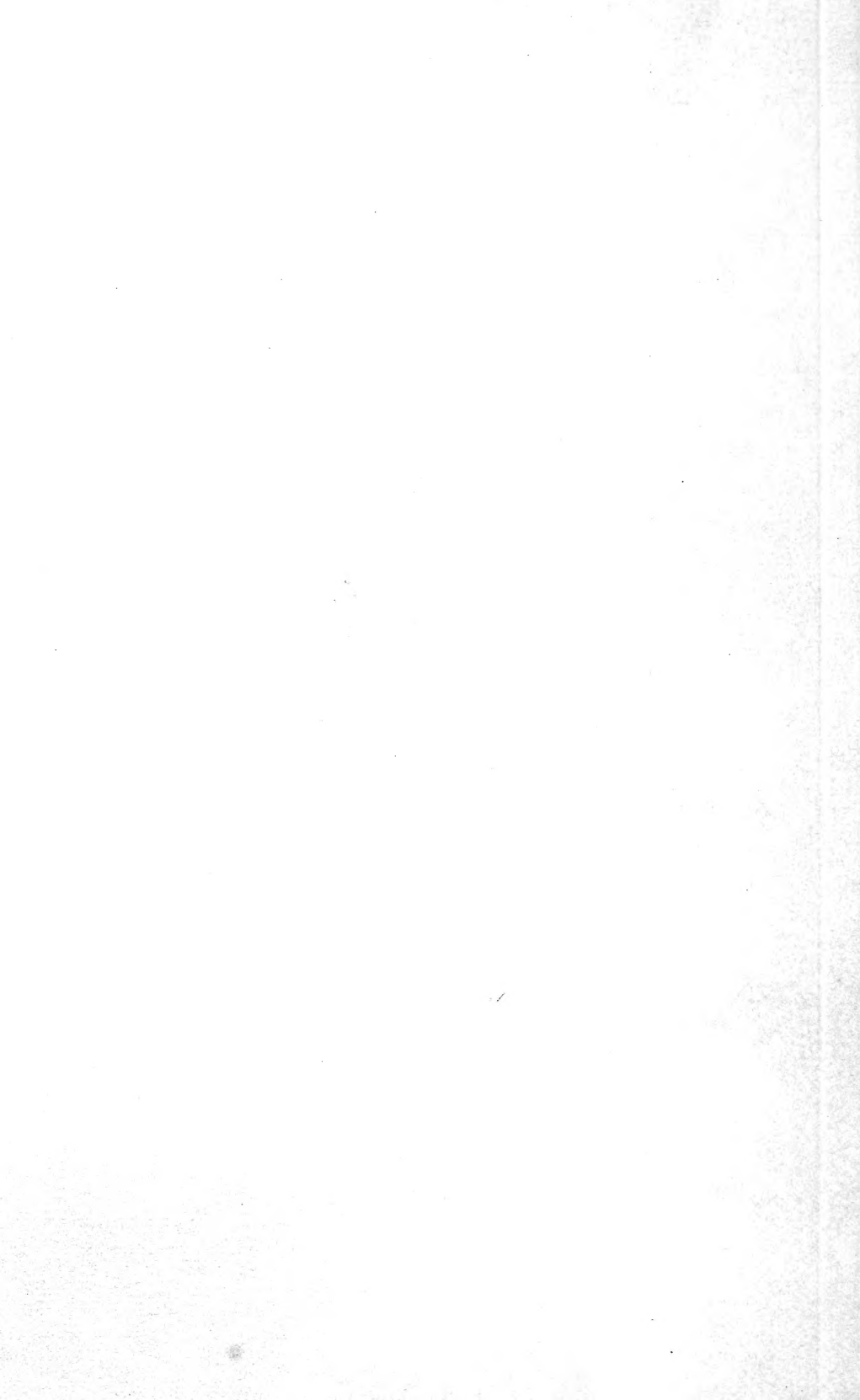


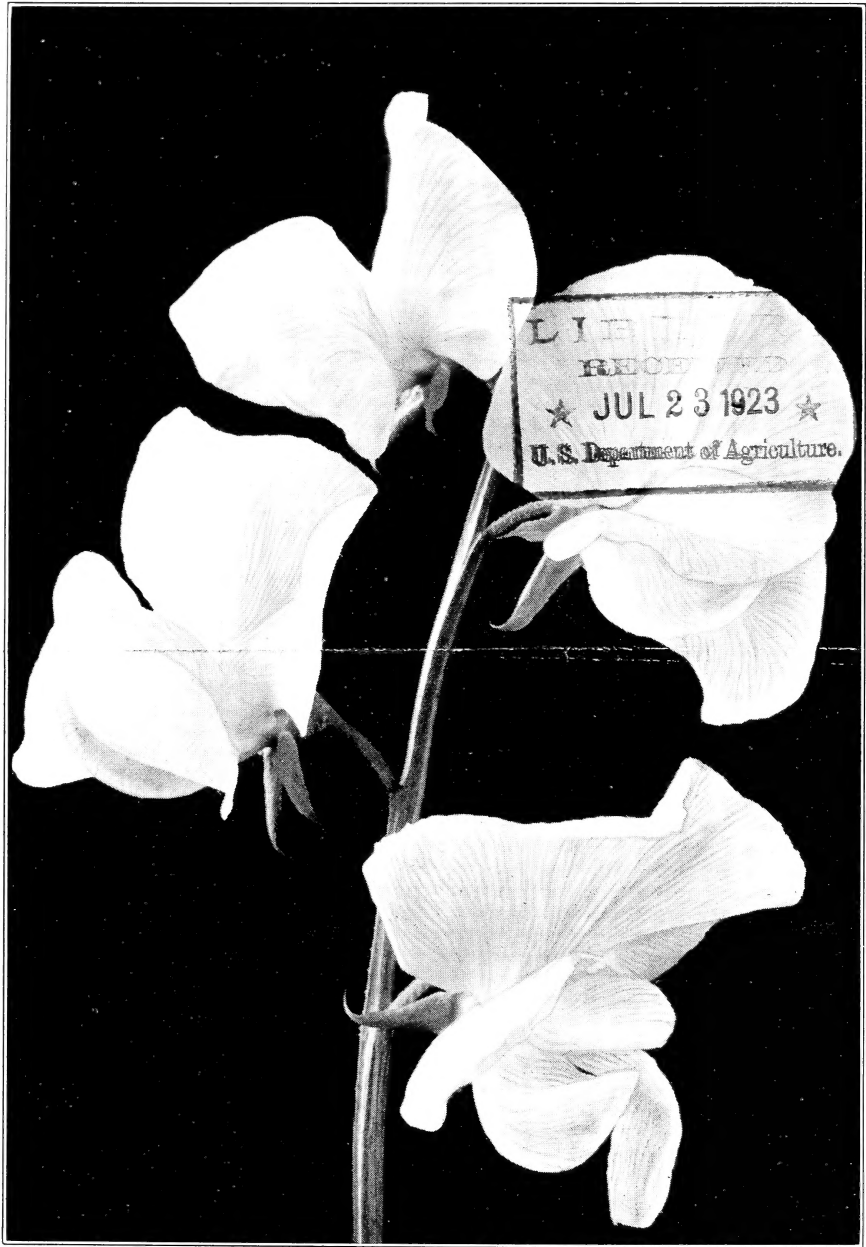
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



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# Choice New Sweet Peas for 1911.



NEW SPENCER SWEET PEA,—"ETHEL ROOSEVELT,"—*from a Photograph.*

**W. ATLEE BURPEE & CO., PHILADELPHIA, U. S. A.**

Cable Address: BURPEE, Philadelphia.

# Grand New Spencer Sweet Pea,— “Ethel Roosevelt”



*A Spray of the  
Grand New Spencer,  
ETHEL  
ROOSEVELT,—  
Accurately repro-  
duced from a  
Photograph.*

In our Sweet Pea workshop, where we are developing scores of new varieties and practically all Spencers, or new forms of the waved type, we have a number of beautiful novelties, but as our policy is to thoroughly try out and test new varieties before introducing them, we could not consistently send out but one good one this season. We have therefore chosen the most distinct and one of the most beautiful of its class, and one, which for two successive seasons has come perfectly true to type and color.

This beautiful, charming and dainty debutante has been christened “ETHEL ROOSEVELT.”

*It is a true waved variety of the largest and most perfect Spencer type.*

There is naturally some variation even in Spencers, and ETHEL ROOSEVELT claims the most exclusive Spencer perfection.

The ground color is a soft pleasing primrose, or straw color, overlaid with dainty flakes and splashes

of blush crimson. The crimson is not at all pronounced and simply gives some warmth and golden tinting to the yellowish ground work. It bunches splendidly and will easily lead in this type of coloring for a long time.

We were unable to plant a large acreage owing to the fact that we had only a little seed to sow for 1910 crop, and, like all good Spencers, it flowered freely but refused to seed.—*Description of the originators*,—MESSRS. C. C. MORSE & Co.

**Ethel Roosevelt** is undoubtedly the daintiest and most beautiful of all striped or

flaked Sweet Peas, and, when known, will be found in all “first-class” collections.

Like the first of this new race, the now famous *Countess Spencer*, ETHEL ROOSEVELT is of strong, robust growth, extremely free flowering, the individual blooms being of truest Spencer type and usually produced in fours on very long stems.

The flowers are of largest size and the “color combination” is unique, though difficult to describe,—the ground color being a lovely shade of cream, beautifully flaked and mottled with light rose or pinkish rose, and in addition to this exquisite color scheme the standard and wings are *waved and frilled in truest form*, the wings being well placed and not too open, as in so many varieties of this type. Without doubt a variety of entrancing beauty.—*Our own description from notes at FORDHOOK FARMS, where we have had this grand novelty growing the past two seasons.*

In sealed packets containing ten seeds each: **Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts.** In lots of 500 pkts. or more, **\$6.25 per 100 pkts.** (Cable word, ETHEL.)

In sealed packets containing twenty seeds each: **Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts.** In lots of 500 pkts. or more, **\$12.50 per 100 pkts.** (Cable word, ROOSEVELT.)

# New Lavender "Florence Nightingale" Spencer Sweet Pea,—

FLORENCE NIGHTINGALE is by far the **largest and best Lavender Spencer yet introduced!** This statement is warranted by comparative trials at Fordhook and the magnificent field crop at Floradale. Our high opinion of FLORENCE NIGHTINGALE has been confirmed also by the two leading expert English specialists, to whom the originators, MESSRS. ALEX. DICKSON & SONS, of Belfast, had sent a few seeds for advance trial,—and whose reports are published by permission below.

The flowers are truly magnificent and of immense size. The standard is unusually large and bold, pronouncedly waved, yet standing erect and broad,—frequently measuring two inches across. The color is most charmingly soft and yet rich

lavender, which is enlivened by a very faint sheen of rose-pink. The large, well-spread wings are of the same coloring, frilled and well waved. It is practically a self color and bunches beautifully,—attracting universal admiration. The plant is extremely robust in growth, flowering most profusely.

The stout stems attain twelve to sixteen inches in length and a large proportion bear four well placed flowers, as shown in the illustrations from photographs. FLORENCE NIGHTINGALE comes entirely true from seed,—both as to color and the highest ideal Spencer type.

In sealed packets containing ten seeds each: **Per pkt. 15 cts.; \$1.00 per dozen pkts.; \$7.00 per 100 pkts.** In lots of 500 pkts. or more, **\$6.25 per 100 pkts.** (Cable word, FLORENCE.)

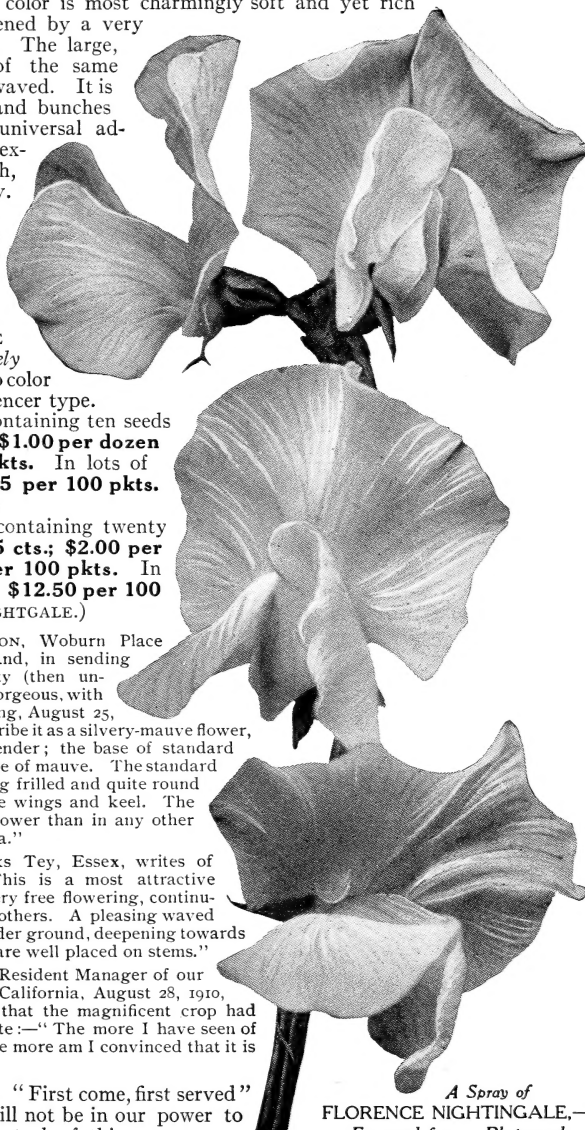
In sealed packets containing twenty seeds each: **Per pkt. 25 cts.; \$2.00 per dozen pkts.; \$13.75 per 100 pkts.** In lots of 500 pkts. or more, **\$12.50 per 100 pkts.** (Cable word, NIGHTGALE.)

MR. THOMAS STEVENSON, Woburn Place Gardens, Addlestone, England, in sending some flowers of this variety (then unnamed) which were simply gorgeous, with stems fully sixteen inches long, August 25, 1910, wrote:—"I should describe it as a silvery-mauve flower, the wings paling off to lavender; the base of standard being of a rather bright shade of mauve. The standard is of exceptional quality, being frilled and quite round and finished well below the wings and keel. The standard is larger in this flower than in any other mauve or lavender Sweet Pea."

MR. A. IRELAND, Marks Tey, Essex, writes of *Florence Nightingale*:—"This is a most attractive flower, strong grower and very free flowering, continuing in bloom long after the others. A pleasing waved variety of heliotrope or lavender ground, deepening towards edge of standard. Flowers are well placed on stems."

MR. EDWIN LONSDALE, Resident Manager of our Floradale Farm, Lompoc, California, August 28, 1910, when expressing his regret that the magnificent crop had produced so little seed, wrote:—"The more I have seen of FLORENCE NIGHTINGALE the more am I convinced that it is far superior to *Asta Ohn*."

**Please Order Early.** "First come, first served"—and unfortunately it will not be in our power to serve all who will want a stock of this



A Spray of  
FLORENCE NIGHTINGALE,—  
Engraved from a Photograph.

## Largest and "Best of All" Lavender Spencers

# New Sweet Pea,—“Rose du Barri.”

This new Grandiflora affords *an entirely new shade* in Sweet Peas. The name itself suggests the color, which is a lovely combination of deep, rich, carmine-rose and orange. While the flower is not of Spencer form or size, yet it is slightly waved and for boutonnières or table decoration it is “*really a gem.*” Its brilliant beauty must appeal to every lover of esthetic shades.

The plants, of strong vigorous growth, are wonderfully profuse in bloom,—and every flower is alike! The crops growing at our Fordhook Farms have attracted great attention the past two seasons. One of the leading experts of England,—MR. A. IRELAND, Marks Tey, Essex,—who had a few seeds for advance trial this year, writes: “It is *unique and distinct*, a charming flower of deep rose color, overlaid with a *lovely sheen of terra cotta*. Foliage and haulm very dark green. One of the best decorative peas ever introduced. For artificial light it is *unsurpassed.*”

In sealed packets containing twenty seeds each: **Per pkt. 15 cts.;**  
**\$1.00 per dozen pkts.;** **\$7.00 per 100 pkts.;** in lots of 500 pkts. or more, **\$6.25 per 100 pkts.** (Cable word, DUBARRI.)

## Three Splendid New “Spencers” of which we now first offer Seed by the Pound.

### America Spencer.

In brilliancy of color this is almost an exact duplicate of the popular Grandiflora Sweet Pea, *America*,—but “ennobled” to the true giant waved Spencer type. The ground color is ivory white, distinctly striped with brilliant crimson-red. It is quite similar to the new English Spencer to which the name of *Mrs. Wilcox* has been given, but is much more free flowering and more heavily marked with crimson and scarlet. The flowers are borne three and four on long stiff stems, and hold their color well till near the end of the season.

Retail: 15 cts. per pkt. of twenty seeds; 2 pkts. for 25 cts.

WHOLESALE: **Per oz. 75 cts.;** **¼ lb. \$2.00;** **per lb. \$7.50.** (Cable word, SLAB.)

### Dainty Spencer.

Like the popular original *Dainty* of the Grandifloras, the stems are very long and usually carry four fine flowers each. It is a most beautiful pink-edged variety; the ground color is pure white with a very distinct margin of rose-pink. The edging on the standard is considerably heavier than on the wings. The general effect is light and dainty, as the white ground is particularly clear and glistening. **DAINTY SPENCER** is practically the same as *Elsie Herbert*, but is better fixed,—coming true from seed and does not show any tendency to produce flowers with a primrose ground.

Retail: 15 cts. per pkt. of twenty seeds; 2 pkts. for 25 cts.

WHOLESALE: **Per oz. 75 cts.;** **¼ lb. \$2.00;** **per lb. \$7.50.** (Cable word, SLATTER.)

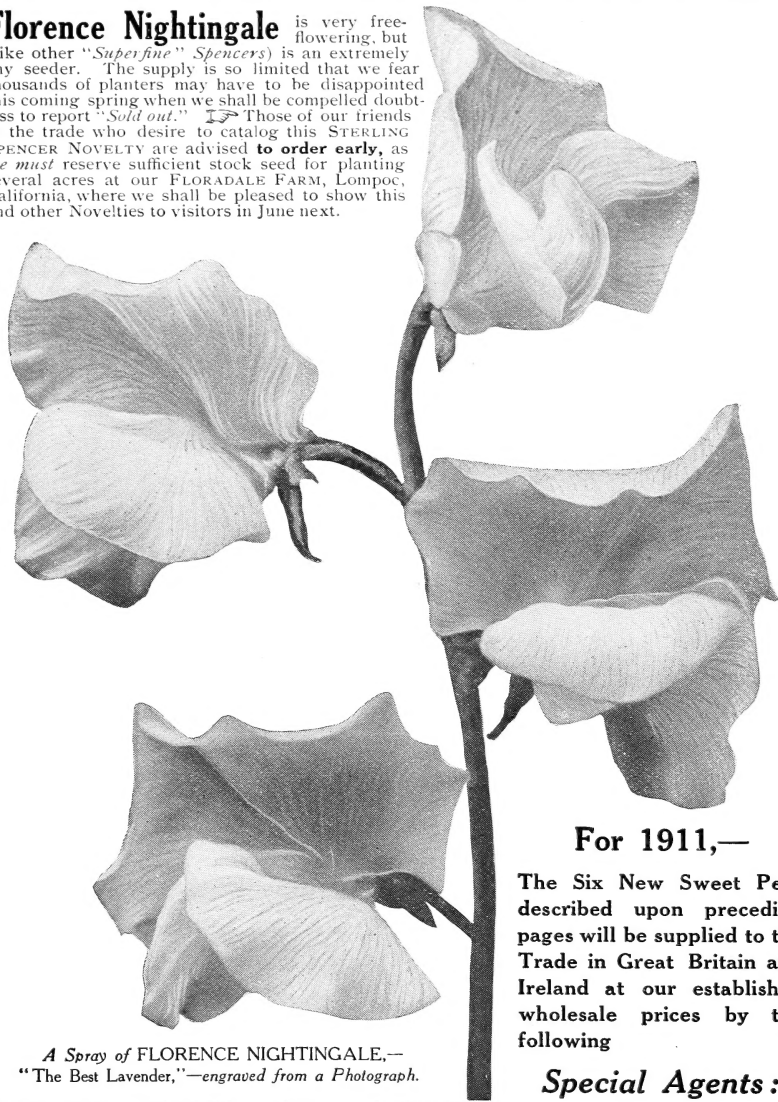
### Emily Eckford Spencer.

The flowers are of good form, waved and of the true Spencer type. They are a rosy-purple self color at opening, but turn bluish-purple as they reach full expansion. It is similar to *Tennant Spencer*, but without any suggestion of magenta,—what variation there is in the flowers is toward blue.

Retail: 15 cts. per pkt. of twenty seeds; 2 pkts. for 25 cts.

WHOLESALE: **Per oz. \$1.00;** **¼ lb. \$3.00;** **per lb. \$10.00.** (Cable word, SLEDGE.)

**Florence Nightingale** is very free-flowering, but (like other "Superfine" *Spencers*) is an extremely shy seeder. The supply is so limited that we fear thousands of planters may have to be disappointed this coming spring when we shall be compelled doubtless to report "Sold out." Those of our friends in the trade who desire to catalog this **STERLING SPENCER NOVELTY** are advised **to order early**, as we must reserve sufficient stock seed for planting several acres at our **FLORADALE FARM**, Lompoc, California, where we shall be pleased to show this and other Novelties to visitors in June next.



A Spray of FLORENCE NIGHTINGALE,—  
"The Best Lavender,"—engraved from a Photograph.

For 1911,—

The Six New Sweet Peas described upon preceding pages will be supplied to the Trade in Great Britain and Ireland at our established wholesale prices by the following

**Special Agents :**

**MESSRS. HURST & SON**  
152, HOUNDSDITCH

LONDON, E.

**MESSRS. COOPER, TABER & CO.**  
90-92, SOUTHWARK STREET

LONDON, S. E.

**MESSRS. WATKINS & SIMPSON**  
12, TAVISTOCK STREET

COVENT GARDEN, LONDON, W. C.

**MESSRS. NUTTING & SONS**  
106, SOUTHWARK STREET

LONDON, S. E.

**The four Firms**, named above, are authorized also to accept orders at our advertised wholesale prices for seed of **MARIE CORELLI**, **W. T. HUTCHINS** and **SENATOR SPENCER**, offered upon the next page. These have come true to our descriptions of last year, as now repeated.

**W. ATLEE BURPEE & CO.**

# Three Grand New "Spencer" Sweet Peas,— Introduced by us in 1910,—and which come true to type.



The New  
"SENATOR  
SPENCER."—  
Natural  
Size,—from  
a Photograph.

Of the four Spencers introduced by us the past season (in packets only) the following three, **MARIE CORELLI**, **SENATOR SPENCER** and **W. T. HUTCHINS**, have remained true to type and can be highly recommended.

The fourth variety, **MIRIAM BEAVER**, however, sported badly and almost unaccountably! We have made careful re-selections and hope to have the stock thoroughly "trued" in another year or two. We already have a "fixed" strain of its companion variety, *Mrs. Routzahn*, as offered on the following page.

**Marie Corelli.** With the kind permission of the famous English authoress, **MISS MARIE CORELLI**, who is a great lover of Sweet Peas and one of our most esteemed customers in Great Britain, we named this grand novelty in her honor and it bids fair to become relatively as popular as are her delightful books.

**Marie Corelli**, both in England and America, has been pronounced by Sweet Pea experts as being in the fore rank of distinct Spencer novelties. The large flowers are brilliant rose-carmine or red and *uniformly of true Spencer type*. The wings are a pure rich rose-crimson, while the standard shows a tint of cherry-red. The whole effect is that of a brilliant crimson,—clear, distinct and most beautiful. The standard is large, round and wavy; the wings are full and inclined to remain boldly outright instead of drooping. The long strong stems usually bear four flowers each. The plant is of strong growth and very free flowering. **MARIE CORELLI** is a variety that belongs in all first dozen sets and will become one of our standard shades in Spencers. Retail: Per pkt. of 20 seeds 15 cts.; 2 pkts. for 25 cts. **WHOLESALE: Per oz. 75 cts.; ¼ lb. \$2.00; per lb. \$7.50.**



New Spencer,—  
**W. T. HUTCHINS.**  
From a  
Photograph.

**Senator Spencer.** Although this variety belongs in the darker colored class, the lighter background gives a mass of the blooms a sort of heliotrope effect which is most attractive. The color is a varying combination of deep claret and chocolate, striped and flaked on a ground of light heliotrope. It presents a beautiful combination of tints and shows up wonderfully well under close inspection, as the dainty detailed markings are most attractive.

**Senator Spencer** is of the true *Spencer type*.—wavy edges on both standard and wings,—large, round, fluffy standard, long drooping wings. Both standard and wings are marked with the same colors and in the same way, with a trifle more of the wine shading in the wings. The stems are long and there are usually four good, large, finely formed flowers on each stem. The flowers are so much larger and handsomer than the *grandiflora Senator* that it almost deserves a distinct name. It comes true from seed and the vines are a *perfect mass of bloom* throughout the season. **WHOLESALE: Per oz. 50 cts.; ¼ lb. \$1.40; per lb. \$5.00.**

**W. T. Hutchins.** **W. T. HUTCHINS** is a fine, bold, true Spencer of most perfect form and coloring. The buds show a decided buff color. The fully expanded flower has the appearance of light apricot (distinctly lemon at the throat), overlaid with a beautiful blush pink. As the season advances the blush pink shading becomes rather more pronounced.

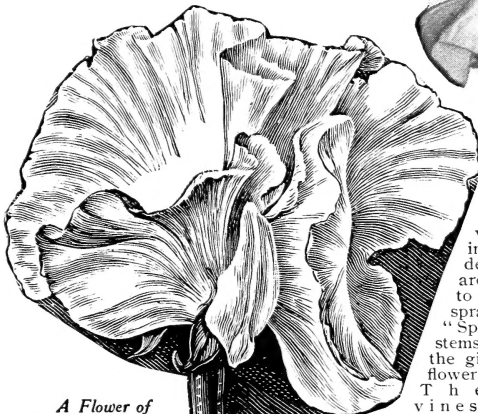
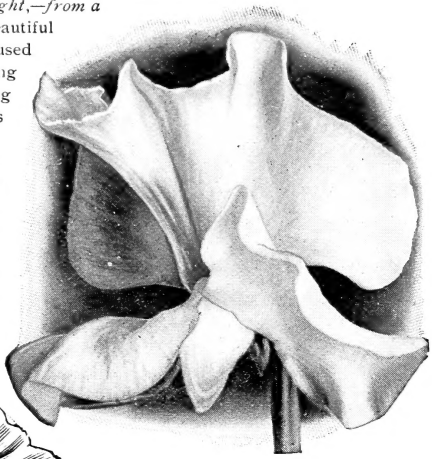
The vigorous vines flower most freely, the stems are long and carry well three or four fine flowers. Both standard and wings are wavy, ruffled and crinkled, of the most advanced Spencer type. The flowers are of the largest size; the standard measures two inches across by one and five-eighths inches deep. Retail: Per pkt. of 20 seeds 15 cts.; 2 pkts. for 25 cts. **WHOLESALE: Per oz. 75 cts.; ¼ lb. \$2.00; per lb. \$7.50.**



# Three "Re-selected" True Spencers.

**Mrs. Routzahn.** See illustration to right,—from a photograph. The beautiful

coloring is buff or apricot ground, flushed and suffused with delicate pink or a very soft rose, deepening toward the edges of the standard and wings, giving somewhat of a picotee-edged effect. The flowers are of the largest size and of the true Spencer type. The standard is broad and deep; the wavy wings are so large that they usually hide the keel and are of the same soft color effect as the standard. The vines are strong and thrifty. The stems are twelve to fourteen inches long and seldom produce less than three flowers, while many vines bear four grand flowers to a spray. **Per lb. \$3.00.** (Cable word, SMACK.)



A Flower of  
**BURPEE'S NEW  
QUEEN VICTORIA  
SPENCER.**

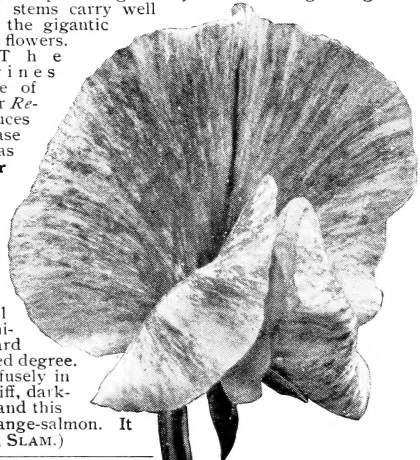
Exactly Natural Size.  
Engraved from a  
Photograph.

strong growth and our *Re-selected strain* produces flowers that will please the most critical both as to type and color. **Per lb. \$3.00.** (Cable word, SNIFF.)

## Burpee's "Re-selected" Queen Victoria Spencer.

The flowers are extremely large, of the true wavy Spencer type, and have a most pleasing color effect. The background is quite a deep primrose, flushed with rose. The flowers are all of good substance, borne three and four to the stem; there were proportionately more sprays of four flowers than with any other "Spencer" grown by us. The strong dark-green stems carry well the gigantic flowers.

The vines are of



## Aurora Spencer.

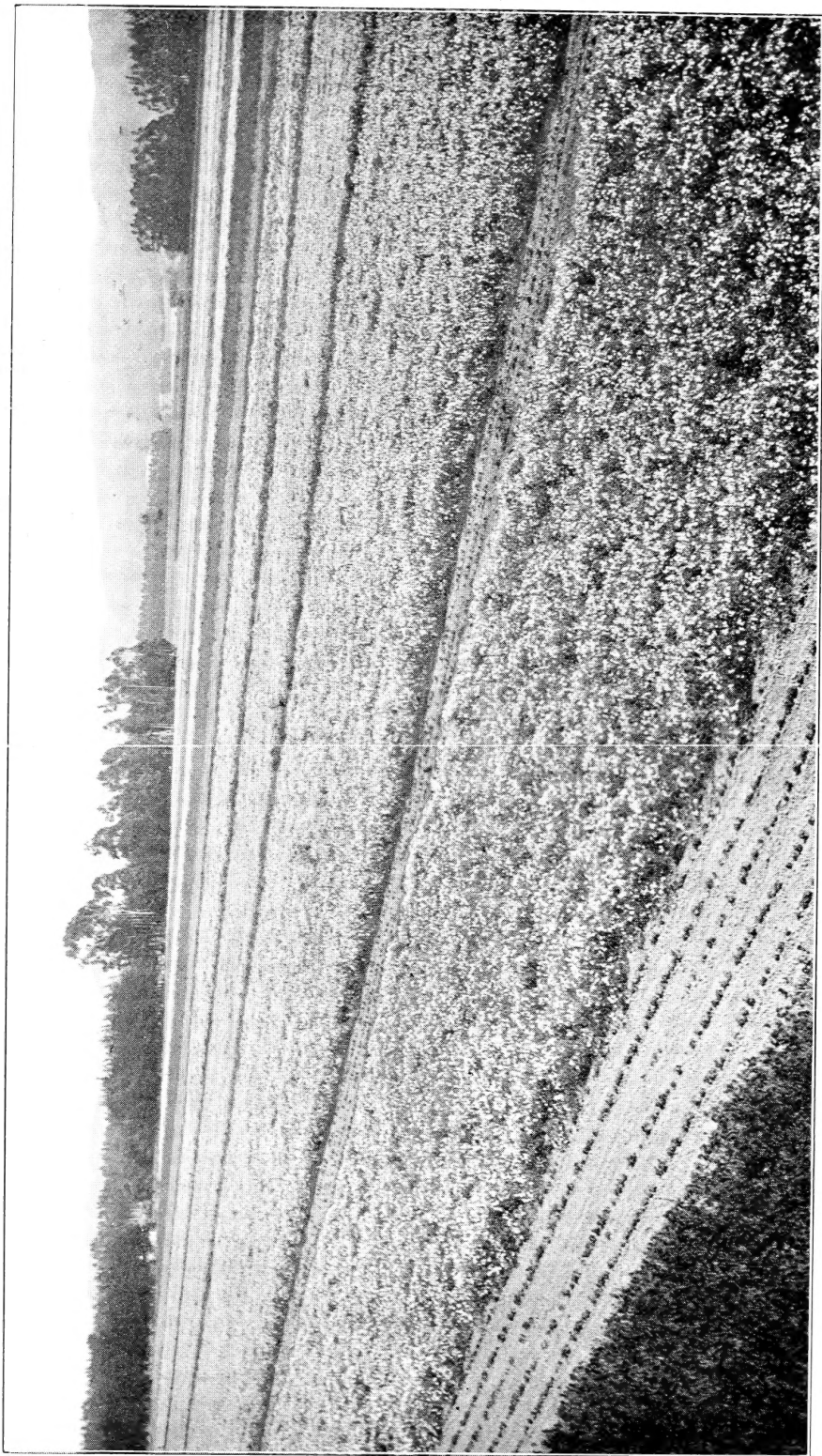
This is an exact counterpart as to color of *Burpee's Aurora Sweet Pea*, which has been so long considered the best of all the striped and mottled varieties; it differs only in size and character of the flowers. The superbly beautiful flowers are of *really enormous size*, and come uniformly of the true "Spencer" type. Both standard and wings are waved or fluted to a most pronounced degree. The magnificent flowers are produced most profusely in threes and fours, well placed on the end of long, stiff, dark-green stems. The ground color is a cream-white, and this is exquisitely flaked and mottled with rich orange-salmon. It bunches beautifully. **Per lb. \$3.75.** (Cable word, SLAM.)

The Choicest Stocks of *Othello Spencer*, *Burpee's King Edward Spencer*, *Asta Ohn Spencer*, *Burpee's Apple Blossom Spencer*, *Burpee's White Spencer*, *Burpee's Primrose Spencer*, and other Spencers are offered in our advance "Yellow List" for 1911.

**At Floradale**—pictured on next page—we make a specialty of the choicest selected (and *Re-selected* where necessary) stocks of Sweet Peas. It is our aim to have it impossible, anywhere at any price, to obtain purer or better Sweet Pea Seed than that produced by us in the cool, fertile Lompoc Valley, California.

A Flower of  
**AURORA SPENCER,**  
from a Photograph.  
Exactly Natural Size.

**W. ATLEE BURPEE & CO., PHILADELPHIA**



SWEET PEAS AT BURPEE'S FLORADALE FARM, LOMPOC, SANTA BARBARA COUNTY, CALIFORNIA.—from *Photograph taken in June, 1910.*