusters of scarlet berries which add to the attractiveness of the plants in autumn. One-year size, 15 cts. each; 2 years, 40 cts.; 3 years, 75 cts.

**Dorothy Perkins** A new hardy climbing rose, which, in its strong and vigorous growth and general habit, closely resembles the Crimson Rambler. The flowers are formed in clusters of thirty to forty and are of a beautiful shell-pink, fully double and of good size for a cluster flower. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

**Climbing Soupert** A rapid-growing climbing sport from the old favorite Clothilde Soupert, identical in foliage and form of flower, and retaining the same brilliant white, blush-tinted bloom. It grows rapidly, blooms profusely, and makes an attractive showing wherever it is trained. One-year size, 10 cts. each; 2 years, 25 cts.; 3 years, 50 cts.

## Summary

**I**N the preceding pages, we have tried to tell you all about the different kinds of roses, informing you of their habits, the best sizes to buy, etc., so that your selection can easily be made. Immediately upon receipt of your order, we will send you full instructions for growing, which you can study carefully before receiving your bushes. We will also tell you how to prepare the soil, which should be done some time before planting.

Let us have your order early—it is much better for you, for we can then set them aside and have them ready to ship out at the proper time for your climate, and thus avoid the great rush that comes later. Remember that WE PAY THE EXPRESS CHARGES to any part of the United States on all orders of over one dollar.



## Carnations

**S**INCE the introduction of some of the new and stronger varieties of carnations, it has become an easy matter for the amateur to have plenty of these beautiful flowers in summer.

During the past three years we have supplied many thousands of well-grown carnation plants to our customers, and, as a result, we have many letters from enthusiastic growers. They make a nice addition to a rose-garden, and their treatment is very similar. They will commence blooming a few weeks after planting and will give flowers well into the fall. The plants can then be dug up and potted, and they will bloom all winter in the house. They are not hardy out-of-doors.

The following list, while not large, comprises about all of the varieties that we have found most successful.

**Thomas W. Lawson** This wonderful carnation was made famous by the price that Mr. Lawson paid for the first plants of it—\$30,000. It certainly is a grand variety, standing alone in its class, and as different from all other carnations as the American Beauty is different from other roses. Its color is a very deep pink, and the flowers are often three and one-half inches in diameter. 10 cts. each, \$1 per dozen.

**The White Lawson** This is exactly like the parent plant, excepting that it is pure white, slightly tinted with pink. 10 cts. each, \$1 per dozen.

**Variegated Lawson** A carnation of the same habit as the Lawson and White Lawson, but differing in color,—it being white, streaked with red. 10 cts. each, \$1 per dozen.

**Queen** This white carnation is very fragrant. It makes a long stem and large flowers, and is very free-flowering, producing nearly as many blooms as the Lawson. 10 cts. each, \$1 per dozen.

## HELLER'S ROSE-LEAVES

**Cardinal** For a brilliant red carnation, this is probably the best variety we have. It possesses qualities that have always been hard to get in a carnation of this color. Its growth is strong, and the flowers are large and of a most brilliant scarlet-red. 10 cts. each, \$1 per dozen.



*Carnations grown at home will have fine foliage and beautiful buds*

**Mauvienna** This is the first offer of this variety to the public, although we have grown it here for two seasons. To visitors it has been one of the attractions of our carnation section. It makes a strong bush, producing good long stems, with flowers of a most unusual color—white and heliotrope blended, the heliotrope being quite pronounced. Those who wish something novel and uncommon should try this. 15 cts. each, \$1.50 per dozen.

## HELLER'S ROSE-LEAVES

**Enchantress** This variety is considered one of the most valuable. Its growth is very strong, making a large full bush, with erect stems and fine foliage. Its color is a light shrimp pink, and it is very fragrant. 10 cts. each, \$1 per dozen.

**Ruby** This variety was new with us last year, and wherever we sold it we have had most flattering reports. It is a new and uncommon color among carnations, being a rich dark ruby red. A few flowers of this color, when mixed with the pure white, make up a very attractive bouquet. 10 cts. each, \$1 per dozen.

**Flashlight** A variegated sort, producing enormous-sized flowers of pure white streaked with a brilliant red. A very novel and beautiful kind. 10 cts. each, \$1 per dozen.

**Sunshine** White, and very fragrant, making long stems and large flowers. It is free-flowering. 10 cts. each, \$1 per dozen.

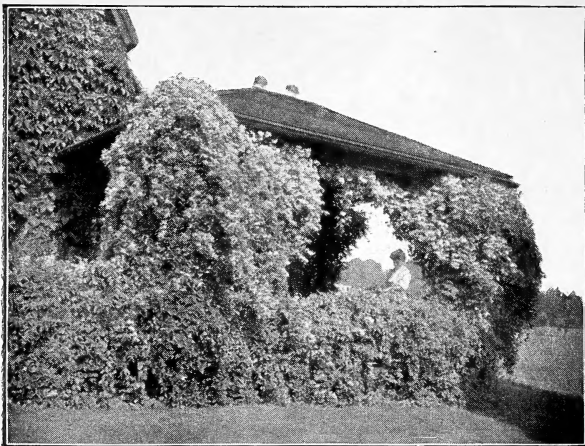
**Golden Glow** Another new variety which we have grown with great success and now offer for the first time. It is of a rich golden yellow, with but a slight penciling of red. It is free-growing, blooms all summer, and is very fragrant. 15 cts. each, \$1.50 per dozen.

**Sunset** Also a new variety, of a bright shade of yellow streaked with light red. Visitors to our gardens the past year have been very enthusiastic over this Sunset, as it is so novel and so different from the carnations they have been buying in the stores—the color being entirely new. 15 cts. each, \$1.50 per dozen.

**Elizabeth** A new red kind which we secured from England. While the flowers are not nearly so large as the Cardinal, it is valuable because it produces such a great quantity of flowers at all times. It is of a brilliant red, and very fragrant. 15 cts. each, \$1.50 per dozen.

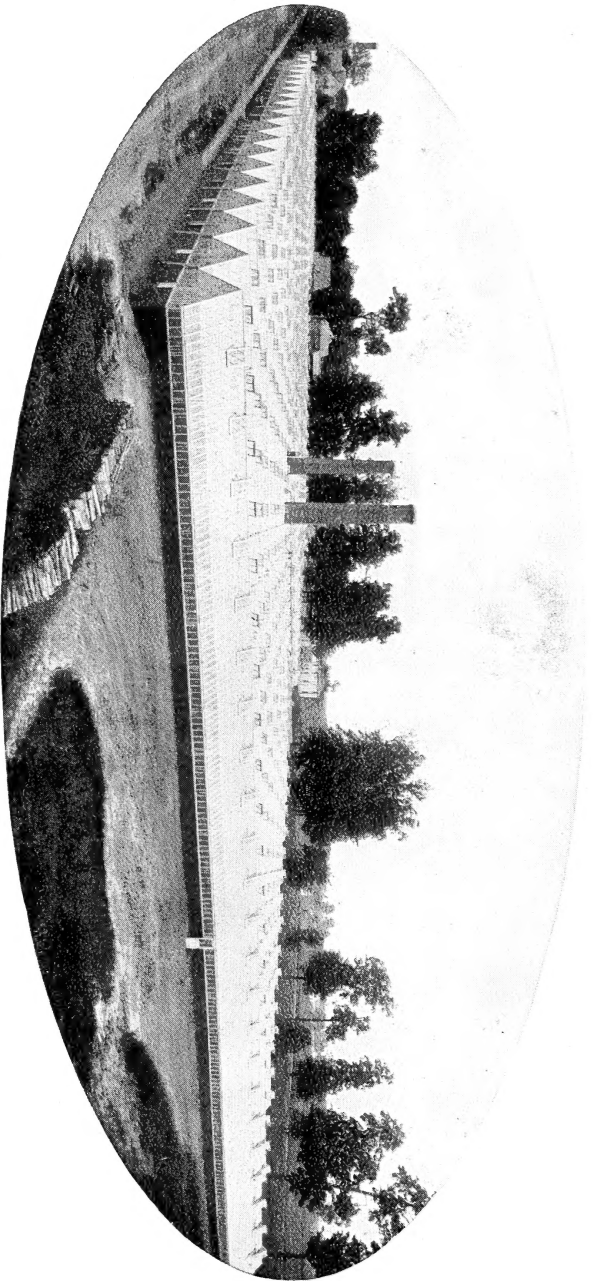
### PLEASE NOTE

*That we ship your roses and carnations by fast express, all charges paid at our end, and that our perfect packing insures safe arrival in full vigor.*



## Clematis Paniculata

**B**ECAUSE of many requests from our patrons for what we considered the best vine—one that will grow rapidly, give shade and is hardy—we have added to our specialties—in roses and carnations—the beautiful *Clematis paniculata*. This is not the large-flowering clematis so commonly grown; it has an entirely different type of growth. It makes a very compact bushy growth, with a waxy green foliage free from disease, and grows so rapidly that it will cover the entire side of a porch in one season. It produces a beautiful effect when planted with Rambler roses, the fine green of the foliage making a good background for the rose blooms. Later in the season, when the roses quit blooming, the clematis will commence to bloom, lasting well up into fall. The flower is small, pure white, in large clusters and is very fragrant. It is followed by an attractive seed-pod. Quick and best results are obtained by planting two or three plants together. The plants grow stronger every year, and the flowers in cool places become larger. Large, strong plants, 35 cts. each, 3 for \$1, 7 for \$2, \$3.50 per doz.,—delivered to you.



*Our greenhouses consist of thirty buildings each 300 feet long and 25 feet wide, containing 100,000 growing rose-bushes*



**HELLER BROS.**

SOUTH PARK FLORAL CO., NEWCASTLE, IND.