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HOOSIER BEAUTY

THE E. G. HILL CO.

RICHMOND, INDIANA

FALL OF 1915

Practically the only Florists who have made money the past year are those who have had novelties to offer to their trade—“*Something Different*” in cut flowers, from the older sorts.

Here are a few striking

New Roses
and
One New Carnation



TIPPERARY

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(McGredy)

This is an Irish rose, a seedling of *Mrs. Aaron Ward*, which it resembles in foliage though not in habit, for it makes long, slender, stiff stems in a very short time, many of them to a plant, and every one tipped with a yellow flower.

The bud is long and sharply pointed and opens into a full rosette as *Ward* does.

It is an improvement on *Ward* in its steady production of bloom throughout the season, and shows no inclination towards resting in mid-winter.

Every general florist should grow this pretty Irish yellow for it is a variety that will please

and will pay its way abundantly, for it has quality and also continuous and abundant bloom.

March 1, 1916.

Own Root—\$25 per 100; \$200 per 1000.

Grafted—\$30 per 100; \$250 per 1000.

"BABY-DOLL"

(Provisional name.)

THE EVERBLOOMING POLYANTHA

This delightful little "sweetheart" rose is an everblooming polyantha, and will fall into the *Cecil Brunner* class for choice corsages and for fine, dainty floral work.

The color is absolutely new, and quite startling in its brilliancy,—golden yellow tipped with clear, bright cerise; the arrangement reminds one of *Mme. Watteville*.

The little buds and blooms are very perfect in form, elegantly finished, and borne in fine, erect panicles.

The foliage is narrow, long and sharply pointed, a deep, glossy green—a very beautiful setting for the lovely little doll-roses.

The habit is better than in *Brunner*, a bench of Baby-Doll being an even parterre of delicious color.

The texture is good, assuring it a fine keeper; it has all the necessary qualities of a wonderfully popular and unique florists' novelty which will sell on sight.

It will also be a "Best Seller" with the catalog trade, for every amateur will want it in his garden, and it will supply continuous bloom when bedded out.

It has a neat, compact habit and will make a delightful little specimen in pots.

Ready March 1, 1916.

Own Root—\$25 per 100; \$200 per 1000.

Grafted—\$30 per 100; \$250 per 1000.

(Not less than 500 at thousand rate.)

ADMIRAL WARD

Novelty, 1915.

(Pernet-Ducher)

A very vigorous grower of spreading and erect branching habit: the foliage is superb—large, glossy, green and bronze.

Color deep velvety red with darker shadings; large, rounded flowers of imposing beauty.

Deserves a careful test at the hands of American rose-growers.

Promises to prove a fine addition to our growing list of everblooming red roses.

50 cents each.

Own Roots—\$30 per 100.

Grafts—\$35 per 100—March 1.

CHEERFUL

Novelty, 1915.

(McGredy)

Orange flame, with distinct orange base to the petal, a new and brilliant color, very striking.

Blooms large and full, perfect in form with enormous petals.

Glossy, mildew-proof foliage. Free and continuous.

50 cents each.

Own Root—\$30 per 100.

Grafts—\$35 per 100—March 1.

NATIONAL EMBLEM

Novelty, 1915.

(McGredy)

Color dark crimson, overlaid with velvety finish, shading to vermilion towards the edges.

Buds very long and pointed; flower quite full, everyone coming perfect and produced in marvelous freedom throughout the season. Foliage, mildew-proof.

Deserves a thorough test in this country both for forcing and bedding-out.

50 cents each.

Own Root—\$30 per 100.

Grafts—\$35 per 100—March 1.

MRS. FRANKLIN DENNISON

(McGredy, Novelty, 1915.)

Blooms models of perfection, and of the very grandest size.

Color porcelain white, veiled in primrose yellow, deepening to ochre at the base of the petal; a fine grower and extraordinarily free in production of bloom—very fragrant.

Promises to stand high in the list of garden roses.

50 cents each.

Own Root—\$30 per 100.

Grafts—\$35 per 100—March 1.

HOOSIER BEAUTY

The new rose of 1915, which is found more profitable than *Richmond*.

The color is magnificent—crimson scarlet with darker shadings and a velvety texture. Bud long and pointed; can be cut tight and is a splendid keeper and shipper.

Has more petals than *Richmond*; deliciously fragrant; a good salable rose in Summer as well as in Winter.

Free and continuous, flowers on every shoot. Easy to do; does not need pinching.

Own root for September and later.

\$15 per 100; \$120 per 1000.

Grafted stock early in 1916.

\$17.50 per 100; \$150 per 1000.

OPHELIA

Is grown by every wide-awake florist—the queen of fancy roses—orange-salmon. No forcing variety ever attained such wide popularity so promptly, and it tops the list for profit.

Own Root—\$6 per 100; \$50 per 1000. Fall delivery.

Grafted stock early in 1916.
\$12 per 100; \$100 per 1000.

LADY ALICE STANLEY

A fragrant rose of lovely rounded form, with large beautiful foliage; the color is in two tones of bright, lively pink, the back of the petals a pure rose shade; a nice grower and very free in bloom; there is nothing finer for fancy trade; very popular wherever offered.

Own Root—\$6 per 100; \$50 per 1000.

Grafts—\$12 per 100; \$100 per 1000.

GEO. ELGER

Novelty, 1915.

DWARF POLYANTHA

Buds golden-yellow, opening into sprays of deep yellow, the best of its color in "Baby-roses."

Free, erect in growth, wood smooth, foliage dark green.

Grafted stock early in 1916.

Own Root—\$10 per 100; \$80 per 1000.

New Carnation for 1916



MISS ALICE COOMBS

MISS ALICE COOMBS

(A. Roper)

This fine new pink variety has had a two years' test at our place, and has proven a first-rate commercial sort in all requisite qualities, beside being of lovely clear, bright pink, a trifle deeper than *Gloriosa*, but a free, strong grower with medium grass and a long, very strong stem.

It belongs in the large-flowered class, blooms

freely produced, one of the very best keepers and an easy doer; at both of our stores, this variety has the call over all other pinks, the form being fine, and quite distinct from all other sorts.

It has made a notable record wherever shown, and is already assured a large sale.

Rooted Cuttings—\$12 per 100; \$100 per 1000.

Early in the year.