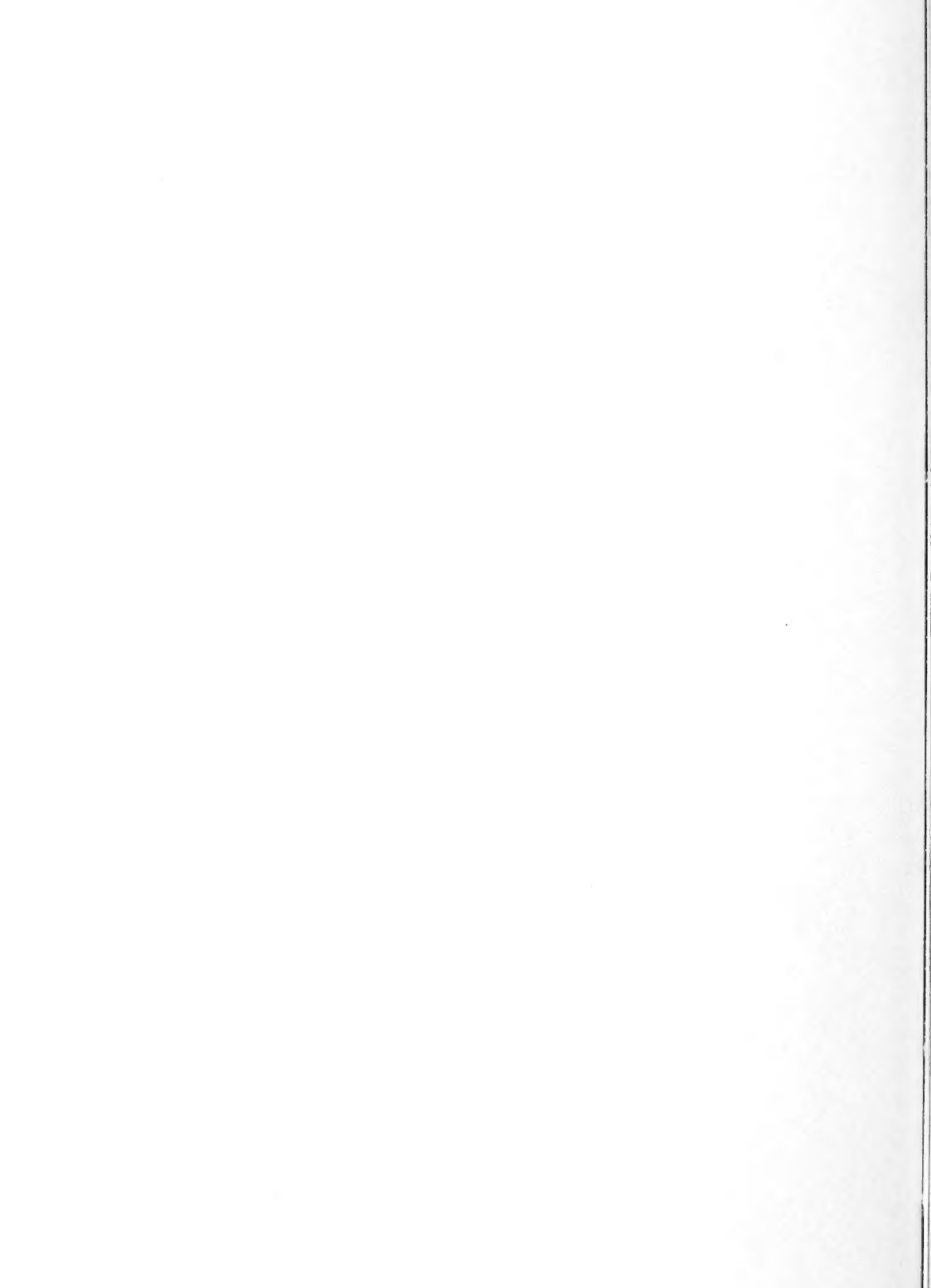


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"The Roses of New Castle"

The Most Famous Rose Plants in the World



HERE IS in this country today a steadily increasing, nation-wide movement which has grown to a positive enthusiasm to beautify the home—to have **blooming flowers** in the back yard instead of rubbish. Everywhere the cry is, "Back to Nature," and the flowers that "bloom in the Spring" are no longer a luxury but are just as much a necessity for exterior embellishment as are the carpets or rugs for interior decoration. At the remarkably low prices which we ask for our goods, \$5.00 will buy enough rose plants, vines, etc., to last almost a life time. To many who dream of beautiful roses clambering over the veranda, twining around the porch pillars, growing along the garden walk, the accomplishment of their dreams seems impossible. But why impossible? The first reason is you are timid about making the start—afraid you do not know the right varieties to select—afraid you won't succeed—afraid the cost may be beyond your purse—afraid you won't get your money's worth or afraid the money may not reach us. Fifty reasons there are why you hesitate in making a start. The second reason may be that you have tried and failed because the plants were not "The Roses of New Castle."

Make a Start

Good readers all, if any of you are hesitating, denying yourself the cheapest, the prettiest and most enjoyable form of real pleasure to be had in all the whole wide world (and that is having a riot of blooming roses and other plants in your yard or garden), then we say send us your order and you will forever be one of the hundreds of thousands whom we have served in all parts of the civilized world and who by reason of the peculiarly sentimental traditions of our business we hold as personal friends as well as patrons.

Everybody Loves Roses

In all stages of human life they speak a message of infinite creation. From the cradle to the grave they are the unspeakable messengers of happiness, or sympathy, and wherever found, whether in cottage or castle, there will be found contentment and the highest type of citizenship. And to think of it, you can have them for what really seems to us, after a lifetime in this business, to be a trifling sum. Think of buying sixteen roses, each and every one a perfect plant, for \$1.00! Why should you sigh for beautiful roses year in and year out, when you can have them for a mere song. "The Roses of New Castle" once planted will last a life time.

This is Your Year

It does not take a wizard to grow the famous "Roses of New Castle," any more than it takes a genius to grow field corn. Follow the simple instructions given on page 5 of this book. Don't plant too early, but by all means **order early**.

A Guarantee Which Means Something

We guarantee the delivery of goods anywhere in the U. S. A. in first-class condition, subject to conditions set forth on next page. If they are not in first-class condition, we are to be advised of it within ten days after their receipt and we will either duplicate the shipment or refund the money paid for the goods. You will perhaps not find elsewhere a similar guarantee, but you will find different kinds of guarantees, just like you will find different kinds of roses, but this guarantee means just what it says. Our point we wish to make plain is that inasmuch as varieties run short during the season, but as our list of roses embraces only the best, we will, unless specifically instructed to the contrary, send substitutes of equal value and merit, if stock be exhausted of the kind ordered. The prices and terms given in this book supersede all prices and terms previously given.

ORDER TODAY—TONIGHT—NOW!

Heller Brothers Co.

The World's Leading Growers of
High-Grade Own-Root Roses

New Castle, Ind.

THE GREAT CLIMBING AMERICAN BEAUTY ROSE on opposite page, is described on page 39.
THE WONDERFUL NEW CRIMSON GARDEN BUSH ROSE, Rhea Reid, shown on front cover page of this book is described and priced on page 6.

How to Order the "Roses of New Castle"

Terms of Sale

Orders will be shipped immediately upon their receipt unless you direct to the contrary. We are not in favor of too early planting, but positively urge, in the strongest terms and the strongest language we can use, upon our friends to order early. Everything is to your advantage by so doing. When you direct, we will carefully reserve your plants for shipment when desired or at the proper planting season.

Send Cash with Order

We will gladly open accounts when satisfactory bank reference is furnished. Goods will be shipped C. O. D. if desired, but one-third the amount involved must be sent with the order. To avoid loss remit by postoffice or express money order, bank draft or registered letter. Sent in any of these ways money is at our risk. Do not send stamps, because the danger of them becoming stuck together is very great. Silver, by registered mail, is a much better way.

Free Insurance on each Shipment

We guarantee safe arrival of all orders sent by express in the U. S. A. Should anything be injured in transit, notify us at once upon receipt of goods, sending us a list of stock damaged and we will replace them immediately. When the shipment arrives in good condition, our responsibility ceases. Goods sent other than by express are at the risk of the purchaser, except when 10 cents additional is sent, when all shipments by mail will be insured against loss up to the value of the shipment. All plants exported to foreign countries are at the purchaser's risk after delivery to the express company or postoffice here. We reserve the right to send goods prepaid either by mail, parcel post or express, which ever is the most advantageous method.

Parcels Post and Express

Furthermore, the Express Companies assume the responsibility of the shipment and its safe delivery, and failing to deliver it they are obliged to pay the amount involved and the value of the shipment, so that the purchaser assumes no risk whatever. The parcels post law, now in effect, offers no decided advantage from its use in our business except that we can send single packages by mail under the parcels post up to eleven pounds; heretofore the limit of weight was four pounds. We believe that, in the majority of cases, shipments can be made by express up to the limit of the parcels post, eleven pounds, cheaper than they can by parcels post. The express delivery is quick, responsible and safe. We believe the majority of our customers will find the shipments by express, at this time, at least, preferable. If you have no express office and want goods sent by parcels post please so state and we will ship by this method for ten per cent additional.

Complaints

Complaints must be made promptly and within ten days after the arrival of the shipment, otherwise they will not be entertained.

Agents	We would be glad to hear from those who would like to act as agents for the sale of our goods and to them we make liberal terms.
Wanted	Write us for particulars.

Prepaid Shipments - Read Carefully

By reason of our geographical location here, within a few miles of the center of population of the U. S., we can ship to all points at the minimum distance. That there may be no misunderstanding as to what we do in the way of prepaying shipments, all prospective customers should read these conditions carefully.

If requested to do so, we will prepay the express charges on all orders of \$5.00 and over. We will prepay the express charges on all orders of \$5.00 and less if 10 per cent. is added to the total amount of the order. All goods priced in the catalog as postpaid will be sent by mail prepaid. When we are instructed to forward goods by express, whether priced postpaid or not, and your order does not amount to \$5.00 and if 10 per cent is not included with your remittance, goods will be shipped by express, with charges collect. When goods are shipped by express, charges prepaid, we remove a goodly portion of the soil from the roots of the plants to lighten the weight of the shipment, which is the usual custom. We make no charge for packing, as is sometimes customary, but pack in such a scientific manner that we send goods safely to any part of the civilized world, so in ordering remember you are getting the benefit always of the most scientific and skillful packing possible. When goods are sent by express, with charges collect, we leave practically all the soil around the roots, a very decided advantage to you, and the express charge to the purchaser by reason of our geographical situation here in the middle of the country within a few miles of the center of population, is not large, for the express companies have made a revision downward of their charges until they are very reasonable.

Canadian Customers

Our goods can be sent into Canada at any time except the dormant shrubs such as Hydrangeas, Snowballs, and these are admitted into the Dominion from March 15th to May 15th and from October 7th to December 7th through St. John, N. B., St. Johns, Quebec, Niagara Falls, Winnipeg, Manitoba, where they will be fumigated. All our roses and other stock is admitted at any time. Canadian shipments are at purchaser's risk.

Club Orders

A very good way to secure the advantage of having goods delivered at your door with all express charges paid is to form clubs, that is, get a few neighbors or friends to join in making up their orders. Everyone will get the advantage of the quantity price and will get their goods delivered free and we will be glad to pay you handsomely for getting up the club. Write us for the details of this plan.

Foreign Orders

Twenty per cent should be added to all orders going outside of the United States and colonial possessions, to pay extra cost of packing and postage. Those countries where we have Parcels Post, goods can be sent by mail, also by express. Purchaser must give the name and address of someone in New York who will receive the goods, prepay charges and forward them. We pack lightly and safely and the charges, even to distant countries, are very reasonable.

How to Grow the "Roses of New Castle"

When to Plant

Our Roses are invariably pot-grown and can be planted at any time during the year when the ground can be dug; but the best time to plant, to use a homely comparison, is right after corn-planting time or after all danger of frost is past. Select, if possible the most sheltered and sunny location for planting, not too close to large trees.

Unpacking Plants

When the plants are received, soak the roots in lukewarm water or thin mud for an hour or so before planting, and when they are set in the ground firm the soil well around them and protect from the direct rays of the sun for a few days with newspapers or similar material. Water thoroughly after you have planted them. Then do not water again until the ground becomes dry. If you have a dry season, moderate watering from time to time will prove beneficial, but do not keep the ground soaked all the time.

Preparation of Soil

Ordinary good garden soil will grow Roses to perfection. Well-rotted sod soil is still better, to which can be added about one-quarter well-rotted cow manure or stable manure. If you cannot secure that, then use our Walker's Plant Food, which, as a manufactured fertilizer, cannot be improved upon. Price, 30c., 50c., 75c., postpaid, and in five-pound lots, \$1.50, by express, not prepaid.

How to Plant

Spade the soil to a depth of about twelve inches, mixing in the manure or fertilizer, and when ready to plant set the Roses about eighteen inches apart, if you have the room, or even twelve inches apart, putting the roots well below the surface of the soil. Cover them completely with soil, pressing down firmly with the foot.

After Culture and Care

Water the newly set plants as they seem to need it, preferably in the evening or the early morning. Insects will not bother our vigorous Roses very much, but if they do, keep the foliage clear, using a Tyrian Plant Sprinkler, which we furnish at 80c each. The following insecticides are especially recommended: Kerose Emulsion, Tobacco Insecticide Soap, Bug Killer.

Pruning Roses

A safe guide for pruning one's Roses is to cut them back about one-half the previous year's growth. Do this in the early spring before they have started to make a growth. As the plants bloom, and they will bloom most profusely during the growing season, get the full benefit and enjoyment of the flowers by cutting them off. The more you cut them, the more flowers you will have. Where plants fail to mature the buds which they bear, remove some of the undeveloped buds and enrich the soil around the roots of the plant with Walker's Plant-Food, air-slacked lime, well rotted cow manure or any good fertilizer, to give the plant more root-action to deliver its flowers.

Plants Dropping Leaves

One point in particular is that, when you see the leaves of the plants turning yellow and perhaps dropping off, after you have set them out, do not take this as a sign that the plant will be hurt, for that is simply Nature's own remedy of conserving the vitality of the plant, and it will throw out new shoots far more vigorously than the old ones that have turned yellow and have dropped off. If foliage does not drop off, pull it off. It will help the plant.

Winter Protection

All Roses are benefitted by protection during the winter whether they need it or not. It is an inexpensive and safe precaution. Do not cover the plants until they have had many good hard frosts. They need severe frosts to ripen and mature them for their winter's sleep. Cover them thoroughly with leaves, hay, straw, light manure, street sweepings, pine or cedar boughs, corn fodder or any protecting material of a similar character, and then do not remove the covering in the spring until the weather is settled.

Special Information

If there is anything you want to know in regard to the care and culture of plants, or any other information that we can give you, write us and we will cheerfully render such assistance as we can. **Be sure that you enclose stamped, addressed envelope or an addressed post-card, when writing us for information, and you will get a quicker response. This is important.**

Before laying this book aside, make up your order. This is the time to start a rose garden. These magnificent rose plants have been grown for you. This is no experiment, for, with ordinary garden soil, you will succeed. Order early, order now, time is slipping by. Have no hesitation, for we stand back of these goods and guarantee that they must be satisfactory to you, no matter where you live when they arrive. Over 200,000 satisfied buyers can and do testify to the fact that our famous "Roses of New-castle," all on their own roots, pot-grown, ready-to-plant kind, are the best rose plants grown on this continent and, their splendid quality considered, they are by far the cheapest.

AMERICAN BEAUTIES



IN ALL THE WIDE WORLD this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known and likely that ever will be known, for it has held undisputed leadership these many years against all comers from everywhere and its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

We are the leading growers of American Beauty in the world—it has made us famous

Here in New Castle they attain marvelous perfection. Wherever Roses are grown the fame of the American Beauty Roses of New Castle is known.

Our stock is clean, strong, healthy and vigorous, and what is more important, it is true to name and on its own roots. The fame of Heller Brothers American Beauty Roses is world-wide because of the high quality of stock.

This great Rose should be in every American home. Its magnificent beauty, wonderful fragrance and extraordinary merit must appeal to the patriotic instincts of every true American.

Strong, one-year-old pot-plants, 25c each, five for \$1.00; special size, 35c each, three for \$1.00, postpaid; extra-size, two-year-old plants, 50c each, \$5.00 per dozen; three-year-old specimen plants (limited quantity), 75c each, \$8.00 per dozen, by express.

Because some growers do not have the equipment to produce this magnificent rose, they naturally advise against planting it; and this and the pernicious practice of substituting other varieties for it is to be condemned, as it does this grand rose a severe injustice, for there is no other rose anything like it.

Department stores and flower shops who have no growing facilities make a practice of buying plants that have been forced for their

flowers and consequently are of no use whatever for further planting. These plants are thrown away as being worthless by most growers but when a department store offers three or four cents apiece for the worthless plants some growers are tempted to sell them and sometimes do sell them. Beware of such stock!

TWO OF THE MOST
FAMOUS ROSES
OF NEW CASTLE
JEANNETTE HELLER
AND
AMERICAN BEAUTY



Three Glorious New Roses

See Photographic Reproductions in Color on Front and Fourth Cover Pages

These new hardy Hybrid Tea Bush Roses are the most majestic, exquisitely beautiful Roses the world has even seen. Magnificent in their splendid, hardy growth, they produce their gorgeous blooms continuously throughout the growing season and no matter where planted they will grow and bloom in a manner that will be a revelation to you. We offer the genuine stock on its own roots, and once planted it will last a lifetime. Order early please. There is a limit to the stock we have prepared to sell at these popular prices.

Rhea Reid

The Great new Indiana Rose—the Pride of the Hoosier State.

Originated here in Indiana, it positively has no equal as a crimson garden rose. The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance, with healthy growth, hardiness, splendid foliage, color, fragrance and form of flower. This is the queen of all crimson garden roses and we endorse it as the best rose of its color now known.

Jonkheer J. L. Mock

The Giant Pink Hybrid Tea Rose

This sensational Holland production is in a class of its own. It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinarily large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. It is the greatest bush rose of any color for American gardens that has come out of Europe in the past fifty years. It is well named the "Giant Pink Rose."

Prices of All Roses on This Page

Price of all Roses on this page, first size strong one-year-old plants, 25c each, five for \$1.00; larger size, 35c each, three for \$1.00 postpaid; two-year-old plants, 60c each; still larger size, Iron Clad or Star Size, 85c each by express.



An Indiana Beauty—Rhea Reid

Radiance

An American Triumph

Not to be outdone by European growers, America contributes this great new rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection, and as its name suggests it is radiantly beautiful.

SPECIAL OFFER One each of the three superb roses described above, first size, 65c; one each of the second size, \$1.00, postpaid. One each of the two-year-old plants, \$1.75; one each of the Iron Clad or Star size, \$2.50, by express.

New and Rare Rose Novelties

Here are offered the latest creations in the Rose world both in Europe and America. Of necessity our supply is limited, therefore place your order immediately. These are exquisite creations, marvelous in form, color and fragrance. Lack of space and scarcity of the stock prohibits extended descriptions. Orders will be filled in rotation as received. All plants are on their own roots—not budded or grafted on wild roots. The ultima thule—the final word in the worlds creations in new roses is embraced in this magnificent list. All are hardy, free blooming and of bush form; and except where noted belong to the Hybrid Tea family.



Sunburst—A Beauty

Sunburst, a Giant Yellow Rose

A giant yellow rose, claimed to be the equal of American Beauty and Killarney. Buds long and pointed, on long, stout stems, opening full and double. Color coppery yellow and golden orange with deeper shades. Very distinct. Magnificent in the garden; a gorgeous variety. First size, 35c each; larger size, 50c each, postpaid; two-year-old plants, 75c each, by express.

Lieutenant Chaire. Buds long and pointed; color velvety crimson, opening into large flowers of crimson-red shade.

Madame P. Euler. Also known as "Prima Donna." Color silvery pink, perfectly formed; fragrant. Unquestionably a great Rose.

Alice Lemon. Magnificent large flowers, full and double, exquisitely formed; color white, shaded with salmon pink in center.

Prince de Bulgarie. Has attained great popularity as a magnificent all around Rose; free blooming, long pointed buds, full and double; color rosy flesh shaded with salmon. A great Rose.

John Cuff. Deep carmine-pink. Flowers large; most floriferous. Bud long and pointed, delicately perfumed. A valuable variety.

Senateur Mascurand. Considered by many to be the finest of all yellow garden roses; large full double flowers; color deep yellow; free bloomer. Hardy.

Miss Alice de Rothschild. Described best as a bedding **Marechal Niel.** Deep citron yellow. Flowers large, double, perfectly formed. Superb in every respect.

Souv. de Stella Gray. (Tea.) Deep orange with splashes or veinations of yellow, apricot, salmon and crimson. Large, full, double; beautifully formed.

Natalie Bottner. Magnificent; cross between Frau Karl Druschki and Kaiserin Augusta Victoria, and claimed to be superior to either. Color delicate cream yellow.

George Reimers. Fiery red with garnet shading. Large and beautiful.

Molly Sharman Crawford (Tea). Delicate white; large, full flowers. Hardy.

Ophelia. A glorious rose. The latest sensation in the rose world. Magnificent form, beautiful in growth; color salmon pink flushed with coppery rose and saffron tints. First size, \$1, postpaid; two-year-old plants, \$2 each, by express.

Mrs. George Shawyer. Magnificent in freedom of growth and bloom. Has created a sensation wherever shown on both sides of the waters. Glorious flowers; color peach pink. First size, 50c, postpaid; two-year-old plants, \$1 each.

Barbarossa. Not so new but very rare and beautiful. Has been called "Red Frau Karl Druschki," magnificent. Hybrid Perpetual. Color, pure carmine-red.

Eugene Boulet. Strong grower; very free blooming, large flowers; color rich ruby red, deliciously fragrant; forms compact bush.

Irish Fireflame. One of the greatest sensations of the year; new in color; old gold or coppery yellow, flamed with fiery crimson. Long, shapely buds on stiff stems, borne in great profusion. First size, 50c each, postpaid; larger size, 75c each; two-year-old plants, \$1 each, by express.

Kaiser Wilhelm II. Crimson, shaded with velvety black, flowers large, full and double.

Mrs. Charles Russell. A rival of American Beauty. Truly a magnificent variety both in the wonderful vigor of growth and the magnificent flowers which it produces, on long, stiff stems. As one of the great new creations it has been a sensation at all the great exhibitions of the year. Flowers are rosy pink in color. First size, 50c each, postpaid; two-year-old plants, 75c each; still larger plants, \$1 each, by express.

Mi-Lady. A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Very hardy. First size, 35c each; larger, 50c each; postpaid; two-year-old plants, 75c each; still larger plants, \$1 each, by express.

Prices of all roses, except where noted, strong one-year-old plants, 25c each, 5 for \$1; larger size, 35c each, 3 for \$1, postpaid; two-year-old plants, 60c each, by express.

WHAT ONE PLEASSED PATRON THINKS OF THE GREAT DRUSCHKI ROSE.

"The American Beauty, white and red, are full of flowers, the biggest I have ever seen. Your roses are the biggest and the best. Everyone is in love with my roses. They all came from you and beat anything for miles around."—GEORGE BOSSEROT, Norfolk, Va.

New Rose Lady Hillingdon

Tea. One of the loveliest Roses that one could imagine. The color is superb, being of deep yellow tinged with light blush on the outer edge of petals. The bloom does not fade like most of the yellow Roses. Buds are very slender and graceful, borne on long, stiff stems. Rapid grower and free bloomer. Leaves long and narrow. Awarded first prize at the Elizabeth Park (Hartford, Conn.) exhibition as the best Rose of its color (yellow) for outdoor culture. Scored third of any color among all the great garden Roses. This newcomer has extraordinary merit and is a really great Rose.

Price, strong pot plants, on own roots, 25c each; special size, 35c each, postpaid; two-year-old plants, 60c each; still larger plants, star size, budded, 85c each, by express.

Lena A Lovely Irish Hybrid Tea Bush Rose

This beautiful newcomer has been rigidly tried out. It has no superior for open-ground culture. Long buds, perfectly formed, flowering freely and continuously, producing frequently in sprays of seven to nine large, perfect blooms, the color of which is glowing apricot tinged with primrose-yellow—an exquisitely dainty Rose. Bush strong and upright in growth; most constant and profuse in bloom.

Price, strong, one-year-old plants, 20c each, three for 50c; larger size, 30c each, postpaid; strong two-year-old plants, 50c each; still larger plants, star size, 75c each, by express.



Lady Hillingdon

Frau Karl Druschki ("White American Beauty")



Frau Karl Druschki Rose

A truly wonderful Rose, and the best snow-white, free-blooming Hybrid Perpetual or "June Rose" in existence. Of magnificent growth; it branches freely and has the vigor and hardiness of an oak, in fact, is hardy everywhere. The flowers are borne on long, stiff stems, are immense in size, full, deep and double, with massive, saucer-shaped petals. The color is glorious white, without a tinge of yellow or any other color. Ours is true stock—all on own roots.

Strong one-year-old plants, 25c each, 5 for \$1; larger size, 35c each, 3 for \$1; postpaid; extra-strong two-year-old plants, 75c each; still larger plants, star size, \$1 each, by express.

Ecarlate--Great New Rose

A prominent Rose authority says: "It is a better grower than Etoile de France, darker in color than Liberty and more fragrant than La France." It is a grand red bedding Rose and the longer you put off making its acquaintance the more you miss.

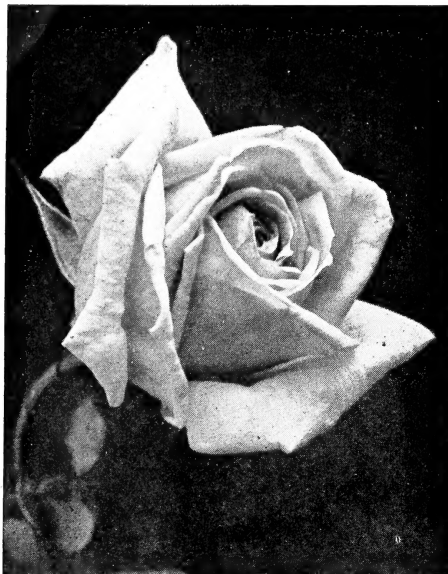
Strong, one-year-old plants, 25c each; larger size, 35c each, postpaid; strong two-year-old plants, 60c each; Star size, still larger plants, 85c each, by express.

THEY ARE DOING WELL AND BLOOMING.

"I want to thank you very much for those beautiful rose bushes you sent me. I am sure it was very kind of you to take so much trouble with me and even paid the express too. They are doing well and blooming."—MISS DAISY E. WALKUP, Jersey City, N. J.

Mrs. Aaron Ward

Magnificent New Hybrid Tea Bush Rose



Mrs. Aaron Ward.

It is a positive pleasure to offer this wonderful new Rose to our friends, for the color effect is so dazzling that it will win instant approval. It is distinctively different from any other yellow Rose in our list, being a "coppery orange in the opening bud, golden orange when partly developed and pinkish fawn when fully open, when it looks like a full, fluffy silk rosette." The flowers are of splendid form and size; borne on long, stiff stems. The plant, even without flowers, is beautiful in shape and foliage. It is strong, hardy and thrifty in growth, bearing its lovely burden of flowers all summer.

First size, one-year-old pot-plants, 25c each, 5 for \$1; special-size plants, 35c each, 3 for \$1, postpaid; strong, vigorous, two-year-old plants, 60c each; still larger plants, 75c each, by express.

Chateau de Clos Vougeot

The "Black" Hybrid Tea Rose

The "blackest" of all Roses, with heavy, velvety petals which makes it distinctive from all other Roses. In color it shades from a deep rosy red to a crimson almost black. The bush is extra strong and vigorous in growth, with a broad, branching habit and requires considerable room for development.

Price, one-year-old pot plants, 25c each, 5 for \$1; special size, 35c each; strong, two-year-old plants, 60c each, by express.

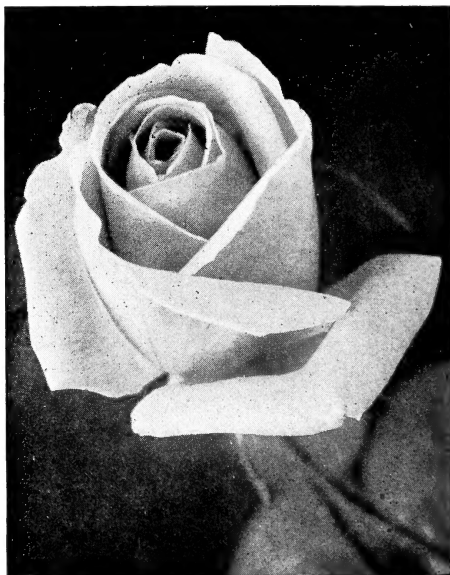
A Sensation—Melody

A New, Glorious Tea Rose, Always in Bloom

Yellow Roses are always in great demand—we scarcely can provide enough of them. This new, coppery yellow variety has been the sensation of all the great Rose exhibitions, both here and abroad. The color is new and almost indescribable, being a lovely shade of deep yellow shading to apricot in the center. It is one of the most showy yellow Roses we have ever seen. It has a form perfect in contour and is very full and double. The plant is extra strong, hardy and vigorous in growth, clothed with handsome, rich, glossy foliage. Ours is the true stock which is scarce. Early orders only can secure it.

First size, one-year-old pot-plants, 25c each, 5 for \$1; special-size plants, 35c each, 3 for \$1, postpaid; strong, vigorous, two-year-old plants, 60c each; still larger plants, 75c each, by express.

The "Roses of Newcastle" have a reputation for quality and merit. They are sold at honest prices; they are prepared for sale in a way to bring them to the highest degree of perfection and when roses are offered, as they are frequently, apparently in the same varieties, at one-half the cost, there is deception back of this proposition, which can only bring disrepute to the seller and dissatisfaction to the purchaser and in the end lower the standing of every legitimate rose growing enterprise.



New Rose, Melody.

Heller's Sure-to-Bloom Hardy Hybrid Tea Bush Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or "June Roses" and the Everblooming Tea Roses. From the "June Roses" they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes every new variety of merit now in cultivation. **All on their own roots—true to name—once planted, practically permanent.**

Remember: There can be no comparison between our high-grade own-root plants and the "thumb pot" plants commonly sent out as one-year-old stock.

Mrs. A. R. Waddell

This is one of the most beautiful Roses we have ever seen. As a garden Rose it has no superior. A pure Hybrid Tea attaining the height of from two to four feet, its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy scarlet, shaded with salmon; beautiful, effective and hardy. Always in bloom.

Strong first-size plants, 20 cts. each, 6 for \$1.00; larger size, 30 cts. each, 4 for \$1.00; 2-year-old plants, 50 cts. each. Special Star size, 75 cts. each, all on own roots.

William H. Taft

A Superb New Rose

This great new Hybrid Tea bush Rose, after exhaustive trials, has shown us qualities that make it well worthy of being named in honor of the Chief Magistrate of the Nation. The flowers are magnificent both in form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy, and a big Rose in every sense of the word. A magnificent summer-flowering Rose.



Mrs. A. R. Waddell Rose.

FOR SALE—THE FAMOUS NEW CASTLE ROSE SOIL

Here in New Castle we have the most wonderful Rose Soil in the world. Here it is that Roses grow to greater perfection than anywhere else. This is attested to by the fact that New Castle is the very center of the Rose-growing industry of America. There are more Roses grown in this city than in any one place in the country—that is why New Castle is called "The Rose City." A customer in Iowa ordered 8,000 pounds of our Famous Rose Soil and as a result has Roses growing to the utmost perfection.

Price, \$1.50 per large barrel, by freight, charges collect. This can be used just as it comes to you, or can be mixed with other soil with wonderful effect.

We Pay Express Charges On all orders of \$5.00 and over we pay express charges to any point in U. S., when requested to do so; on orders less than \$5.00 we will pay express charges if you add 10% to your order.

BUSINESS INTEGRITY.

Without integrity in our business, our business is a failure. Without old-fashioned business honesty, these wide acres of magnificent rose plants, the perfect gold mine of soil conditions, avail nothing, so far as you, the buyer of the goods are concerned. The requisite, which is not peculiar to any section of the country, is not manufactured by human hands. We make mistakes; we are but human beings, but we make very few, considering the immense business we handle. When we do make them, tell us about it and we will cheerfully rectify them.

THEY ARE DOING WONDERFUL.

"The roses I received from you this spring are doing wonderful. I didn't lose one out of seventeen."—MISS EMMA KIEFEL, Norwood, Ohio.

HYBRID TEAS
(Continued).

Gruss An Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose



Gruss An Teplitz.

Called by some growers Virginia R. Coxe. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

MADAM JULES GROLEZ. Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

MISS KATE MOULTON. Beautiful light pink. A grand new American sort of robust growth.

MADAM CAROLINE TESTOUT. One of the most popular Roses in its class, and one of the best for outdoor culture. Should be in every garden. Immense, large, clear pink flowers, full and double; beautiful buds. Very hardy.

Etoile de France (Star of France)

Magnificent in Form and Coloring

Gorgeous, rich, velvety crimson; full, very large, double and cup-shaped Rose with fragrance that is deliciously exquisite. Plants form strong, upright bushes with splendid deep green foliage, and in the open ground it is particularly good, growing hardy and vigorous. As the weather grows cold towards fall the color becomes darker, until the flower is almost black, so deep and velvety are its crimson petals. It is pre-eminently the Rose for the masses. It is always in bloom from the earliest days of summer until November. There is no deep red Rose in our list we can recommend more highly.

MADAM LEON PAIN. Silvery salmon, center orange, reverse bright red and yellow.

75c Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Iron-clad or Star size.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c each, any 4 for 50c; special size, 25c each, 4 for \$1.00; extra large, two-year-old plants, 45c each, by express. **ON OWN ROOTS.**

We Pay Express Charges On all orders of \$5.00 and over we will pay express charges to any point in U. S., when requested to do so; on orders less than \$5.00 we will pay express charges if you add 10 per cent. to your order.



Etoile de France.

PLANTS ARE FAR LARGER THAN I PAID FOR.
 "The third shipment of roses arrived in first-class shape. I appreciate the way you have taken care of this order. I see the plants are far larger than I paid for. Will recommend your house any time."—MRS. F. B. WINES, Tacoma, Washington.

Kaiserin Augusta Victoria

A Queenly White Rose

This marvelous Rose has had many rivals for the place it still retains in the greatest White, Hardy, Hybrid Tea in existence. Strong, sturdy grower, flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

Mad. Second Weber

A Charming Pink Rose

A beautiful new pink or salmon-flesh Hybrid Tea Rose which we consider one of the grandest novelties of recent years; the bud is long and pointed, opening into enormous bloom, which deepens its color until fully expanded, when it is as impressive as American Beauty. The bush is a fine, strong grower, splendid for growing indoors, while for bedding and planting in the open ground it is nothing short of magnificent. A wonderful new variety.

Mad. Melaine Soupert

The strong vigorous plants form symmetrical bushes, with an abundance of heavy, dark foliage, and the superb, large, globular flowers are borne on stiff, erect stems. The form is distinct and elegant, and the fragrance delicious. Color golden yellow suffused with faint shades of pink.

Wellesley

A most magnificent garden Rose of a beautiful shade of pink; vigorous, healthy grower; remarkably free flowering, with the keeping qualities; most valuable Rose for southern gardens.



Kaiserin Augusta Victoria.

75c Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Iron-clad or Star size.

Price of all Roses on this page, first size, strong, one-year-old plants, 15c each, any 5 for 50c; larger size, 25c each, any 5 for \$1, postpaid; extra-heavy, two-year-old plants, 40c each, by express. ALL ON OWN ROOTS.

We pay Express Charges On all orders of \$5.00 and over we pay express charges to any point in U. S., when requested to do so; on orders less than \$5.00 we will pay express charges if you add 10% to your order.

"It is with great pleasure that I send you my order for more roses. The roses this summer were grand and the Jeannette Heller was a beauty."—MRS. D. J. SULLIVAN, Long Island, Oct.



NO ONE NEED BE AFRAID TO BUY IT.
 "Your red Richmond purchased five years ago is wonderful. Nothing ever like it. No one need be afraid to buy same as it blooms until buds freeze late in Fall."—O. S. DAVIS, Allentown, Pennsylvania.



Crimson Rose—Richmond



Great
Richmond
Rose

This great American Rose with its gorgeous color, brilliant, flaming scarlet crimson, has swept everything before it, both at home and abroad. We are particularly proud of it as a distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world, and is now grown in larger quantities than any other rose, perhaps, with the exception of the American Beauty, to which it is a rival, so far as popularity is concerned. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this. Ours is the genuine stock. Every plant sent out is guaranteed to be true.

DOROTHY PAGE ROBERTS. New Hybrid Tea Bush Rose, very beautiful color, coppery-pink; new. Flowers large, semi-double, and produced with great freedom.

DOROTHY PAGE ROBERTS. New Hybrid Tea Bush Rose, very beautiful color, coppery-pink; new. Flowers large, semi-double, and produced with great freedom.

My Maryland

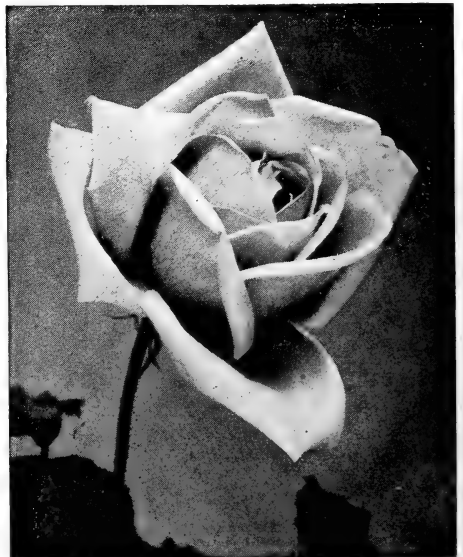
A Rose of delightful color, distinctive shape and superfine quality which appeals to many on account of its name. In color it is an exquisite shade of pink, the buds and flowers being most beautifully formed and borne on long, stiff stems. The bush is extra strong, hardy, and a most prodigious bloomer.

Olivia

Magnificent, strong growing Hybrid Tea Rose. Beautiful buds, large, full, double flowers; strong and vigorous; color rich rose.

HECTOR MACKENZIE. A winner at the Parisian Rose Exhibition; glorious deep pink changing to a silvery crimson; large, massive and fragrant.

Prices of all Roses on this page, strong one-year-old pot plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1, postpaid; extra heavy, two-year-old plants, 45c each, any 5 for \$2; still larger plants, star size, 75c by express. ALL ON OWN ROOTS.



My Maryland.

EVERYONE ADMIRES THEM.

"I bought roses of you several years ago. They are all growing and are blooming beautifully. Everyone admires them. I desire you to inform me if fall planted roses will be ready to bloom the following year."—MRS. E. A. STEERE, Mont.

HYBRID TEAS (Continued)

Madame Abel Chatenay

Rich in Coloring, Magnificent in Form

Further trials each year serve only to strengthen our belief that this is one of the greatest Hybrid Tea Roses of its type; color rosy carmine with darker shadings; reverse of petals pale salmon. Splendid in the open ground, absolutely hardy. Beautifully formed flowers, full, deep and double. A strong grower and a free bloomer.

We urge liberal planting because of its splendid merits. Fine for cutting.

Cardinal

This magnificent, deep, rich red Rose is a welcome and long-hoped-for addition to this class. Of American origin, it is the equal in form and color of any Rose in the list. Exceedingly free flowering; large, massive, full, double flowers, with exquisite fragrance. Color deep, rich crimson. Will thrive in almost any location.

Triomphe de Pernet Pere

Originated by Jean Pernet, the celebrated French rosarian, who considers this the triumph of his life. Flowers large, with broad, thick petals, and long, pointed buds. Delicious tea fragrance. Color magenta-red, passing to bright crimson.

Perle Von Godesburg

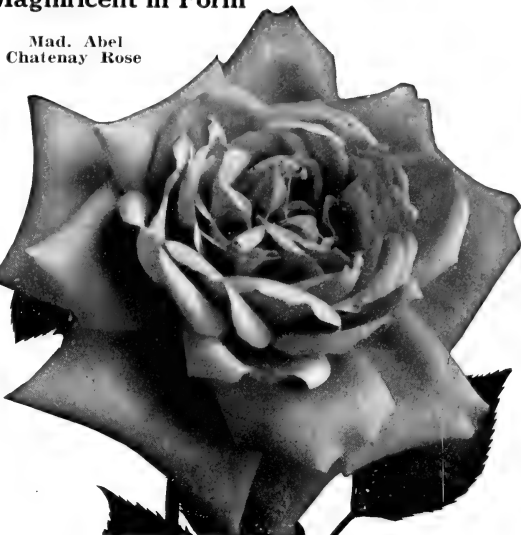
A Superb New Yellow Rose

Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out from Germany as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary-yellow with light saffron shadings. A strong grower and free bloomer.

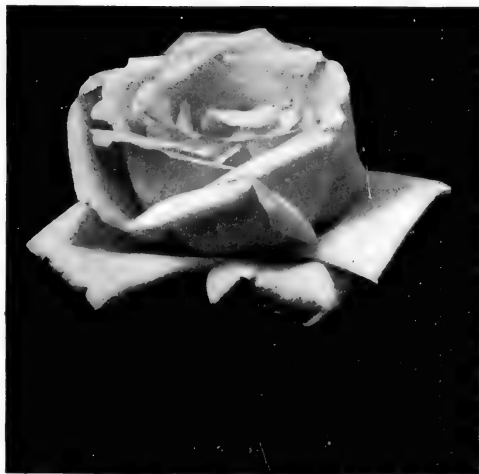
JOSEPH HILL. A fancy French Rose, clean leathery foliage, long, stiff stems, flowers of immense size, buds long and pointed, monster blooms of most beautiful shape, in clear shades of pure salmon, bright pink and gold. A very strong bloomer.

MRS. HARVEY THOMAS. Carmine shaded copy-red; base of petals canary-yellow. Strong-growing, hardy and free-flowering, producing in great abundance on long, stiff stems and large, full, double-flowers. A distinct variety.

Price of all Roses on this page, strong one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1.00; postpaid; extra heavy 2-year-old plants, 45c each; still larger specimen plants, star size, 75c each, by express. ALL ON OWN ROOTS.



Mad. Abel
Chatenay Rose



Perle von Godesburg

HAD SPLENDID SUCCESS

"I have had splendid success with all the roses from Heller Bros. Co."—MRS. A. McCALLUM, Mendocino, California.

Heller's La France Roses



Type of Heller's Famous La France Roses.

Special Offer One each of 5 La France Roses, extra-strong, one-year-old pot-plants, 60 cts.; larger size, one plant each, \$1.00, postpaid; 2-year-old plants, 5 in all, \$1.75, by express. All plants ON THEIR OWN ROOTS.

Beautiful Bessie Brown

This magnificent rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing flowers profusely in the open ground all through the summer. The color is almost pure white, though sometimes flushed with pink.

J. B. Clark

One of the largest of all Hybrid Tea Roses, and the strongest and healthiest-growing Rose we have ever seen, with splendid dark bronze-green foliage. The scarlet shaded blackish-crimson.

One-year-old pot plants, 25 cts. each, 5 for \$1.00; larger size, 35 cts. each, 3 for \$1.00, postpaid; 2-year-old plants, 50 cts. each; star size plants, 75 cts. each, by express.

Price—All Roses on this page, except where noted, strong one-year-old plants, 15c each, 4 for 50c; larger size, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 45c each, by express. ALL ON OWN ROOTS.

Pink la France

A Glorious Favorite of the Home Garden

The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, beautifully formed and the open flower exceedingly handsome, with fragrance that is simply delicious. In continuous bloom all summer and late into the fall until stopped by frost, and is perfectly hardy.

WHITE LA FRANCE (Augustine Guinoisseau). Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

RED LA FRANCE (Duchess of Albany). It is much deeper in color than its pink sister, being a brilliant crimson, handsomely shaded.

STRIPED LA FRANCE. In all respects same as the pink, except that its petals are beautifully striped with a deeper shade of rose pink.

YELLOW LA FRANCE (Madame Pernet Ducher). Bright canary-yellow Rose with petals which seem cut out of thin sheets of very light gold.



Bessie Brown Roses.

"I have a friend who came from Indiana near New Castle and she had been to your place several times and found that you were all that you advertised and more."—LOU CAD-WALLADER, Ft. Worth, Texas.

New Rose—Yellow Killarney

(Mme. Jenny Gillemot). Worthy to be classed with Pink and White Killarney, the greatest garden Roses of today. If anything this variety is stronger growing; throws out long stiff, sturdy canes, with massive foliage, bearing magnificent flowers, enormous in size, full, deep and double with immense petals. Hardy and vigorous and always in bloom. A tremendously good Rose.

First size, 25c each; larger size, 35c each, postpaid; two-year-old plants, 50c each; still larger size, 75c each, by express.

Mrs. David Jardine

A beautiful new, hardy, everblooming, brilliant pink bush Rose not surpassed by any Rose in this book. Flowers very double and when cut keep almost indefinitely. The growth is splendid, hardy and vigorous and the superb flowers are borne in wonderful profusion. No Rose can compare with this Rose in its exquisite fragrance.

Rena Robbins

A magnificent new hybrid tea bush Rose, bears flowers as large as Paul Neyron, full, deep and double. In a class of itself. Flowers white, base of petal lemon yellow.

The Great La Galissiere

The bloom is enormous in size, double and full. Buds long and pointed; color bright shining pink. A magnificent Rose. An improved Caroline Testout.

Rosemary

This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.



General McArthur Rose



Yellow Killarney Rose

Souv. Du President Carnot

We consider this one of the best Roses in cultivation having pretty nearly every meritorious feature that a good Rose should have. Strong in growth, hardy and vigorous everywhere. A tremendous bloomer. Magnificent flowers, large, deep, double and exquisitely formed; color delicate rose blush shaded deeper at center. One of our strong favorites.

Souvenir De Wootton

This old friend of many years still holds its own as a great red Rose; magnificent flowers; bright magenta-red, passing at base to violet-crimson. Very hardy.

General McArthur

Great New Scarlet Rose

After many tests and observation we are prepared to say there is no crimson or scarlet Rose better than this variety and for out door cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

Prices of all Roses on this page, except where noted, strong one-year-old pot plants, 20c each, any 3 for 50c; larger size, 30c each, any 4 for \$1, postpaid; extra heavy, two-year-old plants, 45c each, any 5 for \$2; still larger plants, star size, 75c, by express. ALL ON OWN ROOTS.

Famous Jeannette Heller Rose

Introduced and for sale only by Heller Brothers Company. It is the best, strongest, healthiest, hardiest and most beautiful bush rose in the world

Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproductions on front cover and opposite page)

- Always in Bloom** The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.
- Healthiest of All Roses** Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.
- Grows Luxuriantly Everywhere** Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.
- Perfectly Hardy** You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.
- Perfect Flowers** The colored photographs of Jeannette Heller on the front cover page and on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.
- Superb in Color** The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.
- Strongest Grower** This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.
- Insect-Proof** No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.
- Needs no Petting** No matter what kind of soil you plant it in—**It grows!** All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.
- Grows where Others Fail** You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.
- Splendid in the North** You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.
- Superb in the West** All through the Middle West and Southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.
- Grows like a Weed in the South** Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.
- Has captured the East** The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.
- An American Rose** This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World.

PRICE—Strong one-year-old pot plants, 25c ea., 5 for \$1, \$2.50 per doz.; larger size, 35c each, 3 for \$1, \$3.50 per doz., postpaid. Extra-large, heavy, 2-year-old plants, 50c each, \$5 per doz.; 3-year-old, magnificent specimen plants (limited quantity), 75c each, \$8.00 per doz., by express. **ON OWN ROOTS.**

MORE THAN PLEASED.

"The hardy and dear little roses received, I wish to thank you most sincerely for trying to satisfy me; you have succeeded beyond my expectations, I am more than pleased."—
MRS. J. F. KEEBER, Chicago, Illinois.

The Lovely Killarney Roses

Pink—White—Climbing

(See photographic illustration of these three magnificent Roses in colors opposite.)

These exquisite Roses bearing the name of Killarney, with its "Emerald Isle and Winding Bays" under no exception among the most beautiful Roses now known. From the Lakes to the Gulf these beautiful Roses will thrive and produce glorious flowers in wonderful profusion. They have every requisite necessary to perfect Roses—**magnificent, sturdy habit of growth, beautiful enduring foliage, exquisite flowers, delicious fragrance, marvelous freedom of bloom, hardiness, and above all, a charm entirely their own found in no other Rose.** With the exception of Jeannette Heller and The Cochet Roses, they are perhaps the most popular of all Roses. Our beautiful photographic colored illustration on opposite page gives only a faint idea of their beauty.

Special Notice. Notwithstanding that each year we have increased as far as we could our stock of these famous Killarney Roses, we have never had sufficient to meet the demand. This has been a keen disappointment both to our customers and ourselves. Won't you please as a favor, that there may be no disappointment, order as early as you can? We will reserve the plants for you, so that early ordering is sure to be a protection to both of us. We have an immense stock, we think amply sufficient to meet the demand, but for fear it will not, again we urge early ordering.

Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling, shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.

Climbing Pink Killarney

We claim the distinction of bringing this variety into prominence, and there is no Rose in the climbing class to compare with it. Hardy and ever blooming, it is in a class of its own and has no rival; a strong, rapid grower, growing to perfection in the open ground, throwing up shoots ten to fifteen feet high in a single season. It produces its glorious blooms continuously throughout the year. Flowers are magnificent and immense, long-pointed buds with massive petals opening to flowers of enormous size, color brilliant, sparkling shell-pink, deliciously fragrant; absolutely the best climbing Rose for all purposes known; hardy everywhere.

Price of the Killarney Roses described on this page, strong, one-year-old pot-plants, 20c each, 6 for \$1; larger size, 30c each, 4 for \$1, postpaid. Large two-year-old plants, 50c each; still larger, extra-heavy plants, Star or Iron-Clad size, 75c each, by express.

Special Offer One each, three varieties of Killarney Roses described below, 50c; one each larger size, 80c, postpaid. One each, two-year-old plants, \$1.40; still larger star size plants, 75c each, by express.

Climbing American Beauty

See illustration from photographs in colors, second cover page

Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in the greatest profusion throughout the growing season. Foliage tough and leathery, deep, glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet

in a single season. Hardy and as sturdy as an oak in all localities. Splendid in the South. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction.

Ours is the genuine stock. Absolutely true to name, on its own roots. Strong, one-year-old plants, 25c each; larger size, 35c each, postpaid. Strong, two-year-old plants, 60c each. Large Star size specimen plants, 85c each, by express.

TRIAL COLLECTION A GRAND SUCCESS.

"The 'Trial Collection' of Heller Roses have been a grand success. The Jeanette Heller is certainly one beautiful rose."—MRS. GRETCHEN FASANS, Brooklyn, N. Y.

Heller's Hardy Hybrid Perpetual Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These Roses are perfectly hardy in all sections of the country and are particularly suited for open-ground planting, where they soon grow into large, vigorous bushes, and for that reason growers find our larger-size plants much cheaper in the end as they can be used with good satisfaction in creating quick effects in planting. We offer only the choicest and most desirable types, the best of the entire class—all on their own roots—pot-grown. The smallest sizes are grown in large pots and are not "slips."

General Jacqueminot

"Your Jeanette Heller is all you claim for it."—Mrs. W. H. Odell, Portland Oregon.



General Jacqueminot

HIS MAJESTY. Referred to as the crimson Frau Karl Druschki. Dark, deep crimson shaded deep vermilion-crimson towards the edges. Blooms and flower of large size. Very sweetly perfumed.

Prices of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old pot-plants, 45c each; still larger plants, Iron-clad or Star size, 75c each, by express.

This is the old standard garden June Rose by which all other red Roses are judged. We doubt if any other Rose in our list is better known than this old favorite—in fact, so universally popular is it that in the minds of many Rose-lovers, all red Roses are "General Jacks." There is no Rose better suited to outdoor culture, as the bush grows into a very large, sturdy specimen which bears its gorgeous red flowers in the greatest profusion. In color the flowers are a glorious, shining crimson with very dark shadows, forming one of the handsomest of all Roses.

ANNA DE DIESBACH (Glory of Paris). Brilliant rose-color. The large and perfectly formed blooms have long, pointed petals and are delicately scented. Hardy and vigorous.

Clio

Dainty flesh, shaded in the center with rosy pink; large, globular, full, double flowers freely produced. One of the finest of all Hybrid Perpetuals.

FISHER HOLMES. Very beautiful, resembling General Jacqueminot; fuller and more constant bloomer; dark rich scarlet, passing to deep velvety crimson; extra-large, full flowers, very sweet.

GIANT OF BATTLES. A grand favorite. One of the best, if not the best, hardy vivid crimson Rose; large, very double and sweet.

FRANCOIS LEVET. Distinguished for its large, beautifully formed flowers, cherry-pink, delicately shaded carmine and blush. Highly fragrant and free blooming.

EUGENE FURST. Flowers beautiful velvety crimson, shading to maroon; highly scented. Strong, vigorous grower, with thick, healthy foliage.

MADAM PLANTIER. One of the best Roses for outdoor planting, especially recommended for cemetery planting and for massing and edging. Free flowering and absolutely hardy. Large, white, double flowers, wonderfully fragrant.

NEVER RECEIVED LOVELIER PLANTS.

"The flowers came today by express. I have never received lovelier plants."—MRS. M. NAGLE, Texas.

Paul Neyron—Largest of All Roses

This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 in. across. In color it is a most beautiful shade of clear, deep pink, and even with its large size, it never looks gross. The flowers are distinctively handsome in form, having as a rule a double center. The bush is a strong, vigorous grower, clothed with handsome green foliage.

HYBRID
PERPETUAL
ROSES
(Continued)

Magna Charta

This grand old favorite has not been superseded by any variety in its class of this color. Bright, deep pink. One of the hardiest and finest of all garden Roses; large and attractive. Hardy and healthy.

Madam Alfred Carriere

Color rich creamy white, tinged with pale yellow; extra large and full; very double and sweet. Absolutely hardy everywhere and especially valuable for cemetery planting and like purposes. A great Rose; once planted, will last a life time.

Madam Charles Wood

A fiery scarlet, passing to rosy crimson, shaded maroon. One of the best sorts for general planting. Begins to bloom soon after planting and continues throughout the season. The showy flowers are extra large, double and quite fragrant.

Mrs. R. G. Sharman-Crawford

Deep rosy pink, outer petals pale blush, base of petals white; large and of perfect form. Received gold medal of the National Rose Society.

Ulrich Brunner

Rich, glowing, crimson-scarlet. One of the best in the class. Very effective planted in masses. Hardy and vigorous, beautiful, bold, globular flowers, very free-blooming and highly fragrant.

Prince Camille de Rohan

Deep, velvety crimson, shaded maroon and black. At a distance the beautiful, fragrant, large, deep, double flowers appear black. A wonderful Rose.

Vick's Caprice

Large, cup-shaped, full, deep, double flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.



Paul Neyron
Rose

John Hopper

Very large, full flowers of a delightful shade of rose, shaded with crimson, free blooming, strong growing, and one of the very best of the June Roses.

MARSHALL P. WILDER. Flowers large, semi-globular, full and of good substance; bright scarlet-crimson, richly shaded with maroon.

CAPTAIN HAYWARD. Magnificent. Bright scarlet; large, full, bold flowers. Very hardy.

Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old plants, 45c each; still larger plants, Iron-clad or Star size, 75c each, by express.

MORE THAN PLEASED.

"The hardy and dear little roses received. I wish to thank you most sincerely for trying to satisfy me, you have succeeded beyond my expectations; I am more than pleased."—
MRS. J. F. KEEBER, Chicago, Illinois.

Heller's Wonderful Canna Lilies



A Bed of Heller's Large Flowering Canna Lilies

We offer these popular flowering, foliage plants in large pot-plants only, instead of leafless, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted their is nothing to equal the Cannas with their magnificent Banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestic while the flowers come in immense heads and throughout the entire summer they are a blaze of glory. In the fall bring them indoors and store in a cool, dry place. Inspect our list of varieties and note the magnificent effects that can be had.

Price on all Cannas except where noted, strong thrifty pot plants, 20c each, 6 for \$1, \$2 per dozen, postpaid.

Novelties in Cannas

William Saunders. A magnificent bronze foliaged variety, bearing immense bright scarlet flowers in great heads or clusters. 4 ft. 25c each, 5 for \$1, postpaid.

King Humbert. A glorious Canna. The finest we have ever seen. Grows to a height of about five feet. Immense dark bronze foliage with great heads of orange scarlet flowers, striped crimson. 25c each, 5 for \$1, postpaid.

Rosea Gigantea. Flower heads of immense size and a tremendous showy variety, growing to a height of 4 ft. Produces flower heads that are simply gorgeous in appearance. Color carmine pink. 35c each, 3 for \$1, postpaid.

Mrs. Alfred F. Conard. A marvelous Canna; color salmon-pink, flowers immense in size. 60c each, 2 for \$1, postpaid.

Gladiolora. 3½ feet. Flowers resemble an immense Gladioli; petals wide and over lapping, color crimson, changing to carmine-rose, edged with gold. 35c each; 3 for \$1, postpaid.

Gladiator. Yellow spotted with red. Immense flowers, large heads, splendid. 5 feet. 20c each, 3 for 50c, postpaid.

Venus. Bright rosy-pink with mottled border. Immense trusses and very beautiful. 4 ft. 20c each, 5 for \$1, postpaid.

Bronze and Dark Foliaged Varieties

Robusta. A very dark, bright red flower. Grows 8 feet tall. Very impressive.

Egandate. Darkest foliage, scarlet flowers. 3½ ft.

David Harum. Bronze foliage, red flowers. 3½ ft.

Musaeofolia. Bronze. Immense foliage. Grows like a Banana plant. Very impressive.

Standard Cannas---Only the Best

Crimson Bedder. Scarlet crimson. 3 ft.

Florence Vaughan. Yellow spotted. 4 ft.

Express. Vivid scarlet-crimson. 2½ ft.

West Grove. A grand pink; immense flowers. 4½ ft.

Souv. Antoine Crozy. Splendid, bright-scarlet. 3 ft.

Louise. Large-flowering, rosy-pink streaked with red. 5 ft.

George Washington. Deep velvety-crimson. 3½ ft.

Pres. Cleveland. Large flowers, rich bright orange-scarlet. 3 ft.

Queen Charlotte. Magnificent flowers; crimson and gold. 3 ft.

Niagara. Great handsome trusses, rich deep crimson, bordered with gold. 3 ft.

Coronet. Bright canary yellow. Immense spikes.

Black Beauty. Intense black rich, crimson, immense in size, 5 ft.

Black Beauty. Intense black rich, crimson, immense in size, 5 ft.

Giant Orchid-Flowering Cannas

Wyoming. Majestic. Growing 7 feet high; great enormous orchid shaped flowers with immense petals.

Burbank. Grows 6 feet with giant flowers, nearly double, rich yellow and spotted crimson.

Italia. Immense trusses, giant flowers, brilliant red petals bordered with yellow. 6 ft.

Black Prince. Magnificent. Velvety maroon. Flowers of great size; rich, rare. 5 ft.

Pennsylvania. Deep scarlet, immense size, gigantic and majestic. 6 ft.

We Pay Express Charges On all orders of \$5.00 and over we pay express charges to any point in U. S., when requested to do so; on orders less than \$5.00 we will pay express charges if 10 per cent is added.

IN EXCELLENT CONDITION.

"My flowers came from you in good time and in excellent condition. For the premium I thank you very much."—MRS. CHAS. A. DAVIS.

Heller's Choicest Geraniums

The most easily grown of all flowering plants. Particularly fine for bedding or for growing in porch and window boxes; in fact, wherever a quick, brilliant effect is wanted, Geraniums are unsurpassed. The following list embraces the very best varieties known.



Heller Single Geranium.

Price, strong, thrifty plants, ready for immediate effect, 15 cts. each, \$1.50 per dozen, in one or assorted varieties, postpaid.

Special Offer One each of the entire list of 17 varieties named above, in stout, thrifty plants, each one labeled, \$2.00, postpaid.

- Alphonse Ricard. Double; bright vermilion.
Beaute Poitevine. Double; shrimp-pink, shading to white.
Berthe de Presilly. Semi-double; silvery rose-pink.
Comtesse de Harcourt. Double; pure white.
Dagata. Semi-double; mauve-rose, with large blotches of white at base of upper petals.
Dryden. Single; white center, shading through a delicate lilac toward outer edge of petals, which are glowing soft crimson.
E. H. Trego. Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.
Jean Oberle. Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.
Jean Viaud. Double; bright, clear shade of mauve-rose, shading to a clear white throat.
La Favorite. Double; pure white.
Leon Baudrier. Semi-double; carmine-lake shading soft cerise to a large white center.
Madame Recamier. Double; snow-white.
Madame Salleroi. Variegated foliage, bright green, edged with white. Excellent for planting in large beds.
Montmort. Double; deep, brilliant purple.
Mrs. Lawrence. Double; bright, satiny salmon-pink, slightly tinged white.
S. A. Nutt. Double; dark red.
Thomas Meehan. Single; brilliant rose-pink.

Best Plants for Window and Porch Boxes, House Culture, etc.

Asparagus Plumosus

Lace Fern

A handsome fern-like plant with fine, feathery foliage resembling the finest lace. The graceful fronds are often used with splendid effect with cut-flowers. Strong plants, 15 cts. each, 4 for 50 cts., larger size, 25 cts. each, postpaid.

Asparagus Sprengeri

Emerald Feather

One of the most graceful of all house plants for growing either in a hanging basket or a vase set upon a high standard. The long, slender stems, carrying great masses of handsome, feathery foliage, grow four to five feet long and hang in graceful festoons. The plant is very quick in growth and soon forms a splendid specimen. Fine, strong plants, 15 cts. each, 6 for \$1.00; larger size, 25 cts. each, postpaid.

Smilax

For the Window Garden

A handsome climbing vine with beautiful, glossy green, heart-shaped leaves, which can be trained with splendid effect over the window. The foliage is often used with cut-flowers. Strong plants, 15 cts. each, 4 for 50 cts., postpaid.

Sansevieria Zealanica. Long, leathery leaves, marked with silvery gray and standing upright. 15 cts. each, 4 for 50 cts.; larger size, 20 cts. each, postpaid.

Salvia - Scarlet Sage

The most satisfying and popular bedding plant in existence. A bed of Salvia planted out in the garden or at the base of the porch fairly glows all summer and until late fall with its masses of brilliant scarlet flowers. Will grow to perfection in ordinary soil and requires no care. Plant ten to twelve inches apart or closer if desired. A bed of Cannas, edged with Salvia makes a wonderful display at little expense. Strong, well-rooted pot-plants, 10c each, 75c per dozen, postpaid; \$5 per 100, by express.

DOING BEAUTIFULLY.

"Thank you so much for the roses you sent me in filling out my last year's order. They are doing beautifully. Choice roses are hard to get in Harrisburg, and I always welcome your catalog to know the new ones."—MRS. W. G. NEWBOLD, Harrisburg, Pa.

Heller's Large-Flowering Carnations

We grow Carnations to a perfection seldom seen elsewhere for it is one of our leading specialties and we are equipped to grow them as they should be grown. We devote a mammoth green-house to their production and with pure air, finest soil and most modern equipment the growing conditions are ideal. Our plants are wonderfully healthy. Our out-put for this year will exceed one hundred thousand plants and they are not to be compared with the small cheaply grown plants sent out in "bargain offers" and "cheap collections."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra-strong, stocky plants, will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter. We offer the finest varieties in cultivation and our special \$1 offer is the greatest value for the money of plants ever made, the quality of the plants considered.

Novelties in Carnations

Mrs. C. W. Ward. Strong clean grower, very free blooming, grand double flowers, long stiff stems; color beautiful light pink. Grand variety.

Dorothy Gordon. An improved Rose Pink Enchantress; brings flowers of an even, constant rose-pink shade; grand in growth; very free in production of bloom. A very profitable variety.

White Perfection. A worthy companion to White Enchantress. Perfection in every way. A great new white variety.

May Day. Very free blooming, strong growing, magnificent flowers; color delightful shade of pink.

15c each, 12 for \$1.50, postpaid.

Standard Varieties in Carnations

Apple Blossom (new). Handsome white flower, daintily marked pink.

Beacon. Dazzling scarlet; very large and full.

Boston Market. Standard white.

Lawson Enchantress. Brilliant pink; fine shade; large size.

Pink Enchantress. Deep pink; large and full.

White Wonder. Great strength and freedom of growth, large pure white. Wonderfully good.

Gloriosa. Pure glistening pink, excellent growth; promises to be one of the great sensations in Carnations.

Harlowarden. Bright crimson. Very large flowers on long stiff stems.

Sangamo. Delightful crimson, large full flowers. Long, stiff stems.

Rose-Pink Enchantress. Deeper pink than Enchantress.

Winsor. Clear silvery pink. Very large flowers. Exquisite.

Alma Ward. New white variegated, large and fragrant.

15c each, 12 for \$1.50, postpaid.

Apple Blossom (new). Handsome white flower, daintily marked pink.

Beacon. Dazzling scarlet; very large and full.

Boston Market. Standard white.

Lawson Enchantress. Brilliant pink; fine shade; large size.

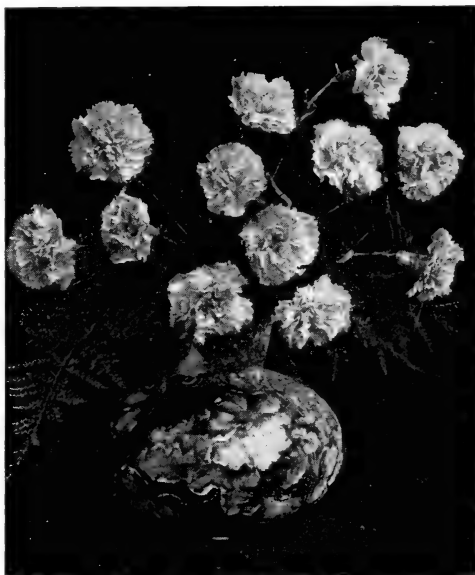
Pink Enchantress. Deep pink; large and full.

Victory. Brilliant red; extra-large flower and particularly free in bloom.

White Enchantress. A magnificent large, white flower of splendid form.

W. H. Taft (new). Brilliant pink; splendid size and form.

Georgia (new). A great new white; exquisite.



Carnations and Asparagus Plumosus

All varieties on this page, except where noted, strong, vigorous pot plants, 10c each, 6 for 50c, \$1.00 per dozen, postpaid, in one or assorted varieties, purchaser's selection.

15 MAGNIFICENT NEW CASTLE CARNATION PLANTS FOR \$1

The Carnation is well named "The Divine Flower" and, after the Rose, perhaps the most beautiful of all summer and winter-blooming flowers. If all flower lovers knew how easy they are to succeed with, and how absolutely sure they are to grow and bloom, Carnations would soon be a close rival of the Rose. Many planters have been grievously disappointed in the past in buying trifling little slips or rooted cuttings. There has been but one result—Failure with a big F. To make Heller's Carnations popular, to give the public the kind of plants that will grow, we make this great offer of **Fifteen Superb Carnation Plants**, the finest varieties, our selection is the latest introduction, including novelties offered above, big, strong, clean, vigorous plants (not rooted cuttings) **postpaid anywhere for \$1.00**. We haven't the room to tell you more about the big value here, but let us assure you that this is an offer you can't afford to miss. These plants will bloom all through the summer, then bring them indoors next fall and will bloom all winter long. Are they worth a dollar? It's up to you to decide. **Here's \$3.00 worth of value for \$1.00.**

Heller's Beautiful Ferns



The Beautiful Whitman Lace Fern

Japanese Fern Ball

When suspended and kept moist it breaks out into a mass of dainty, lace-like, fern foliage, forming a beautiful ball of green. Keep it moist with occasional sprinklings and do not allow it to become dry. Each ball is composed of dormant Japanese Fern roots and moss, so put together that they send out beautiful leaves from every plant, until the ball becomes a mass of dainty fronds. Good, fresh balls, just imported, 5 inches and more in diameter, 50c each; larger size, 7x9 inches, 75c each, postpaid.

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. These are now the three distinct varieties—and the best in commerce.

BOSTON FERN. Long, broad fronds, drooping gracefully and forming a plant of immense size.

WHITMAN'S LACE FERN (Whitmanii). Most beautifully cut and frilled foliage, the fronds being large and broad.

ROOSEVELT. New and the grandest of all, with fronds beautifully frilled and waved.

Price of all Ferns, strong, shapely plants, 20 cts. each, any 3 for 50 cts.; larger size, 30 cts. each; still larger, 50 cts. each, postpaid.

The Very Finest of All Palms

Palms grow luxuriantly in the house during the winter, and in summer make very decorative additions to the porch.

KENTIA BELMOREANA. The typical house Palm, growing tall, with long leaves.

KENTIA FORSTERIANA. Like the former, but with broader leaves.

ARECA LUTESCENS. Tall and slender in growth, with yellowish green trunk and stems and long, drooping leaves.

Price of all Palms: Handsome; vigorous plants from 4-inch pots, 40 cts. each, postpaid; large specimen plants about 15 in. high, 75 cts. each, by express only.

Giant Persian Cyclamen

Without question one of the very best of flowering house-plants. It is literally in bloom all the time, and the warmer the house the more profusely it will bloom. Will grow to perfection on a window sill and not be affected by cold draughts. There is nothing finer for hanging baskets. The foliage is dark olive-green, charmingly variegated with silver and rose. The flowers are odd in shape, of a beautiful variety of colors—white, pink, red, crimson, and suspended on long, stiff stems. Strong pot-plants, 20c each, 3 for 50c, postpaid.

CHINESE SACRED LILY. A most charming house plant growing from bulbs placed in a bowl of water and supported with pebbles. Produces a profusion of deliciously scented flowers on long stems. The flowers will bloom in almost six weeks after placing the bulbs in water. Large bulbs, 15 cts. each, 4 for 50 cts.; extra-large bulbs, 25 cts. each, 5 for \$1.00, postpaid.

Painted Leaf or Rex Begonias

The Rex or Fancy-leaved Begonias are the most beautiful of house-plants grown for their foliage. Our plants are of splendid size, strong and thrifty.

BERTHA MCGREGOR. Gray; green fringe.

DUCHESS DE BARBOT. Green; gray spots.

LESODIIL. Dark green, silver edge.

LORD PALMERSTON. Green, silver spots; large.

MRS. E. BONNER. Silver, with green fringe.

QUEEN OF HANOVER. Green, with gray spots.

ROBERT GEORGE. Green, with silver fringe.

RUTH FRIEDLY. Silver, with green edge.

SILVER FLEECE. Silver; medium size.

Large specimen plants, from large pots, 40 cts. each, postpaid; second size, large plants, 25 cts. each, postpaid.

Begonia Gloire de Lorraine

This magnificent Begonia is one of the most beautiful flowering plants now known, and the very finest of all plants for pots or boxes, being in constant bloom and bearing great masses of exquisite pink flowers above handsome green foliage. Strong plants, 50 cts. each, postpaid.



Giant Persian Cyclamen



SURPASS ANY OTHERS I HAVE HAD.

"Your Roses are fine, surpassing any others I have had."—MRS. G. H. HUDSON, Smith's Grove, Ky.

American Wonder Lemon

A magnificent tub or pot plant, with large, dark green foliage and handsome, pure white flowers, nearly as large as tuberose blooms, fragrant as orange blossoms. Plant in ordinary soil, in a pot or tub. Not only ornamental, but useful. Very hardy. **Strong plants, 20 cts. each, 3 for 50 cts.; larger size, 25 cts. each, 5 for \$1.00, postpaid. 2-year-old plants in 5-inch pots, 50 cts. each; still larger plants, \$1.00 each, by express.**

Otaheite Orange

A dwarf reproduction of the genuine fruit-bearing orange tree, the flowers being identical. It flowers and fruits in pots and blooms continuously. Fragrance is delicious. Fruits immediately after flowering and bears fruit and flowers at the same time. **Strong, young plants, 15 cts. each, 4 for 50 cts.; 2-year-old plants from 5-inch pots, 50 cts. each, by express; still larger plants, \$1 each, by express.**

Gloxinias

Magnificent pot-plants, for house adornment, with velvety green foliage and trumpet-shaped flowers of exquisite beauty, spotted and marked in a most brilliant manner. Special colors: Scarlet-violet with white border; red with white border; white; blue. **15 cts. each, 4 for 50 cts., postpaid.**

Fragrant Tuberoses

Dwarf Excelsior Pearl. Flowers pure white, very double, of immense size and sweetly scented. **3 for 10 cts., 9 for 25 cts., 30 cts. per dozen, postpaid.**

Orange-flowered. Bears snow-white flowers. **5 cts. each, 7 for 25 cts., 40 cts. per dozen, postpaid.**

New Variegated-leaved. The leaves are bordered with white; large, white flowers. **5 cts. each, 7 for 25 cts., 40 cts. per dozen.**

SPECIAL OFFER We send, postpaid, nine Excelsior flowered and three New Variegated-leaved—fifteen in all—for 40 cts.

Caladium Esculentum

(Elephant's Ear.) Immense leaves, often four feet long. Magnificent for large beds or individual plants. **Extra-large bulbs, 15 cts. each, 4 for 50 cts.; larger size, 25 cts. each, postpaid.**



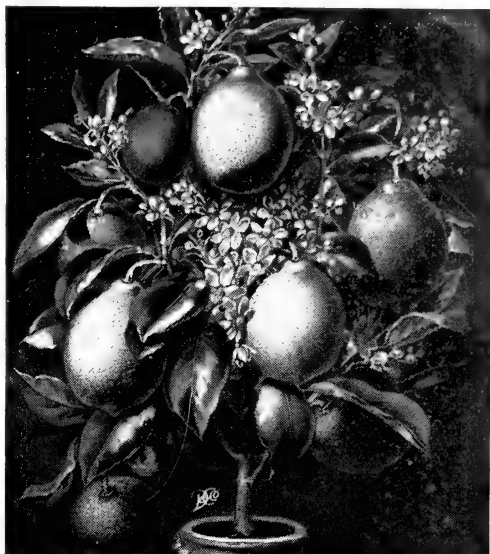
Calla Lilies.

Calla Lilies

New White Calla (Lily of the Nile). Handsome white flowers and broad foliage. **20 cts. each, postpaid.**

Spotted Calla. Handsomely marked foliage and white flowers with black throat. **20 cts. each; larger size, 30 cts. each. Fine, large bulbs, 20 cts. each, postpaid.**

New Yellow Calla. Bright golden yellow and very fragrant. A grand novelty. **30 cts. each, 6 for \$1.00, postpaid.**



American Wonder Lemon.

Superb Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. These magnificent plants are the glory of the autumn garden. We find pot-grown plants produce more flowers than dormant roots. We offer only the best varieties.

Price of all varieties, in strong, well rooted pot-plants, 15 cts. each, 4 for 50 cts., \$1.50 per dozen, postpaid, in assorted varieties, purchaser's selection.

A. D. Livoni. Pink; splendid large flowers; grows tall. **Queen of Yellows.** Brilliant, golden yellow; very large.

Miss May Loomis. Dainty flesh-tinted pink; splendid form.

Harry Freeman. Snow-white; large and finely formed.

Red Hussar. Brilliant cardinal-red; very large. **White Swan.** Large, pure white.

Princess Victoria. The finest pure yellow show Dahlia in existence. Clear, pure canary yellow without a trace of any other color from bud to old age. Long, slender stems. An early and profuse bloomer.

Jack Rose. Deep, dark red. **Clifford W. Burton.** The finest yellow in its class. Magnificent flower.

Kriemhilde. Deep rosy pink with lighter center. A distinct and valuable variety, as the flowers keep a long time after cutting.

Nymphaeae. Pin and white; looks like a water-lily in color.

Sylvia. Varies from white to pink; large and fine. **Grand Duke Alexis.** White tips, edged pink. Immense blooms of perfect form; simply grand.

White Swan. Large, pure white. **Storm King.** The earliest white Show Dahlia; perfect form and extremely profuse bloomer.

Mrs. Roosevelt. Exquisite; soft pink; the largest of its class.

Capstan. Bright red and apricot, free-flowering. **Dorothy Gordon.** Immense in size; color beautiful pink, magnificent form.

DELIGHTED WITH THE WAY YOU HANDLED MY ORDER.

'Enclosed please find my order for bulbs. If you send bulbs as nice as the Roses I got from you this Spring you will certainly please me. The Roses were a wonder to everyone. I was delighted with the way you handled my order.'—DONALD FRASER.

Heller's Charming Gladioli



The Gladiolus is growing more popular each year, both for blooming in the garden and for use as cut-flowers. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail postpaid, at the prices mentioned.

America. The very best pink; large spike, splendid flowers. 15 cts. each; 4 for 50 cts.

Brechleyensis. Vermilion-scarlet; extra large. 5 cts. each; 50 cts. per dozen.

Brilliant. Orange-red with carmine and white throat. 10 cts. each; 6 for 50 cts.

Columbia. Light orange-scarlet, marked with purple, 8 cts. each, 7 for 50 cts.

Easter. White, tinged lemon. Early. 7 cts. each, 8 for 50 cts.

Emma Thursby. White with carmine stripes. 10 cts. each, 6 for 50 cts.

Florida. Very dark red. Extra early. 8 cts. each, 7 for 50 cts.

Henry Gilman. Salmon-scarlet, white bands. 8 cts. each; 7 for 50 cts.

Jessie. Velvety red; long spike. 8 cts. each; 7 for 50 cts.

Lamarck. Cherry-red with orange markings. 7 cts. each, 8 for 50 cts.

May. White, crimson blotches. 8 cts. each, 7 for 50 cts.

Marie Lemoine. Creamy white flushed with lilac and spotted with violet. 10 cts. each, 6 for 50 cts.

Salem. Salmon-pink with maroon blotches. 10 cts. each; 6 for 40 cts.

Special Offer One each of the entire set of 13 splendid Gladioli above, in strong, sure-to-bloom bulbs, \$1.00 postpaid; 2 complete sets, all labeled, \$1.75 postpaid.

Superfine Mixture All colors of Gladioli, fine, blooming bulbs, not named, that will make a splendid show in the garden and supply a multitude of cut-flowers: 50 cts. per dozen, \$3.50 per 100, postpaid.

Heller's Handsomest of All Lilies

In good fertile soil, six to eight inches deep, each bulb surrounded by a half inch of sand, their glorious flowers of radiant beauty soon become a feature of the garden. They grow vigorously and survive from year to year.

Auratum. Magnificent pure white flowers, exquisitely spotted with rose, and rayed and banded with yellow. Extra-selected, blooming bulbs, 20 cts. each, 3 for 50 cts., 6 for \$1.00; larger bulbs, 35 cts. each, 3 for \$1.00; postpaid.

Longiflorum or Japan Easter Lily. Beautiful snow-white, fragrant Lily. 15 cts. each, 4 for 50 cts.; 9 for \$1.00; extra-large bulbs, 20 cts. each, 6 for \$1.00; enormous bulbs, 25 cts. each, 5 for \$1.00; postpaid.

Lily-of-the-Valley. Lovely, fragrant sprays of white flowers. 3 for 15 cts., 50 cts. per dozen., \$3.00 per 100; postpaid.

Candidum. The well-known Annunciation Lily, or St. Joseph's Lily, so plentifully grown in old gardens. 20 cts. each, 4 for 50 cts., 9 for \$1.00; postpaid.

Speciosum album. Glistening white, very fragrant. 15 cts. each., 4 for 50 cts., 9 for \$1.00; postpaid.

Speciosum rubrum. Bright crimson and white. Grows very tall. 15 cts. each, 4 for 50 cts., 9 for \$1.00; postpaid.

Double Tiger Lily. Deep, fiery red spotted with black. 15 cts. each, 4 for 50 cts., 9 for \$1.00; postpaid.

Single Tiger Lily. Orange, with black spots. The flowers grow in clusters on a high stem. 15 cts. each, 4 for 50 cts., 9 for \$1.00; postpaid.



Speciosum Lilies—Album and Rubrum.

Heller's Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the Summer garden. From June until frost they are constantly showing a dazzling, bewildering variety of color impossible to describe or illustrate and are great personal favorites with us. We carry absolutely the best and choicest varieties known.

Price of Hardy Perennial Phlox, in strong vigorous plants, 20c each, 3 for 50c, \$1.75 per dozen; one each of the 10 varieties, \$1.40; 2 of each, 20 in all, \$2.75, postpaid.

EUROPA. Both individual flowers and trusses, immense in size, white with vivid crimson eye. 25c each.

VON LASSBURG. Magnificent. Pure white; flowers very large; splendid.

RICHARD WALLACE. Pure white with violet-rose eye; large flowers and immense clusters; strong growing and free blooming. Great Phlox.

LA VAGUE. A beautiful rose color; with large eye of deeper rose; very beautiful.

L'ESPERANCE. Rosy lilac; large white eye. Grand bloomer.

COUNTESS OF LASSBURG. A standard Phlox—splendid in every way.

J. H. SLOCUM. A superb variety; large heads.

COQUELICOT. The finest and brightest red of all Phlox, color bright orange scarlet. Extra fine.

NIOBE. Velvety violet red with crimson hue. The darkest and richest of all Phlox.

R. P. STRUTHERS. Considered the best Phlox of today, color clear cherry red, suffused with salmon shades; deep red eye; large trusses. A magnificent variety.



Splendid flower-heads of Hardy Phlox.

Heller's Lovely Violets

Almost before the spring snows cease the Violet will be found braving the chilly air and sending up its dainty, sweet-smelling flowers as harbingers of the glory of the garden to follow.

LADY HUME CAMPBELL. The finest double blue Violet, large and sweet-scented.

PEACOCK. Beautiful blue with white center. A charming flower of exceptional beauty.

SWANLEY WHITE. Pure white, double; fragrant.

CALIFORNIA. The largest of all; rich, violet-blue, immense single flowers.

MARIE LYNCH. Sweet and dainty, with a perfume simply exquisite. Color is a charming shade of lavender-pink.

Price—Strong Violet plants, 10c each, 3 for 25c, any 7 for 50c, any 15 for \$1, postpaid; \$6 per 100 by express; larger plants, 20c each, 6 for \$1, postpaid; \$12 per 100 by express.

Standard Hardy Perennials

Favorites of the Old Fashioned Garden.

AQUILEGIA SKINNERI. A handsome Columbine; large, nodding flowers with red spurs.

CANTERBURY BELLS. Tall and majestic plants bearing large clusters of beautiful blue, bell-shaped flowers. Fine for cutting.

GOLDEN GLOW. A tall plant, bearing a mass of golden yellow flowers like small dahlias.

GOLDEN-SPURRED COLUMBINE. Grows 3 to 4 feet high, with bright golden flowers.

HARDY PINKS—DOUBLE SCOTCH. White and pink flowers like small carnations. Immense clumps.

HELIOPSIS PITCHERIANA. Brilliant yellow flowers borne on a strong plant 3 ft high.

HIBISCUS, or MALLOW, CRIMSON-EYE. Magnificent, large, creamy white flowers, with five broad petals.

HOLLYHOCKS. The old fashioned varieties in all colors. Magnificent, majestic spires of flowers, much beloved and popular.

MONARDA DIDYMA (Bee Balm). Bright scarlet flower-heads. Grows 3 feet high and has fragrant foliage.

Once Planted They Last a Life Time

ORNAMENTAL GRASS (Eulalia). A large clump resembles a beautiful fountain.

PURPLE CONEFLOWER. Brilliant orange-colored ray flowers with purple cone-shaped disks. Grows very tall. 25c each, postpaid.

RED-HOT POKER PLANT (Tritoma). Circle of long, narrow leaves, from the center of which rises a long stem, bearing a great spike of flame-colored flowers.

SWEET WILLIAM. Handsome clusters of flowers of all shades, from white to deep, dark red. One of the best known of all hardy garden flowers. Both single and double. Blooms all summer.

VALERIAN (Garden Heliotrope). Vigorous, spreading plant, bearing masses of small, pink, fragrant flowers. Fine for cutting. 25c each, postpaid.

WHITE TANSY, or YARROW. (Pearl Achillea). Handsome clusters of white flowers on long stems, forming splendid sprays for cutting. Blooms all summer.

The above 12 varieties in extra-large, field clumps, ready to bloom next spring, except where noted, 50 cts. each, by express only.

Two Most Popular Hardy Hedge Plants

California Privet

Set Plants 8 to 12 inches Apart.

The one best all-round Hedge-plant. Can be trimmed or sheared to any desired shape. Has splendid, dark green, glossy foliage. Hardy everywhere. First-size plants, 15c each, 9 for \$1, postpaid; \$5 per 100, by express or freight; three-year-old plants, 20c each, 6 for \$1, \$10 per 100, by express or freight. Purchaser to pay express or freight charges in all cases. Orders for 50 at 100 rates.

Japanese Barberry

One of the most beautiful shrubs for single specimens, and forms a splendid low-growing hedge. The flowers are followed by splendid clusters of bright red berries which cling to the plant all winter. First-size plants, 20c each, \$2 per dozen, postpaid; \$12 per 100, by express; large, three-year-old plants, 40c each, \$4 per dozen, \$25 per one hundred. Shipped by express or freight; purchaser pays the shipping charges.

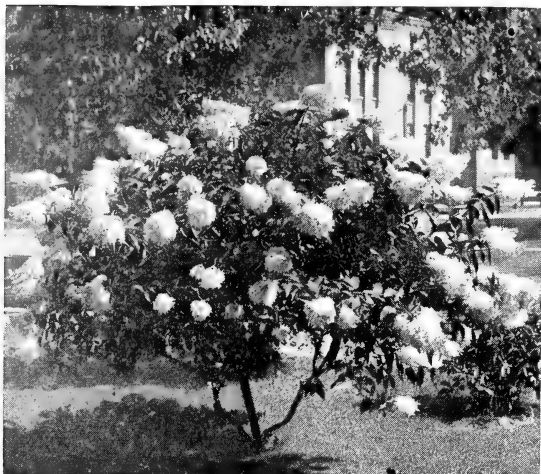
New Castle Lawn Grass Seed

Our wonderful mixture of grass seed, which we have named the New Castle Mixture, is, without exception, the best for general sowing, and produces a smooth, velvety green sward. It is particularly valuable for sowing in the fall, from September to as late as the weather continues warm. It is a good idea to have a supply on hand over winter to sprinkle upon the top of the February snow, when it will be carried into the ground as the snow melts. Price, by mail, 45 cts. per pound; by express, charges collect, 35 cts. per pound.

GAVE GREAT SATISFACTION.

"The 15 Carnation plants you sent me last spring turned out very well. They all bloomed and gave great satisfaction."
J. F. PETERKIN.

Heller's Special Hardy Flowering Shrubs



Hydrangea paniculata grandiflora.

No matter how large or small the place, flowering shrubs are a positive necessity, for effects can be produced with them impossible of creation with any other form of garden adornment. We list the best selected kinds, all of which are the best known in gardening, and can furnish all the standard varieties of shrubs in any size desired. Write us of your needs in hardy shrubs, evergreens, etc.—we will be glad to supply them.

Hydrangea paniculata grandiflora Most ornamental of all Hardy Shrubs

The best known of all the Hydrangeas, with massive, cone-shaped clusters or panicles of flowers, borne in August and September. The flowers are white when first open, changing later to shades of bronzy pink, and cling to bush for weeks. Flowers often used in their dry state for home adornment in winter. Can be used with splendid results in formation of a flowering hedge.

Double Japan Snowball (*Viburnum plicatum*)

A most handsome summer-flowering shrub, with peculiarly crinkled foliage and bearing in early June a great profusion of snowball-like clusters of white flowers. Even when not in bloom the bush is distinctly ornamental and adds a touch of unique effect to the garden.

Strong, field-grown plants, 25 cts. each, 5 for \$1.00, postpaid; fine, large, 2-year-old plants, field-grown, 40 cts. each, 3 for \$1.00, by express.

New Hardy Everblooming Hydrangea (*Hydrangea arborescens sterilis*)

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the Hydrangeas in size and form, and it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on the north side of the house.

Price, strong, vigorous plants, well rooted, 25 cts. each, 5 for \$1.00, postpaid; larger, field-grown plants, with fine roots, 50 cts. each, 3 for \$1.00, by express.



New Everblooming Hydrangea

Strong field plants, 20 cts. each, 3 for 50 cts., postpaid; 2-year-old, field-grown plants, 40 cts. each; by express.



FOUND THEM IN FINE CONDITION.
 "Plants received on the 18th and found them in fine condition. Thanks to you for your kind attention."—B. F. WHITTINGTON.



Heller's Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Our list of Peonies we recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

Select List of Peonies

Caroline Allain. Guard petals rose, center flesh and salmon.

Canary. White, with primrose center.

Candidissima. Creamy white, with sulphur-yellow center.

Delachi. Dark crimson; finely formed flower; free in bloom.

Duke of Wellington. Creamy white; very full and fragrant.

Edulis Superba. Soft pink, magnificent; one of the most popular.

Faust. Soft lilac guards, pink center.

Insignis. Violaceous pink.

Jeanne d'Arc. Pink guard, sulphur color and pink, tufted center.

Lady Bramwell. Splendid silvery rose, with large guard petals.

Louis Van Houtte. Velvety cerise red; fine flower.

Modeste Guerin. Bright, purplish carmine; very large.

Nobilissima. Deep pink, with silvery border; large.

Prolifera Tricolor. Flesh-pink guards, center golden yellow; red tuft.

Festiva Maxima. Splendid white, with flakes of carmine on center petals. One of the finest. Very profuse in bloom; early and fragrant.

Rosea Humei. Rose-pink; very large, late; intense fragrance.

Rosea Elegans. Soft rose-pink.

Rubens. Very dark purple-maroon, with golden stamens.

Rubra Triumphans. Deep crimson-maroon; earliest of the crimson sorts.

Triomphe du Nord. Purplish pink, with flesh-pink shadings.



Old-Fashioned "Pineys"

These are the "Pineys" of the old-time garden—the varieties from which all the modern varieties have sprung—and bloom profusely in time for Memorial Day flowers. In spite of the beauty of the more modern and fancy kinds, these old "Pineys" are the favorites of many. Our roots are the strong, sure-to-bloom kind, and will prove a revelation to the Peony-lover.

Bright Crimson (*Officinalis rubra plena*). Splendid, large crimson, very full.

White (*Officinalis alba*). White.

Rose-Colored (*Officinalis rosea*). Flowers are bright, rosy red.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 40 cts. each, \$4.00 per dozen, assorted as desired, postpaid.

"My rose plants arrived in perfect order yesterday and was very well pleased with them. Better plants than I have ever received from any florist. Such nice strong roots. Also many thanks for the plants you sent me as they were more than I sent for. Many thanks for the one you sent me and I will send to you again when I have another order."—Mrs. W. J. Simmons, Va., Apr. 25, 1912.



PROUD OF HER PLANTS.

"The plants arrived in seemingly good condition and I think will grow nicely. I am quite proud of my plants and will not forget you when I am ready to order again."—MRS. JOHN WHITLOW.



A Splendid Bed of German Iris.

Japanese Irises (Iris Kaempferi)

We list our Japanese Irises under English names rather than the unpronounceable, albeit poetic, Japanese names. Our roots are all grown in this country and are far superior to those imported from Japan. Hardy everywhere and, once planted, they last a lifetime.

DOUBLE VARIETIES

- Blue Danube.** Deep indigo blue, violet shading, yellow center.
- Crimson Tuft.** Rich plum, shading to deep plum toward the center, brightly marked yellow.
- Frate.** Silvery white, veined and shaded lilac, center deep lilac.
- Gold Bound.** Pure white.
- J. C. Vaughan.** Large and fine, pure white.
- Oriole.** Deep purple, shading deeper toward the center, brightly marked yellow.
- Mt. Hood.** Light blue, shaded darker, bright orange center.
- Pyramid.** Lilac-blue, center of petals shaded white.
- Robert Craig.** French-gray, veined violet.
- Spotted Beauty.** Silky white wavy petals, spotted with violet crimson.
- T. S. Ware.** Reddish violet, veined white, center white slightly marked lemon.
- Templeton.** Light violet mottled reddish pink and white, triple flower, exceedingly fine.
- Turban.** Light pink, violet shading, purple center.
- Victor.** White, veined violet purple, center violet purple.

SINGLE VARIETIES

- Apollo.** Pure white, pink center.
- Helen von Siebold.** Reddish, veined white, yellow center.
- Ondine.** White, shaded light blue toward the center, very large and fine: 9 to 10 inches across.
- Quakeress.** Ash-gray, a novel and striking shade, veined and shaded blue, pale pink and yellow center.
- Topaz.** Reddish amaranth, self color.

Price of Japanese Irises, in strong, vigorous roots, sure to bloom and true to name: 25 cts. each, any 5 for \$1.00, \$2.50 per dozen, postpaid.

Special Offer One each of the full 19 varieties in the above list, all correctly labeled, \$3.50; two full collections, \$6.00, by express.

Heller's Glorious Irises

The Rainbow Flower of the Greeks, and the Fleur de Lis of the French

The memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, and while the "modern" Irises, if we may use the term, will remind one of the old days, they, too, like everything else of these days, have yielded to the influence of improvement, and there has been evolved a race of flowers absolutely bewildering in the glory of their form and color.

Not the least valuable of their charms lies in the fact that their flowering period covers such a long time in early spring and summer, and with a proper selection it is possible to have Irises in bloom in the garden from early in March, while snow is still on the ground, to late in July, when the magnificent Japanese Irises, arrayed in their splendor of purple and blue and gold and white, with flowers often a foot across, end the glorious procession.

Truly a garden of Irises is a wonderful sight, and no greater satisfaction for the money expended can be had than by planting all of the following very choice list of these magnificent flowers.

Both Japanese and German Iris are entirely hardy everywhere—once planted, are practically permanent. May be planted as soon as ground can be worked—the earlier the better. Require no petting or coaxing. Simply plant them—they will do the rest.

German Iris

Admiral Togo. White, faintly tinted lavender; falls and standards lightly bordered purple. Of the habit of Madam Chereau.

Canary Bird (Velveteen). Standards canary-yellow, falls crimson-purple.

Don Carlos. Standards yellow, falls rich crimson, penciled on lower half with yellow; middle suffused with bright blue; dwarf.

Flavescens. Self-color; canary yellow.

Isorentina, Blue. Tall and vigorous; deep, dark blue.

Gold Bound. Standards yellow, suffused with old-gold on the tips; falls purple, tipped with old gold, yellow base.

Hokanum. Standards yellow, blotched with brown; falls rich purple, flecked with white, base tinted yellow.

L'Africaïne. Standards rosy purple; falls darker, veined white at base; dwarf.

Leopold. Queen of the Gypsies. Standards lavender, suffused purple, striped yellow at the base; falls purple, striped brown and white at the base.

Mad. Chereau. Count de St. Clair. Standards and falls white, with well-defined blue border half an inch wide; tall and stately.

Oroya. Standards purple; falls purple, penciled white and mauve; limb purple splashed with a darker shade.

Pallida Dalmatica. Noblest and most beautiful of the German Iris. Large sky-blue flowers. \$12.00 per 100.

Pecutum. Flowers white, bordered light blue; tall and late-flowering.

Pauline. Standards bright blue; falls a little darker.

Queen Victoria. Standards yellow, sometimes tinted brown; falls crimson, striped yellow; yellow edge.

Victory. Standards brown; falls deep violet, striped and bordered yellow at the base.

Viola. Dark blue.

Zephyr. Sky-blue.

Price, strong, healthy roots, true to name and sure to bloom: 20 cts. each, \$2.00 per dozen, in one or assorted kinds, prepaid.

Special Offer One each of the above 18 varieties for \$2.75, postpaid.

A superfine mixture of German Iris, in unnamed varieties, all colors, which will make a wonderful show in the garden and increase in size and beauty each year: 6 for 75 cts.; \$1.50 per doz.; or \$10.00 per 100.



THE HOOSIER ROSE GROWERS FOR ME.

I received the shipment of roses and violets today and in perfect condition. Thank you for the excellent packing. The Hoosier rose growers for me.—ALIDE E. MOODY, Colorado.

Clematis Paniculata

The Greatest of All Flowering Vines

You have often noticed the exquisitely beautiful flowering vine, which, in late August and September, makes such a glorious display of its great masses of small, white, fragrant flowers, giving the vine the appearance of being literally covered with a sheet of bloom. This is the Clematis paniculata, the most wonderful of all hardy flowering vines. It is absolutely hardy everywhere, grows with astonishing rapidity and in a short time will adorn your porch in a way that will delight you. We have a magnificent stock of this famous vine, in field-grown plants, now in pots for immediate delivery. No other vine grown will give you such abiding satisfaction as this, as it blooms freely the first season and increases rapidly in size each year. **Strong, vigorous, one-year-old field-grown plants, 15 cts. each, 4 for 50 cts.; large size, 25 cts. each, 5 for 50 cts., postpaid; extra-large, two-year-old, field grown plants, 40 cts. each, 3 for \$1.00, postpaid.**

The English Clematis

A fast-growing hardy vine with small, refined foliage, and bearing a wondrous profusion of gorgeous, large, five-petaled flowers in various colors, as below:

Jackmani. Deep royal purple flowers.

Anderson Henryi. Large, creamy white.

Madame Edouard Andre. Carmine-red.

Large, strong, two-year-old imported plants, on own roots, 40 cts. each, 3 for \$1.00, postpaid.

HONEYSUCKLE. The old favorite, beloved by all. We have it in three of the very best kinds, any of which will create a most beautiful effect on the porch.

Hall's Japan. Evergreen foliage; very rapid in growth; flowers white and yellow; constantly in bloom.

Chinese Evergreen. Very rapid grower, with a profusion of white and buff flowers. Evergreen.

Golden Leaf. Beautifully marked, yellow and green foliage; yellow flowers; very fragrant.

Price of all varieties, strong plants, 15 cts. each, 4 for 50 cts., postpaid.

VIRGINIA CREEPER. One of the best known of all vines, with broad, five-parted foliage which turns to red in the fall. **Strong plants, first size, 15 cts. each, 4 for 50 cts., postpaid. Large, three-year-old plants, 40 cts. each, postpaid.**



Clematis Paniculata, the Wonderful Vine.

Boston Ivy

One of the finest vines for clinging to brick, stone or wooden walls, forming a perfect mat of dark green, lustrous foliage which turns to beautiful shades of crimson and scarlet in the fall, when it bears clusters of black berries or seed. **Strong plants, which will grow with wonderful rapidity, 20 cts. each, 4 for 50 cts., postpaid; large, 2-year-old plants, 40 cts. each, postpaid.**

Moon Flower

Better, Prettier and Cheaper than Awnings

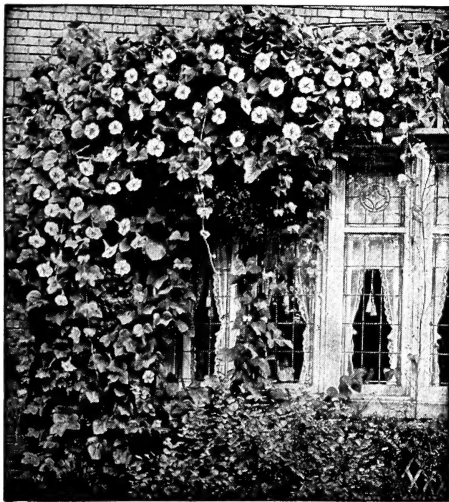
These wonderful vines grow with marvelous rapidity, 30 to 50 feet in a single season, and their broad, handsome foliage imparts a most refreshing shade on a hot summer's day. The flowers open as the sun goes down, and remain so during cloudy days. The best of all vines for quick shade. The writer had more shade and comfort from four Moon Flower vines during the summer than \$50 worth of awnings could have given.

White. Immense white flowers of wonderful fragrance. The true magnolia-scent.

Blue, Impomea Leari. Flowers smaller, but of fine, satiny blue, with crimson bars.

Either variety, 15 cts. each, 4 for 50 cts. One plant of each variety, 25 cts., postpaid.

Plant Moon Flowers and Clematis paniculata together—the Moon Flowers for immediate shade, the Clematis for permanent shade, as it is hardy and, once planted, it grows larger each year.



White Moon Flower.

Heller's Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy growing favorites. They make a magnificent show in the autumn, blooming in September with early flowering varieties and continuing with late flowering varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine and quickly make large, handsome bushes. If large specimen flowers are wanted pinch off all buds except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climates the plants are not hardy in the winter; should be lifted and kept in a cool, dark place; in milder climates they are perfectly hardy.



Type of Heller's Chrysanthemums

Our Great Special Offer, 16 Chrysanthemums for \$1

For \$1.00 we will send to any address, postpaid, 16 choice Chrysanthemums, strong plants, our selection, distinct and different. You will not be disappointed by leaving the selection to us. This is the most liberal offer ever made.

GLORIOUS SET of superb Chrysanthemums shown on color plate opposite. One plant each, including two additional varieties, our selection, 6 in all for 50c postpaid. A grand offer.

Early Flowering Varieties

- Golden Glow.** Magnificent large yellow.
- October Frost.** Fine white.
- Smith's Advance.** Earliest white.
- Unaka.** Perhaps the best of all early whites.
- Rosiere.** Magnificent pink.
- Pacific Supreme.** Second early pink.
- Early Snow.** Second early white.
- Gloria.** Second early light pink.
- President Taft.** Immense. Incurved flowers; purest white.
- Glory of the Pacific.** Splendid showy pink.

Mid-Season Flowering Varieties

- Ivory.** Dwarf growing, magnificent white.
- Alice Bryon.** A glorious incurved pure white.
- Yellow Chadwick.** Bright yellow. Fine.
- W. H. Chadwick.** White, large and beautiful.
- Miss Minnie Bailey.** Bright pink.
- William Duckham.** Splendid pink.
- Maud Dean.** Incurved bright pink.
- Col. Appleton.** The grandest mid-season yellow.
- Polly Rose.** Beautiful white.
- Estella.** Large, creamy white.
- Dolly Dimple.** Fine, large yellow.

Late Flowering Varieties

- Dr. Enguehard.** Beautiful true pink. Ball shape.
- Mrs. Jerome Jones.** Gorgeous white flowers. Enormous.
- Intensity.** Magnificent large reflexed bright crimson flowers. The best of its color.
- Jeanne Nonin.** Magnificent pure white.
- Yanoma.** Large reflexed white flowers; late.
- White Bonaffon.** Pure white; beautiful ball shaped flowers.
- Yellow Bonaffon.** Bright yellow. The standard of its color.
- Timothy Eaton.** Magnificent white. Very large.
- Yellow Eaton.** Immense. Golden yellow.

Pompons

- Kitty Bourne.** Small yellow. Very hardy.
- Mary Richardson.** Old gold with bronze tinge. Very hardy.
- Diana.** Beautiful pure white. Hardy.
- Mrs. Vincent.** Bright scarlet-crimson. Very double. Hardy.
- Adelaide.** Magnificent. Full bright pink. Very hardy.
- Magnificent.** Very strong yellow. Hardy.

Price of all Chrysanthemums on this page, strong plants, 10c each, 6 for 50c, 12 for \$1. In one or assorted varieties, postpaid.

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