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62.73

1898

SPECIAL TO CATALOGUE TRADE...

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 ★ SEP 10 1923 ★  
 Agriculture.



ELECTRO FREE TO CATALOGUE TRADE

(New..  
 Carnation "Alba Superba")

RAISED AND GROWN BY

John Burton,

ROSE GROWER  
and FLORIST

Chestnut Hill, PHILA.  
PENNA.

# Carnation "Alba Superba"

Originated on our place four years ago. We have grown it in the field all summer and transplanted to benches, and we have grown under glass all summer, and it does well in either case, the field-grown plants giving the best crops, but those kept under glass producing the finer flowers.

It is with the greatest confidence that I present the best claims of this new white Carnation to the trade. It is a beautiful clear white, and as may be seen in the illustration herewith presented, is almost perfect in form, closely resembling the Gardenia; indeed the petals being of such unusual size and substance, the pet name of

## "The Gardenia Carnation"

is made very appropriate to this notably distinct flower.

The flowers are all of good size, measuring from 2 1-2 to 3 inches in diameter.

There may be varieties with a tendency to bloom more freely than this one does, but for a flower of this quality, I do not know of any. It has a stout, erect, and very long stem; in fact the unusual length and strength of the stem, will, without doubt, render it, in that respect, the ideal Carnation for some time to come, as it too often happens that flowers of good size, color and form, but lacking in this very essential qualification, cannot be used to the best advantage.

Another of its grand good points is that I have never yet, under the treatment given to here, seen a burst calyx. It handles and keeps well, and does not "go to sleep" easily.

In habit it is robust and free-growing, being similar in that respect to Daybreak, every shoot throwing up a flower stem. It is a continuous bloomer and not a cropper.

Plants will be ready March 1, 1898.

Price to the trade, \$10 per 100, \$60 per 1,000

Address

JOHN BURTON

Chestnut Hill

Philadelphia

# Carnation "Alba Superba"



WITHOUT hesitation,  
I pronounce

The Gardenia . . .

*is* Carnation

to be a money-maker.  
Come and see it growing.

Plants ready March 1.  
Orders filled in rotation  
as received.



ONE of the grand features  
of the

"Alba Superba"

is its great length and strength  
of stem, which is plainly shown  
in the above cut.

Price, to the trade, \$10 per  
100, \$60 per 1,000.

JOHN BURTON

Chestnut Hill, Phila.

H. H. Batts,  
108 South 12th Street,  
Philadelphia

January 3<sup>rd</sup> 1898

Mr John Burton,  
Dear Sir:-

In my judgment,  
the carnation world needs a white  
carnation more than any other variety.  
It must be a pure white, long, stiff  
stem, and the calyx must not break.  
Allow me to congratulate you on having  
a carnation possessing all of these qual-  
ities in a marked degree.

Yours very truly,  
H. H. Batts.