

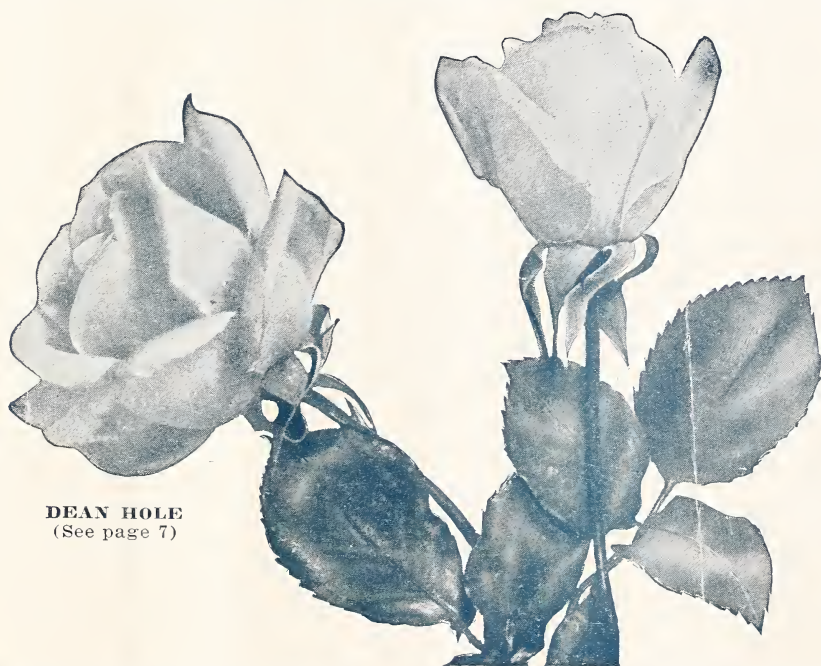
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1234

SPRING AND SUMMER CATALOG 1915

Useful Greenhouse and Bedding Plants



DEAN HOLE
(See page 7)

Largest Grower of Roses in the South

J. E. JACKSON, Piedmont Greenhouses

GAINESVILLE, GEORGIA

SPECIALTIES — ROSES AND CHRYSANTHEMUMS

How to Get Your Plants Free

THIS PAGE IS OF INTEREST TO ALL. READ IT

THERE are those who do not wish to spare the money or do not feel able to purchase flowers, although they deeply love and enjoy them. And then there are those who take pleasure in interesting their friends and neighbors in cultivation of plants, for indeed all communities are the better for a liberal display of flowers. We wish to call the attention of such persons to the fact that while they are working for us, they are at the same time supplying themselves with plants at no outlay of money to themselves, but are practically getting them free.

HOW TO SEND CLUB ORDERS

Keep each person's order separate, giving his full name, with the amount of the order. Then make your selection to the amount due you, naming plants desired as your discount, signing your name as the GETTER-UP OF THE CLUB.

HOW WE PACK ORDERS

Each person's plants will be packed separately, with his or her name attached, so you will have nothing to do but deliver the bundle. If the plants are to be sent by mail, and you desire them to be sent direct to the person, we will do so when the order amounts to ONE DOLLAR or more.

Do not include collections or special offers in making up your Club Orders, as premiums apply only to price per single plant or bulb.

Remember that the getter-up of the club is entitled to all discounts. We cannot allow each member of the club to select discounts, etc., and then allow the getter-up of the club to select another discount on the same orders.

EXCEPTIONS

THESE club rates are not allowed on Shade Trees, Magnolias, Hedge Plants, or Plants when priced by the dozen. Nor can I allow any of these to be selected as premiums or discounts.

You can readily see the reason for this, as I could not make you a special offer and give you a discount besides. Please remember this when ordering, and, if possible, keep the above exceptions separate from that part of your order entitled to Club Rates.

Express Clubbing Rates

Any person sending \$2.00	may select plants at price per single plant to the value of	\$.75 Extra.
Any person sending 3.00	may select plants at price per single plant to the value of	1.00 Extra.
Any person sending 4.00	may select plants at price per single plant to the value of	1.30 Extra.
Any person sending 5.00	may select plants at price per single plant to the value of	1.70 Extra.
Any person sending 6.00	may select plants at price per single plant to the value of	2.00 Extra.
Any person sending 8.00	may select plants at price per single plant to the value of	3.00 Extra.
Any person sending 10.00	may select plants at price per single plant to the value of	4.00 Extra.

Note exceptions above.

Mail Clubbing Rates

Any person sending \$2.00	may select plants at price per single plant to the value of	\$.50 Extra.
Any person sending 3.00	may select plants at price per single plant to the value of	.75 Extra.
Any person sending 4.00	may select plants at price per single plant to the value of	1.00 Extra.
Any person sending 5.00	may select plants at price per single plant to the value of	1.25 Extra.
Any person sending 6.00	may select plants at price per single plant to the value of	1.50 Extra.
Any person sending 8.00	may select plants at price per single plant to the value of	2.00 Extra.
Any person sending 10.00	may select plants at price per single plant to the value of	2.25 Extra.

Some firms offer larger discounts on club orders, but my price per single plant is much cheaper and my plants are equal, if not superior, to any that can be had, as they are home grown and better adapted to our Southern climate. A trial order or a visit to my place will convince any one THAT MY ENTIRE STOCK IS IN A PERFECTLY HEALTHY CONDITION.

INDIVIDUAL ORDERS ALLOWED SAME PREMIUMS AS CLUB ORDERS

— 1915 —

Spring and Summer Catalog

PIEDMONT GREENHOUSES

J. E. JACKSON

Gainesville, Georgia



BRIDESMAID (See page 3)

Greeting

To my FRIENDS and CUSTOMERS

Permit me to again tender to my friends and patrons the hearty thanks due them for their kindly support, liberal patronage and recommendations during the past seasons. I have spared neither time nor expense in procuring the best of all the latest novelties, which, after being tested by me, I offer to you, in addition to all the old standard varieties.

From those who receive this catalog for the first time, I would ask a trial order, as I feel confident that they will be pleased with my liberal treatment, and promise that all dealings shall be satisfactory. I have secured and retained a well-known practical grower, with long experience, which places me in a far better position than ever before to give my customers every attention. Everything is under my personal supervision, making mistakes less liable to occur. However, should an error be made in filling an order, my customers may feel assured that I will promptly rectify it, and do all in my power to give perfect satisfaction.

In conclusion, to those who have so kindly favored me with their esteemed orders and many kind letters, I return hearty thanks, promising, as before, to give full value for money received, and endeavor to make every transaction satisfactory.

Very truly,

J. E. JACKSON

Piedmont Greenhouses
GAINESVILLE, GEORGIA

I DO NOT SEND OUT ANY REPRESENTATIVES

Jackson's Set of 12 Everblooming Roses for only \$1.00

Each one plainly labeled. All strong, healthy plants, from 2½ inch pots, by mail or express.



Photograph showing size and vigor of my 10c Roses from 2½ inch pots, ready to pack for express orders.

These are selected from among our very best and most beautiful Roses and will surely please any lover of fine Roses. See the price when you select them. I make this offer in order to get the newer Roses established among my trade.

Following are the names and regular catalog prices:

REMEMBER—The twelve Roses below are from two and one-half inch pots, for \$1.00, or strong two-year-old plants, from four inch pots, for \$3.00. Satisfaction guaranteed.



Photograph showing the vigorous roots of my 10c Roses, ready to pack for mail orders.

Cornelia Cook—This beautiful rose is in great demand for its magnificent buds, which are large, perfect and pure white. 10c; 2 years, 25c.

Dean Hole—An intense salmon-pink, with bud of extraordinary length opening into a mammoth bloom of splendid substance. An English gold medal rose that is bound to rank with the very best. Awarded gold medal N. R. S. 15c; 2 years, 35c.

Golden Gate—Flowers are large, very double and full. Color rich creamy white, tinged and shaded with yellow; petals large, broad and frequently bordered with clear rose. 10c; 2 years, 25c.

Jules Finger—Extra large and finely formed flowers; full and fragrant. Color beautiful rosy scarlet, beautifully shaded with crimson. Vigorous grower and free bloomer. 10c; 2 years, 35c.

Lady Hillingdon—A long slender pointed bud of brilliant, deep apricot-yellow; very free flowering and a good grower; a very striking decorative rose. Awarded gold medal N. R. S. 15c; 2 years, 35c.

Maman Cochet—One of the best. It is of strong, vigorous growth; the flowers are large, of perfect form and produced on long, stiff stems. Color deep rose-pink, the inner side of the petals being of silvery rose. 10c; 2 years, 25c.

Mosella (Yellow Soupert)—This is really an elegant rose. The center is a deep orange yellow, shading to lighter lemon-yellow on edge of petals. It is a remarkably free bloomer; flower large and will please everybody. 10c; 2 years, 25c.

Mme. P. Euler—Very large flower on a long stem; very full and very lasting; form perfect; delightfully fragrant; a very free flowering rose, on strong canes, after the style of American Beauty; color deep rose. 15c; 2 years, 35c.

Mad. Jean Dupuy—A lovely high-class rose; color fine creamy pink with golden center; outer petals edged with red; large, fully double and very sweet; a constant and abundant bloomer; almost thornless. 10c; 2 years, 25c.

Prince Englebert Charles d'Arenberg—Brilliant fiery scarlet, shaded maroon; very large and massive, of perfect form; vigorous in growth. A decidedly good rose. 15c; 2 years, 35c.

The Queen—A vigorous, healthy grower, and very sweet; pure white. 10c; 2 years, 25c.

William R. Smith (Maiden's Blush)—Creamy-white with shadings of pink; a seedling from Maman Cochet and Kaiserin Augusta Victoria. Beautiful in form and color; glossy foliage; long stiff stems; vigorous in growth; a superb summer bedder and hardy. 15c; 2 years, 35c.

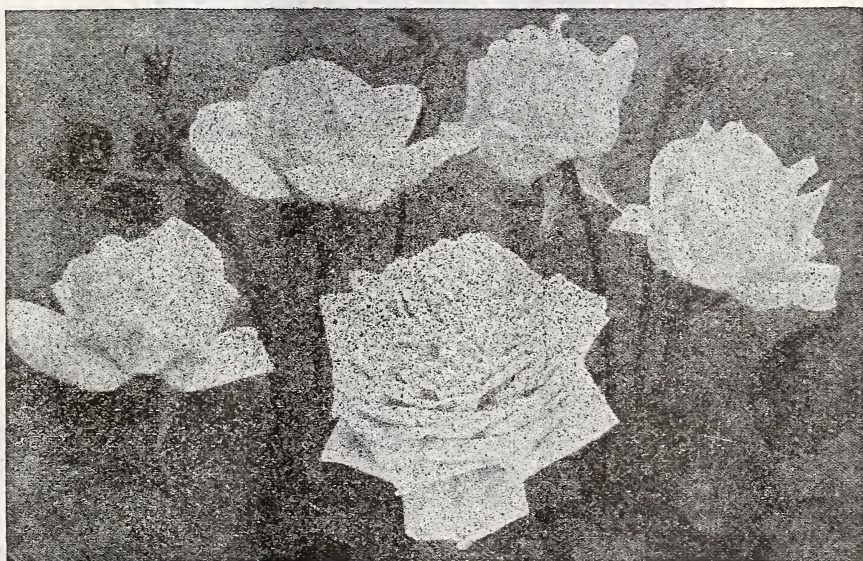
IN ORDERING ASK FOR JACKSON'S SET OF 12 ROSES

ROSES

No flower is so universally popular as the Rose, the "Queen of Flowers." It is everywhere wanted and always admired.

The demand for roses is increasing every year, and I feel justified in stating that my collection is unsurpassed.

Roses will grow in any ordinary fertile ground, but they are particularly fond of a heavy soil, liberally enriched and well-cultivated. The ground should be well spaded and pulverized to the depth of a foot or more, and enriched by digging in a good coat of any well-decayed manure. When the ground is thoroughly prepared, fine and in nice condition, put in the plant slightly deeper than it was before, and cover it with fine earth, taking care to draw it closely around the stems and pack firmly. It is important that the earth be tightly pressed on roots; water immediately after planting, so as to settle the soil, and if hot or windy, it may be well to shade for a few days. The ground should not be allowed to bake or become hard, but should be stirred frequently with hoe and rake so as to keep light and mellow, as well as free it from weeds and grass. The proper time to prune is early in the spring before growth has commenced; no exact time can be given, as that depends on the locality. The Hybrids must be cut back severely. They bloom best on strong, new wood. In pruning the Everblooming Roses all winter killed branches should be removed, also the wood which has become exhausted after several years' blooming, and younger shoots should be allowed to take their place.



Bride

General List of Everblooming Roses

The plants offered in this list are all well grown and strong, according to varieties. Always remember that some varieties, and often the finer ones, are of dwarf habit. I name only the most popular, vigorous and free blooming Roses, but can supply any others.

Strong plants from 2½-inch pots, 10c each; 7 for 50c; 15 for \$1.00. Our selection of varieties (many from the new and scarce list), 25 for \$1.00. No extras. Strong 2-year plants, 25c each; \$2.50 per dozen.

Archduke Charles—Brilliant, crimson-scarlet shaded with violet-crimson; large, double and sweet; a splendid rose.

Augustine Guinoisseau (White La France)—Another distinct sport from La France, identical in habit, form and vigor, but in color it is a delicate blush at the center, growing lighter and lighter, until along the edge it is almost pure white.

Bon Silene—This splendid old variety still holds its own against many of the new sorts. Noted for its buds; color rosy-carmine, shaded salmon; sweet and beautiful.

Bridesmaid—A fine, clear, dark pink, the counterpart of Catherine Mermet in every particular excepting that it is deeper in color.

Burbank—A free-flowering, everbearing rose, raised by Mr. Luther Burbank, known the world over as the "Wizard of Horticulture." The only rose which he was willing should bear his name. Color deep pink.

Bride—White with delicate flush on outer petals; very beautiful in bud or open flowers; blooms profusely.

Bougere—Fine old sort; color bright La France pink; never blights; always covered with perfect flowers. Try it.

Clothilde Soupert—Medium size; full round flowers, beautiful pinkish amber or cream, delicately flushed with silver rose.

ROSES—Continued

**Catherine Mermet**

Catherine Mermet—Bright flesh color, full and finely formed; decidedly one of the finest Teas.

Countess Riza de Pare—Coppery rose, tinted with soft velvety-crimson. The flowers are large, full and very sweet. A profuse bloomer.

Coquette de Lyon—Canary yellow, very pretty buds; a free bloomer.

Cernelia Cook—This beautiful rose is in great demand for its magnificent buds, which are large, perfect and pure white.

Champion of the World (Mrs. De Graw)—This rose has all the good qualities of an ever-bloomer. It is quite hardy and possesses that delightful, old-fashioned rose fragrance so much sought after in an everblooming variety.

Devoniensis (Magnolia Rose)—A most beautiful rose, with a large, shell-like white petal, the tips and inner surface delicately flushed with rose; delightfully sweet.

Duchess de Brabant—Soft, rosy pink petals edged with silver; an extra good bloomer, sure to please.

Duchess of Albany—A sport from La France, retaining all of the characteristics of the type, with the bloom three or four shades darker.

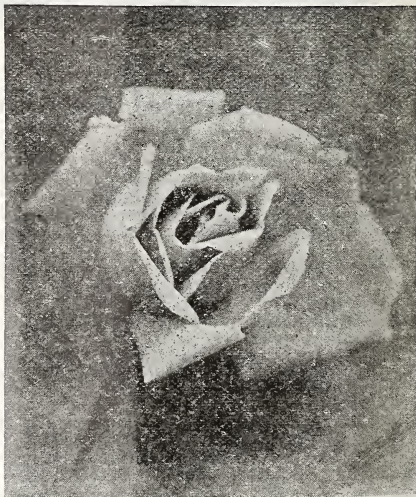
Enchantress—A large fine flower of globular shape; creamy white, tinted buff at the center. Plant a strong, healthy grower; free bloomer.

Etoile de Lyon—Beautiful chrome yellow, deepening at center to pure golden yellow; one of the best.

Green Rose (Virdeflora)—Flowers quite double, pure deep green; a great curiosity and a good bloomer.

Gruss an Teplitz—As a bedding rose this is one of the finest. Color scarlet, shaded to velvety-crimson; the freest grower and most profuse bloomer of any everbloomer; foliage is beautiful, all the younger growth being a bronzy plum color.

General de Tartas—A first-class rose for bedding, brilliant carmine, large size; very double, full and fragrant.

**Duchess de Brabant**

Golden Gate—Flowers are large, very double and full. Color rich creamy white, tinged and shaded with yellow; petals large, broad and frequently bordered with clear rose.

Hermosa—Bright rose color; constant bloomer. One of the hardest roses.

Ivory or White Golden Gate—Golden Gate has become so well known to all rose growers as an extremely free forcing variety of the largest size that all will understand what the new rose Ivory is like when it is described as a pure white Golden Gate, a sport from that variety.

Isabella Sprunt—Bright canary yellow; beautiful buds; very fragrant and free.

Jules Finger—Extra large and finely formed flowers; full and fragrant. Color beautiful rosy scarlet, beautifully shaded with crimson. Vigorous grower and free bloomer.

Kaiserin Augusta Victoria—A vigorous grower; flowers large to extra large, and very double; imbricated. Color creamy white, with shining center of yellow. None better.

Louis Philippe—Rich, dark, velvety-crimson, profuse bloomer. This is an excellent bedding rose.

La France—The oldest and best of the Hybrid Teas; deliciously fragrant; very large, full, round, globular form; extra fine.

Lucullus (The Black Rose)—Splendid, large, rich crimson, extra full and fragrant, very double and a constant and profuse bloomer. Excellent for bedding and garden culture.

Le Pactole—Pale sulphur color; beautiful buds; sweet tea scent. A splendid rose.

Marie Guillot—One of the standard varieties of Tea Roses; splendid for any use; especially desirable for summer rose beds; color pure white.

Malmaison—Rich, creamy flesh, changing to lovely fawn with rose center; very large, perfectly double and exceedingly sweet.

Marie Van Houtte—A lovely rose; color white tinged with yellow; delicately shaded with



Meteor

pale rose on outer petals; full and double; sweet tea scent; extra good rose.

Maman Cochet—One of the best. It is of strong, vigorous growth; the flowers are large, of perfect form and produced on long, stiff stems. Color deep rose-pink, the inner side of the petals being of silvery rose.

Mosella (Yellow Souper)—This is really an elegant rose. The center is a deep orange yellow, shading to lighter lemon-yellow on edge of petals. It is a remarkably free bloomer; flower large and will please everybody.

Meteor—A rich velvety-crimson, bright and striking; a constant bloomer, very sweet.

Mad. Welche—Beautiful amber; delicately tinged yellow.

Muriel Graham—The latest addition to the C. Mermet family, being a sport from that fine variety—identical with it in everything except color, which is creamy white suffused with delicate pink, a color intermediate between Mermet and Bride, and as dainty as possible to imagine.

Mad. Margottin—This is a grand rose; always a favorite; very large, perfectly double flowers; elegantly perfumed; color beautiful dark citron-yellow, with red center.

Mad. Angelique Veyssset (Striped La France)—A magnificent rose. Identical in all respects with its parent, La France, except in two particulars; it is much stronger in growth and the flowers are beautifully striped and shaded with a delicate white.

Mrs. De Graw (Champion of the World)—A fine everblooming, hardy garden rose of vigorous growth; flowers of medium size; color rich, glossy pink. Very fragrant.

Mad. Lambard—A first-class rose; extra full flower, double and sweet; beautiful rose color; tinged salmon and buff; buds and reverse of petals crimson.

Mrs. B. R. Cant—A splendid new garden rose; solid, even color; clear, bright rosy pink; large size, perfectly double and full; heavy bloomer, particularly fine in the fall, and is a clean, handsome grower.



Mosella

**Mad. de Vatry**

Mad. Jean Dupuy—A lovely high-class rose; color fine creamy pink with golden center; outer petals edged with red; large, fully double and very sweet; a constant and abundant bloomer; almost thornless.

Madam Caroline Kuster—Pale orange yellow, clean and distinct; very desirable.

Mad. Francisca Kruger—Deep yellow, sometimes rich and glowing, and at other times dark, with shading of copper and rose; large and double; strong habit.

Mad. Laurette Messimy—A fine bedder and constant bloomer; large size flower; bright china pink; with rich coppery-yellow shadings.

Mad. de Vatry—We consider this variety to be not only one of the brightest, but one of the very best and most satisfactory roses for general planting. It makes big, clear buds and opens well, showing to great advantage. The color is a rich crimson-scarlet, bright and beautiful. Blooms freely and constantly; grows strong and healthy.

Mad. Jos. Schwartz—An excellent rose, extra large globular flowers. Color white, beautifully tinted with pink; vigorous grower and free bloomer.

Mad. Camille—Delicate rosy-flesh, changing to salmon-rose; immense double buds; fine tea fragrance.

Papa Gontier—One of the most fashionable roses, similar to the old Bon Silene in its delightful fragrance, but larger, more double and far richer in color.

Princess de Sagan—A very strong, vigorous growing rose; the color is a fine, dark velvety-crimson.

Queen Scarlet—A constant and profuse bloomer; color rich, velvety-scarlet.

Snowflake—A lovely white rose and the finest flowering white rose we have seen. For a pot plant it cannot be excelled.

Safrano—Bright apricot yellow, tinted with rose; valued for its beautiful buds.

Striped La France (See Mad. A. Veyssset.)

Triumph de Pernet Pere—Flowers extra large, having broad, thick petals and long buds, with delicious tea fragrance; color fine bright red.

The Queen—A vigorous, healthy grower, and very sweet; pure white.

White Maman Cochet—Identical with Maman Cochet, except the color is white; very desirable. Best white rose grown.

White Pougere—The flowers are large, deep, full and double; long stiff stems and borne throughout the season in great abundance; color pure ivory white.

White La France—(See Augustine Guinoisseau.)

Yellow Soupert—(See Mosella).

**Mad. Jean Dupuy**

I am satisfied that February and March is the best time for Spring planting of Roses, or as soon after freezing weather as possible.

PLEASE NOTE

Every Rose Plant I offer is grown from a cutting (not budded or grafted), so that if killed down by a severe frost the shoots which are sent up from the roots are genuine.

Select, New, Rare and Scarce Roses

All Nice, Strong, Well-Rooted Plants, from 1½ inch Pots.

These Plants are at this date, October 1, 1914, rooted and growing in pots.

PRICE, 15c each, except otherwise noted. Strong 2-year-old plants, 35c; \$3.50 per dozen, except where noted.



American Beauty

American Beauty—Good, strong grower, free bloomer; color rich rosy-crimson, very handsome. 25c; two-year-old plants, 50c each; per dozen, \$5.00.

Bessie Brown—A rose of transcendent beauty, totally distinct, and one of the largest and fullest we have ever seen; flowers profusely in open ground all the summer; color pure white, sometimes faintly flushed pink; petals enormous and of shell shape.

Blumenschmidt—Pure citron-yellow, outer petals edged tender rose. A sport from Mad. Francisca Kruger, which it resembles in form and foliage; one of the best.

Cherry Ripe—Light rosy-crimson, similar in color to Alfred Colomb; well formed and globular; free as a Tea rose, vigorous and hardy.

Crown Princess Victoria (White Malmaison)—The color is a pure, waxy, snow white, never pink, and to those desiring a fine double flower when fully expanded this will meet their wants, as it is very beautiful when in full bloom.

Double Pink Killarney—The Killarney that will supersede the Killarney now grown. We have confidence in recommending this variety as a distinct improvement on the normal type, as it possesses from ten to twelve more petals than its parent. Awarded certificate of merit by the American Rose Society. 2½-inch pots, 25c; 2 years, 50c.

Dean Hole—An intense salmon-pink, with bud of extraordinary length opening into a mammoth bloom of splendid substance. An English gold medal rose that is bound to rank with the very best. Awarded gold medal N. R. S. (See photograph on front cover.)

Francis E. Willard—A strong and vigorous grower and true everbloomer; pure snow white buds, and flowers are of the largest size and perfect form. Exceedingly fragrant.

Etoile de France—The Gold Medal Rose of France and claimed by the raiser, J. Pernet Ducher, of Lyons, France, to be the finest rose he has ever sent out. We believe with him that it has no superior. A very strong, vigorous grower, with handsome, green-bronzy foliage and exceedingly free flowering. The flowers are very large and borne on good, long, stiff stems; color a lovely shade of clear crimson velvet; very fragrant and keeps well.

Florence E. Couithwaite—An exquisitely beautiful bedding variety that can be classed as a substantial "fancy"; the blooms are large and full, of perfectly imbricated form, the edges of the petals beautifully ruffled. Color deep cream, washed over with bright rose, producing a luminous effect which is very beautiful; form excellent.

Frau Karl Druschki (The White American Beauty or Snow Queen)—An everywhere hardy, vigorous grower, with bright green leaves delicately veined; splendid long buds and magnificent snow white blooms with large saucer-shaped petals. Rightly named and deservedly a prize winner.

F. R. Patzer—A most beautiful and distinct rose of very free flowering character. The blooms are produced with great freedom on stiff stems, and are of large size and substance. The color is creamy-buff, back of petals delicate warm pink; as the petals reflex the color becomes light orange-pink, forming a most charming combination. Valuable for garden culture.

Helen Good—Helen Good is a genuine Cochet, being a sport from the world-famous variety Maman Cochet. It is identical in foliage, growth, size and shape of flower with Maman Cochet, the only difference being its color. It is a delicate pink, each petal edged deeper, resembling Golden Gate in color, and is totally distinct from Maman Cochet.

Helen Cambier—Strong and very vigorous, with beautiful foliage; flowers large and full, varying from rosy-flesh and salmon to copper; an extra fine and showy variety.



Frau Karl Druschki



Etoile de France—(See description on page 7)

READ THE LETTERS

We are reproducing throughout our catalog this year. In reading them you will have our customers' word for the quality of plants and flowers we send out, and service and liberal count we give. We have pleased all these customers and we feel sure we can please you. Send us a trial order and be convinced.

Mr. Jackson.

Washington, Ga.

Plants received and I must say it is a nice lot of plants for the money. I am just delighted You can use my name as a testimony to it. The roses sure are fine; so large and strong.

Very truly,

MRS. MINNIE BOLINE.

J. E. Jackson,

Gainesville, Georgia.

Luling, Texas, Feb. 10.

Dear Sir:—The roses and verbena were received Saturday, and in a fine condition. Every one well pleased with them.

Respectfully,

MRS. J. J. COULTER.

Mr. J. E. Jackson,

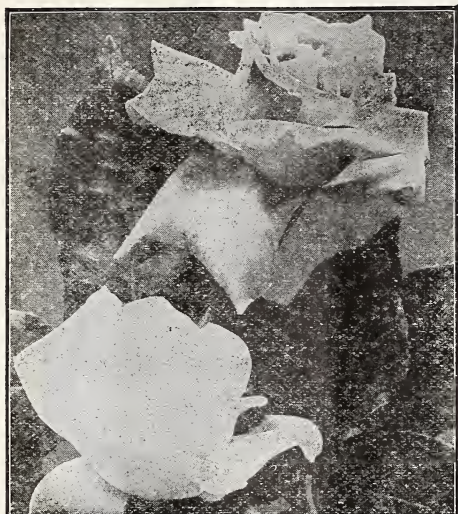
Gainesville, Ga.

Cartersville, Ga., June 1.

Dear Sir:—The fifty roses came in fine condition. I had them all planted same day received. I believe I shall not lose one. They are living and seem to be growing nicely. Thanking you for generous selection and prompt delivery, I am,

Very respectfully,

MRS. JNO. W. JONES.



Wm. R. Smith

Helen Gould—This is one of the strongest growing and freest blooming Hybrid Teas ever known. In color it is a rich, glowing crimson, being equal to American Beauty in size and form. Buds long and pointed, forming full double blooms.

Killarney—A splendid new rose, beautiful pointed buds and extra large flowers; bright coral pink; very fragrant and beautiful.

Lady Hillingdon—A long slender pointed bud of brilliant, deep apricot-yellow; very free flowering and a good grower; a very striking decorative rose. Awarded gold medal N. R. S.

Lady Battersea—This variety has long pointed buds of the largest size and is very striking in form; the color is bright cherry crimson; the stems are stiff and exceedingly long; a vigorous grower and free in bloom.

La Detroit—The color is shell pink, shaded soft rose; the outer petals cream color, with fragrance like Bon Silene.

Melody—A most charming and decidedly beautiful rose, which attracted the attention of all visitors to our rose gardens during the past summer, because of its marvelous free-blooming qualities. The blooms are of good size; the color is an intense, pure, deep saffron-yellow, with primrose edges, a delightful color harmony. A rose of the highest merits.

Madam Abel Chateaufort—A great rose of extraordinary merit. A free bloomer with flowers of good size, rosy-carmine with darker shadings; full and double and of splendid substance.

Madame Jenny Guillemot—Deep saffron-yellow, opening canary with dark golden shadings; buds long and pointed; petals and blooms immense. A very beautiful and upright grower and free brancher.

Madame Ravary—Not a new rose but not largely disseminated in this country. In growth and habit it is much like Madame Caroline Testout, and will always command a good price, being difficult to propagate. Long pointed buds of beautiful golden-yellow, opening to large, full, orange-yellow flowers; very free flowering. Superb.

Mrs. Robert Garrett—The best of the Testout family. The color is a magnificent glowing, soft pink. The flower is perfectly formed, and is distinct and fine.

Mad. Caroline Testout—A charming variety of the La France type; flowers large and double; color bright satiny pink with rose center; strong grower; free flowering and very fragrant.

Madame Leon Pain—Robust growth; flowers large, full and free in opening; silvery-salmon, center orange-yellow, reverse side bright red and yellow, bearing a great profusion of exceedingly large brilliant roses.

Mme. Segond Weber—Rosy-salmon; one of the greatest novelties of recent years; the bud is long and pointed, opening into an enormous bloom which deepens in color until fully expanded, when it is as impressive as an American Beauty; a fine, strong grower. 20c; 2 years, 50c.

Mrs. J. Oley Hobbs—This is beyond question the best Tea yet introduced, as it possesses in a most marked degree every quality necessary to constitute a good and perfect rose. It is a veritable giant among Teas. The huge thick shell-shaped petals create a bloom of exceptional merit; color delicate ivory-white, faintly tinged pink on the edges of the petals. Deliciously perfumed. This rose stands without a rival.

Miss Alice de Rothschild—Not since the advent of Marechal Niel has any rose excited such admiration as this truly magnificent variety, by many called the bedding Marechal Niel. The color is rich, deep citron-yellow, which intensifies as the blooms expand; large, full and of perfect form with high pointed center; the petals charmingly reflex. Deliciously fragrant. Marechal Niel perfume. Superb in every respect.

Madam Jules Grolez—An exceedingly splendid new variety with very bright, large and nicely formed flowers; color a distinct and charming shade of satin pink.

My Maryland—This splendid rose is destined to become one of the most popular varieties in cultivation. The flowers are large, full and double, and perfectly formed. The color is a most distinct and beautiful pink. One of the really great roses.

Mme. P. Euler—Very large flower on a long stem; very full and very lasting; form perfect; delightfully fragrant; a very free flowering rose, on strong canes, after the style of American Beauty; color deep rose.



Mme. P. Euler



Lady Hillingdon—(See description on page 9)

Inman Park, Atlanta, Ga., June 3.

Mr. J. E. Jackson,
Gainesville, Ga.

Dear Sir:—My plants arrived safely today, and all look fresh and fine. Many thanks for the "extras," and your selection of the chrysanthemums.

MISS J. H. EVERS.

Port Orange, Fla., June 9.

J. E. Jackson,

Dear Sir:—Roses came yesterday. I was more than surprised at the prompt attention. Sent the order on the 5th and received the plants on the 8th. Nice large plants. I thank you for filling my order. I am in the business myself, selling large, full grown bushes.

Sincerely yours,

ANNIE SIMCOE.

Clinton, S. C.

Dear Sir:—The basket of plants ordered from you arrived promptly and in perfect condition. I am delighted with the collection of roses. Thanking you for your very prompt and careful consideration of my order, I am,

Very truly,

MARTHA W. HELAMS.

Village Springs, Ala., Feb. 24.

Mr. J. E. Jackson, Piedmont Greenhouses.

Dear Sir:—I write to say that the 26 roses you sent me last April for \$1.00 are all doing nicely. Not one died, and nearly all of them bloomed beautifully throughout the fall. I did not allow them to bloom until firmly rooted. I have bought roses from many houses for the past thirty years, but have never received finer plants than yours, and never before had not one to fall out of 26. Shall send another order in a few weeks. I send names of friends whom I hope will order from your house this spring.

Yours very truly,

MRS. A. H. SHAUVER.



Prince Englebert Charles d'Arenberg

Molly Sharman-Crawford—Strong, vigorous and branching in habit, flowering profusely and continuously; blooms large and perfect; grand for bedding purposes and should have a thorough trial by all rose growers; color snow white; a magnificent rose.

Magnafrano—This rose is becoming popular because of its splendid crimson-scarlet color and magnificent buds. The flowers are large, very regular, full and double, and deliciously sweet.

Mrs. Jardine—One of the greatest forcing roses under glass, as well as a first-class garden rose, two characteristics which few varieties possess. The flowers are large and of perfect form and produced on every shoot. Bright, rosy-pink, shading on outer petals to salmon-pink.

Perle des Jardins—This rose will retain its position as the finest of its color ever introduced. Highly perfumed; beautiful golden yellow.

Prince Englebert Charles d'Arenberg—Brilliant fiery scarlet, shaded maroon; very large and massive, of perfect form; vigorous in growth. A decidedly good rose.

Richmond—Color fine red. Produces freely throughout the season long pointed buds and elegant dark foliage. Has as delicious a fragrance as American Beauty. Was awarded the silver cup at the World's Fair for the best seedling. 20c; strong two-year-old plants, 50c.

Rhea Reid—This is the new red forcing rose. Flowers large and double; very free blooming and exquisitely fragrant; rich, dark velvety red. The best of all red garden roses to date. Better plant this one and get acquainted with it.

Sunburst—A magnificent giant yellow rose, well adapted for outdoor growing, being a vigorous and healthy rose. Buds long and pointed, borne singly on long, stout stems, opening full and double. An excellent cut flower variety, having excellent keeping qualities. A very vigorous grower of fine reddish bronze foliage. The color is superb orange-copper or golden-orange, with a deep orange center. It has proven invaluable for bedding and garden purposes. This rose creates a sensation wherever grown. Strong, vigorous pot-plants on their own roots, 25c each; two-year-old plants, 50c each.

Souv. de Wooten—Flowers rich crimson color; unusually fragrant. A splendid variety for open air culture and for cut flowers.

Senateur Mascourand—A fine vigorous grower of erect, branching habit. Flowers large, full and globular. Color deep orange-yellow, lighter on edge of petals. Extremely free. A good garden rose.

Souvenir de Pierre Notting—This variety is a seedling of M. Niel and Maman Cochet, with beautiful closely set foliage. The bloom is very large, perfectly full, of elegant form, and has a beautiful long bud; the colors are very bright, distinct and clear, and have no unpleasant tones; orange-yellow bordered in carmine-rose.

Souv. de President Carnot—This is an ideal rose, combining strong, vigorous growth with long-stemmed, large flowers of great substance. A grand garden rose. Color light pink; edge of petals, flesh color.

Souv. de Jean Cabaud—One of the greatest roses ever offered; extra large, full and double; wonderfully colored; outer petals coppery-yellow; center apricot and carmine.

Viscountess Folkstone—Always scarce; a gem among roses. Very large; color white illuminated with shell pink.

Winnie Davis—The color is difficult to describe. In small buds it is reddish, developing into a yellowish-pink shaded to salmon; when fully open resembles a sunburst, not found in any other rose. A profuse bloomer.

William R. Smith (Maiden's Blush)—Creamy-white with shadings of pink; a seedling from Maman Cochet and Kaiserin Augusta Victoria. Beautiful in form and color; glossy foliage; long stiff stems; vigorous in growth; a superb summer bedder and hardy.

William Shean—Purest pink, petals shell-shaped, four to five inches long; flowers of immense size and substance and of perfect form; free blooming and distinct. Gold medal N. R. S.

White Killarney—An offspring of the famous pink Killarney as described above; identical with it, except that the flowers are pure white.

Wellesly—Bright, clear, salmon-rose, reverse of petals silvery-rose, retains the form of Liberty and the fullness of Bridesmaid, its parents; tall stiff canes; vigorous, healthy and free.

Yellow Cochet—A pure Tea, hardy and free grower in character. It throws up fine, strong stems, crowned by solitary buds of grand size; the color is a good sulphur yellow; blooms very large, perfectly double, splendid form, and freely produced. It has every quality necessary to make the ideal yellow bedder, ranking with the white and pink Cochets in value as a summer rose.



Molly Sharman-Crawford

Climbing Roses

The Noisettes and Climbing Teas are included in this class, which is especially valuable in the South for covering porches, arbors, trellises and the like.

The plants obtain great luxuriance in our climate.

All Nice, Strong Plants, Well Rooted, from 2½ inch pots. Price, except otherwise noted, 10c each, \$1.00 per dozen. Strong 2-year-old Plants 25c, except otherwise noted.



Dorothy Perkins.

Climbing White Maman Cochet (Needle, 1911.)

(C. T.)—If there is one rose that stands out in the affections of the people more than another it is White Maman Cochet. We grow many thousand more plants of White Maman Cochet than any other variety. Here we have a climbing form that will become as popular a climber as its parent has as a bush rose. Grand, huge white flowers tinged pink. 15c.

Dorothy Perkins—Flowers are borne in large clusters, are very double, with prettily crinkled petals; remarkably pretty pointed buds, beautiful clear shell-pink in color, lasting a long time without fading.

Climbing Marie Guillot—Of a semi-climbing habit, and is identical in bloom with Marie Guillot, the loveliest of all white roses in bloom. It is worthy of a place in any flower garden.

Estelle Pradel (Zelia Pradel)—Lovely, fine white buds, full and sweet; a profuse bloomer and strong grower.

Hiawatha—Among the hardy climbing Roses none surpass the beautiful Hiawatha. It grows vigorously, and the strong canes are densely clothed with healthy foliage that is retained until the snows of winter. Every summer the plants are smothered with great clusters of rich bloom, often 50 or more flowers in a cluster, and these flowers are more lasting

than those of any other summer-blooming Rose. There is not another Rose so brilliant—the color being a glowing ruby-carmine with clear white at base, and a mass of golden stamens at the center, affording a contrast in colors that is charming beyond description. Price 15c.

Climbing Malmaison—A climbing form of the old favorite; very valuable on account of its color. 15c; 2-year-old plants, 35c.

Climbing Rose, May Queen—A vigorous growing climber, with handsome foliage and a prodigious bloomer; extra large, round flowers; delightfully scented and borne in large clusters; color clear coral pink; very bright and handsome.

Climbing Kaiserin, or Mrs. Robert Peary—That most remarkable new rose of recent introduction. An offspring of that grand variety Kaiserin Augusta Victoria. 15c; 2 years, 35c.

Climbing Clothilde Soupert—Same as the old Clothilde Soupert, except that it is a fine climber; bloom identical and just as free.

Climbing Wooten—A climbing variety of this fine red rose that is bound to be very popular. A strong, rapid grower, throwing up long, thick canes and bearing large clusters of true Wootens. Will be of the greatest value as a free blooming red climber. 15c; 2 years, 35c.

Dear Sir:—I wish to thank you for the promptness with which you sent those beautiful plants, and especially do I appreciate the extras. They came before I thought the letter had had time to reach you.

Yours gratefully,

Chalybeate, Ga., May 28.

MRS. G. B. GRANT.

CLIMBING ROSES—Continued



Hiawatha

Cloth of Gold, or Chromatella—A clear, golden-yellow; large, very full and double; highly fragrant; much prized in the South for pillars and verandas. 15c; 2 years, 35c.

Climbing Meteor—A rich, velvety-crimson; very bright and striking; a continuous and profuse bloomer; very sweet. 15c; 2 years, 35c.

Climbing Devoniensis—White, flushed pink; magnolia fragrance. 15c; 2 years, 35c.

James Sprunt (Climbing Agrippina)—A rich, dark crimson; very strong grower.

Lamarque—Pure white, with lemon-colored center; a good grower.

Mary Washington—Flowers pure white; very sweet and produced in large clusters from early spring till frost. It is a strong grower and quite hardy.

Marechal Neil—The grandest rose of any kind or color. The immense size and dark yellow-golden color of Marechal Neil flowers are familiar to all. 10c, 15c, 25c, 35c and 50c.

Madam Jules Graveraux—A splendid new rose of highest value. Makes long-pointed buds and extra large, double flowers of excellent substance. Color a pretty shade of chamois yellow, with rosy-peach center; very beautiful and a free bloomer.

Pillar of Gold—The color is a deep yellow, flushed with coppery yellow. Reverse of petals shows touches of bright rose. If you have seen the deep yellow of Mad. Francisca Kruger in the fall, then you get an idea of the deep golden yellow of this rose. At times it is variable in color, coming in beautiful Bridesmaid pink. Base of petals deep golden yellow. The blooms are double to the center, large size. Price 15c; 2-year-old plants, 35c; \$3.50 per dozen.

Philadelphia Crimson Rambler—This now famous variety differs from the old Crimson Rambler in having brighter, deeper and more intense crimson color. Blooming earlier than the Crimson Rambler, it has the additional advantage of being entirely free from mildew.

Flowers perfectly double and of excellent substance.

Reine Mamie Henriette—Clear cherry red. A strong, vigorous grower. 15c; 2-year-old plants, 35c.

Solfaterre—Sulphur-yellow; large, full, handsome.

William Allen Richardson—Orange-yellow; outer petals lighter, center coppery-yellow; strong grower; good bloomer.

White Dorothy—Among Rambler Roses none has justly gained greater popularity than the beautiful pink Dorothy Perkins. The White Dorothy is a duplicate except in color, which is white, a decided acquisition to this class of roses.



See Page 3

Hybrid Perpetual Roses

All Roses of this Class are perfectly hardy. The flowers are very double and of the most gorgeous and dazzling colors, but they do not bloom perpetually as their name would lead one to suppose. They will give one grand crop of bloom in the spring, and some sorts bloom occasionally in the summer and fall.

Price, from 2½-inch pots, 15c each, \$1.50 per dozen; two-year-old plants, 25c each, \$2.50 per dozen.



Mad. Chas. Wood

Captain Christy—Delicate flesh color, deepening toward center.

Jubilee—Rose of wonderful beauty, bearing large flowers 5 and 6 inches across; very full and double; buds long and graceful; color glowing velvety-crimson; fragrance delicious.

Giant of Battles—A fine, rich red rose.

Madam Charles Wood—A true perpetual bloomer; flowers large, very double and full, and quite fragrant; color bright cherry-red. One of the best roses ever introduced for general planting.

General Jacqueminot—Rich crimson-scarlet; very sweet and handsome; a general favorite.

Mad. Masson—Flowers as large as American Beauty, and same color. A deep rose or bright red; highly perfumed; a constant and free bloomer. Fine.

Prince Camille de Rohan—This variety is always a prime favorite with everybody; richest crimson.

Paul Neyron—Flowers immense; probably the largest rose grown, and one of the finest; color deep pink; very double and full; finely scented, with no suspicion of coarseness.

Ulrich Brunner—Extra large, bold flower; full and globular; color rich glowing crimson, elegantly flamed with scarlet.

J. E. Jackson, Florist.
Gainesville, Ga.

Haddock, Ga., Mar. 17.

Dear Sir:—The 25 roses I ordered of you for our church yard reached me duly and safely. I am as well pleased with the varieties as if I had made the selection myself. I had the rosebed ready for their reception and soon placed them where I wish them to grow.

I have told some of my neighbors about them. One or two told me they are going to send for the set. I influenced one of my friends to order a set three or four years ago. They proved very satisfactory. I thank you so much for your kindness. Yours with best wishes,

MRS. P. M. J. PARK.



Philadelphia Crimson Rambler (See page 13)

REMEMBER

My catalog is free to all who grow flowers either for pleasure or profit. I will thank you for the address of such friends.

Let me send you 25 Everblooming Roses for \$1.00 and if they do not please you, return them and I will refund the money.

Our roses are all home grown, consequently are better suited for our hot climate. Satisfaction guaranteed. Remember, all my roses, 10c ones as well as two-year-olds, bloom freely the first year they are planted.

I have a large stock of two-year-old roses that bloomed freely all last summer, and you will do well to try them if you want good and quick results.



CHRYSANTHEMUMS

How an Amateur May Grow Chrysanthemums

The first important item in growing potted Chrysanthemums is the proper preparation of the soil. One-third manure and two-thirds sod, stacked together and rotted (must be thoroughly rotted), and run through a coarse sieve is best. To one bushel of this soil a double handful of pure "bone-meal," one handful of lime and one of wood ashes, and you are ready for potting. Drainage is of utmost importance, for without it the surplus water will sour the soil, the root will decay, and all your labor will have been in vain. About April 15 to May 1 get good, healthy plants from some reliable florist, and repot them at once in $3\frac{1}{2}$ or 4-inch pots, and when the pots are filled with roots, repot into 6-inch pots, and from these, when filled with roots, into 9 or 10-inch pots.

In making the final shift, leave $1\frac{1}{2}$ or 2 inches of space at the top of the pot to receive water, and later on, when the buds appear, this space can be filled with manure to act as a stimulant. Immediately after the last potting, plunge the pots in the ground up to the rim, place your pots in rows 2 feet apart by 1 foot, and water only when it is needed. Never allow the soil to become dry enough to wilt the plant. With a soft cord fasten the plant to a small, neat cane-stake plunged deep enough to make steady, and if the branches are inclined to fall over, tie around the plant a cord which will act as a hoop and keep it in shape.

If a bushy plant is desired, when the plant is about 6 inches high, pinch out the top; this will cause other branches to appear, and when these branches are 4 or 5 inches long, pinch the top out, and so on until July 15, when you must give the final pinching. At this season you can begin to feed your plants with manure water, made by putting a shovelful of cow manure into a half barrel of water. Give this once a week until the buds begin to form; then you can increase to twice a week. As the buds begin to swell, give it three times a week until the buds begin to show color; then give it once

a week and as the buds begin to unfold withhold all stimulants. It should be said that soot water is good, given, say, once in two weeks in place of manure water. Now to grow fine flowers on long stems, you must watch the plant, and as soon as the buds are large enough you must remove all as fast as they appear, except the largest and strongest bud on the end of each branch; also remove all buds that appear at the junction of the leaves, and fine, large flowers will be your reward.

As to the plants grown in the open ground, it is best not to have it too rich; prepare as you would for your vegetable garden. In case you have some plants that have stood over winter and which come up in clumps, you must take them up and plant them, only one sprout in a place.

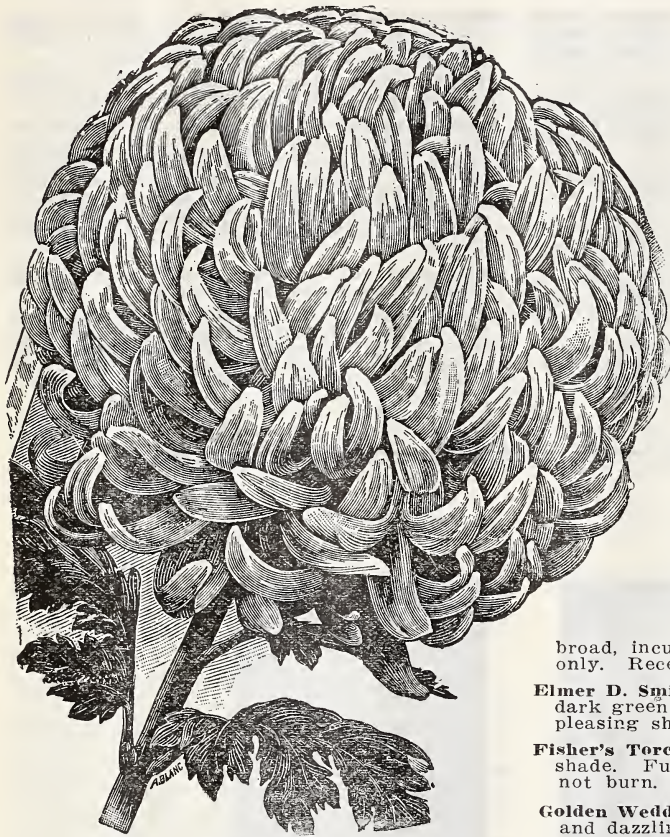
Let me tell you how I grow some of my finest blooms: I prepare the ground as above stated, and then plant in rows $2\frac{1}{2}$ feet apart and 6 or 8 inches apart in the rows, and train plants to one flower each. Place stakes 1x1 inch thick and 4 feet high, 17 feet apart in the rows, and fasten to these stakes by giving a cord one turn around each stake. Three cords, 12 inches apart will be necessary, the first one 12 inches from the ground. Stretch them from one end of the row to the other, and tie the plants to these cords as fast as they grow up to them. Keep up a high state of cultivation, and water if needed during dry, hot weather. When the buds appear take all off except one to each plant as fast as they appear. At this time give them manure water (same as used for pot plants) about every ten days until they show color, then leave off the manure water, but don't allow them to get too dry. Follow this treatment and kindly let me know the result.

STANDARD LIST OF CHRYSANTHEMUMS.

Price 10c each; Purchaser's Selection, 15 for \$1.00; 7 for 50c. My Selection, 20 for \$1.00; 50c for 10. All correctly labeled. Plants ready to go out March 15th.

The following varieties have never failed to win First Prizes wherever shown:

A. J. Balfour—Lovely shade of bright rose, similar to Perrin in color and form. Dwarf, short-jointed growth. Well adapted for exhibition and commercial purposes.



Collingfordii

If you leave the selection to us you are sure to get Prize Winners.

We always give you the kind that will make you call on us again.

broad, incurving petals, showing the reverse only. Received first prize as best bronze.

Elmer D. Smith—Foliage very large, heavy and dark green; color, cardinal red of a very rich, pleasing shade.

Fisher's Torch—Pure, deep red of entirely new shade. Full. All one tone of color. Does not burn.

Golden Wedding—Richest golden yellow, intense and dazzling in color.

Golden Gate—Old gold and tawny yellow. Quite distinct. Full center. The size is immense, the color grand.

G. F. Moseman—Buff without and bright red within.

Golden Age—Intense yellow Japanese, with heavy foliage and stiff stem; an ideal commercial variety. Height 4 feet; crown or terminal.

Harry A. Parr—Japanese, lemon-yellow, twisted petal. A strong grower with faultless foliage and stem. Flower forms a perfect ball.

Ivory—A pure white flower of globular form.

John K. Shaw—Ball-shaped, incurved pink. One of the very best. Very strong grower, with exceptionally strong stem and foliage. An excellent keeper.

Lady Hopetown—A beautiful shade of heliotrope pink. Dwarf habit. Good either for commercial or exhibition use.

Louis Beehmer—The Pink Ostrich Plume.

Maude Dean—Extra large flower; petals broad and incurving; perfectly double and of great substance; pink, almost rose.

Modesta—Exceptionally meritorious. The finest yellow for exhibition or trade. Intense in color, unsurpassed in size.

Millicent Richardson—A massive flower, purple claret, with silvery reverse. Free, easy grower. A grand exhibition variety.

Major Bonaffon—Grand, incurved yellow of large size, full to the center; stem dwarf and erect.

Mrs. Coombes—An enormous reflexed flower, with broad petals. Color a beautiful shade of bright rose. Very dwarf, short-jointed, with large, luxuriant foliage. A splendid acquisition, either for commercial or exhibition blooms.

A. T. Stevens—Golden yellow with a shade of apricot. This is very dwarf and is splendid for pot work. Useful for any purpose. Height 3 feet. Takes crown August 20 and later.

Beatrice May—Snow white, sometimes flushed pink. 4½ feet high. Buds August 10 to 15. Blooms October 20. This is the best white of its date; a splendid commercial and exhibition variety.

Black Hawk—The darkest crimson yet. V. Morel form.

Brutus—Large, handsome flower, very bright red, shaded with orange. Ideal growth. One of the best for bush or specimen plants.

Cullingfordii—Enormous flowers; dark rich crimson; makes superb specimen plants when well grown.

Cheltoni—Bright yellow sport from Nellie Pockett; a winner every time.

Chito—A good back-row flower for exhibition collections. Strap petals; yellow ground with fine red stripes, giving it a bronzy appearance.

Col. D. Appleton—A large Japanese incurved yellow, of fine finish and form. The color, a deep yellow, is of an even shade. Excellent stem with foliage to the flower. Mid-season.

Dr. Enguehard—A Japanese incurved. One of the best introductions of recent years. It has been awarded highest honors wherever exhibited. Color a true pink, without the slightest trace of purple. Stem and foliage perfect. Equally valuable for exhibition or commercial purposes. Perfectly double.

Edgar Sanders—This variety hereafter will occupy a very prominent place on the exhibition table on account of its large size, artistic form and peculiar color, dark bronze, with

Mrs. G. M. Pullman—A Japanese reflexed, large bloom of fine build, with long drooping petals of intense golden yellow color. Habit excellent.

Miss Minnie Bailey—A seedling from Mrs. Perrin, possessing good stem and foliage, but surpassing that variety in fullness, being fully double under all conditions. Color bright pink.

Moneymaker—Large commercial white incurving center and reflexing outer petals; very promising.

Miss Helen Frick—Immeasurably superior in every respect to Maude Dean; a Perrin seedling, its stems and foliage equal that variety, but there the resemblance ceases; a pure soft pink of varying shades. Very perfect shades; very perfect in form. Grand Thanksgiving variety.

Mrs. Harry Emmerton—A grand variety for exhibition collections, owing to its large size. Color light yellow. Of very easy culture.

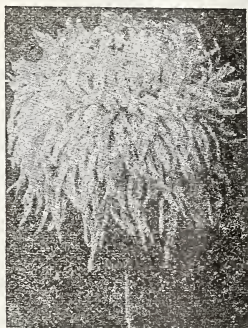
Mrs. H. Weeks—Beautiful, pure white, center incurving, outer petals gracefully reflexing. Prominent among prize collections.

Nivens—Grand white, of easy culture, valuable for all purposes. Can be flowered late.

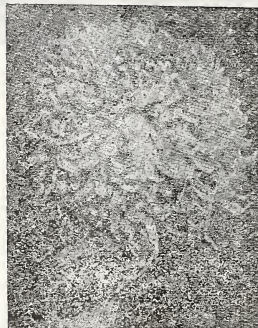
Nellie Pockett—A grand, early, white Chrysanthemum of mammoth size. Creamy white Japanese, with long drooping florets, curling at the tips, making a very solid, compact bloom on the style of Mayflower but very much superior. A fine, healthy grower with grand stem and foliage. Grand for exhibition purposes.

Polly Rose—Pure white sport from Glory of Pacific, and just as popular.

Silver Wedding—Purest white, very broad petals, reflexed, forming a bold, handsome flower. One of the most distinct varieties of the season. Certificate at Philadelphia show; certificate and gold medal at Chicago show.



Lady Carmichael



Dolly Dimple

(See page 19)

Mrs. Wm. Duckham—Undoubtedly the best exhibition novelty of the year. Immense Japanese blooms. In color a bright yellow at maturity. As a keeper and shipper it has few equals, and its dwarf, free growth will add to its future popularity. Winner of the C. S. A. silver cup, also in other winning collections at Boston.

Mrs. Jerome Jones—Grand stem and beautiful foliage. Quite dwarf. Beautiful waxy white, tinged rose; broad incurving petals. Still one of the very finest.

Miss Alice Byron—A pure white variety, with very broad, loosely incurved petals. Dwarf and robust. Fine.

Mrs. Henry Robinson—Ready to cut October 14, and increases in beauty until November 1. In the entire Chrysanthemum family there is no grander white variety, no matter when it blooms. Immense, incurving, broad-channeled petals of great substance and of the purest white.

Mrs. W. C. Eagan—A grand exhibition variety, being of enormous size without being coarse. Color creamy white suffused with lemon. A fine example of the Japanese incurved.

Sunstone—Most pleasing and distinct in color combination. Petals hook up at end, showing light straw reverse; the upper surface is a bright yellow shading to red.

The Queen—Extra large, of a beautiful, half-globular form, with broad, incurved, shapely petals of great substance. Pure snow white.

Timothy Eaton—An enormous, globular Jap. incurved variety of perfect form and growth. Color pure white. It captured every prize for which it was entered; also C. S. A. certificate.

Valerie Greenham—A beautiful, bright pink variety of the very largest size, with extra long petals, which droop and curl, forming a magnificent bloom. Strong, healthy grower.

Wm. Duckham—A very large Jap. incurved, of a pleasing shade of pink. Winner of the C. S. A. silver cup. Early crown.

Yellow Eaton—Bright yellow sport from Timothy Eaton. Considered better commercially than its parent. Good for all purposes.

Yellow Mrs. Jones—The yellow sport from Mrs. Jerome Jones. The color is good, and it fully equals its parent in all other essential points.

NEW, SCARCE AND DESIRABLE CHRYSANTHEMUMS

Plants in this list 15c each; \$1.50 per dozen

Ben Wells—An enormous, drooping Japanese. Color bluish white. One of the best for exhibitions. Takes early crown.

Chrysolora—This new variety can be briefly described as an early Col. D. Appleton, coming in 15 days earlier; is of larger size, stronger stem, not quite as tall and in color is intermediate between this variety and Major Bonaffon. Best buds are those selected August 1st to 15th.

Dolly Dimple—Large, well-formed, late, yellow variety; strong grower, with good foliage.

F. T. Quittenton—New 1911 Novelty. A deep crimson, every petal of which naturally reflexes, showing the color to the best advantage. This is a particularly strong grower, conforming in all respects to what is latterly considered the Wells-Pockett type, short-jointed, heavy growth and perfect foliage. Does not burn a petal and, on that account alone, will rank well in the list of crimsons. Does not take bud before August 25th, as earlier buds are so crowded with petals that they cannot properly develop.

Golden Glow—Bright yellow, of velvety finish; fine stem and foliage. Flower 5½ inches in diameter, elegant in form. The very best early yellow.

Glenview—An enormous incurving globe of dark bronze and clear red. Dwarf grower with stiff stem; easy doer; a magnificent sort for exhibition or for commerce, as the color is very pleasing.

Golden Eagle—Dwarf, easy doer; long, incurving golden petals.

Good Gracious—A unique shade of peach pink, remarkable in shape. The petals are incurved, overlapping each other.

Howard Gould—Florets are long and grooved and the flower builds up into an enormous globe. Inside of the petal bright golden chestnut. Reverse, pure deep gold.

L'Amethyste—Royal purple of the finest shade, and of extraordinary size.

Lady Carmichael—New 1911 Novelty. Pure white Japanese, reflexed with perfect foliage and stem like an iron rod. This variety was really planted too late to be shown at its best. Next year it will unquestionably find its place very near the top of exhibition whites. Buds August.

Lynnwood Hall—Pure white. One of the largest in size; perfectly incurved.

Mlle. Jeanne Nonin—Scored 98 and won the silver cup at Chicago. For Thanksgiving and later this has no rival. One of the largest size, perfectly globular, finely finished, an easy doer, a splendid keeper and shipper. This variety is queen of commercial whites.

Mlle. Marie Liger—Closely incurving blooms of large size. The color is pearl pink, deepening to a bright pink, shaded at the base of petals. Stems are very stiff, fully covered with handsome foliage.

M. Louiseau-Rosseau—Enormous incurving pink in two tones of color; foliage grand, stem perfect; no neck. One of the most beautiful and imposing of the year.

Miss Clay Frick—White sport from Wm. Duckham. Every "mum" grower knows the variety, Wm. Duckham; the sport above named is identical with the parent save in color, which is almost white. This variety won the C. S. A. prize for "best undisseminated variety" at the Chicago show.

Mrs. David Syme—A grand white that is booked to displace all of our other whites on the exhibition table. It carries the foliage right up to the flower stem absolutely perfect, and when taken on the bud about August 15th, produces a flower that is as near perfection in its color as it is possible to get.

Mrs. George Hunt—Large, soft, yellow Jap. Incurved; petals hooked in, similar to Philadelphia, and of same color; a dwarf, robust grower.

Mrs. Chas. H. Totty—Very large, of a beautiful shade of light pink. Semi-dwarf.

October Frost—Early October; the largest commercial white of its date.

Patty—A beautiful "live" shade of soft Enchantress pink. A pretty incurving variety; dwarf. A fine late variety.

President Taft—Japanese incurved petals of the purest white which closely incurve, forming a huge glistening ball. Stem and foliage ample. 4½ feet. Best bud August 20, which matures October 15. A first-class white coming in with Col. D. Appleton; will be a welcome adjunct to the mid-season section. First-class certificate C. S. A.

Roman Gold—From September buds; a Japanese incurved and darker yellow than Golden Wedding or Golden Age. From August bud it produces a large reflexed flower, very suitable for exhibition tables but not so intense in color. Best bud August 15th.

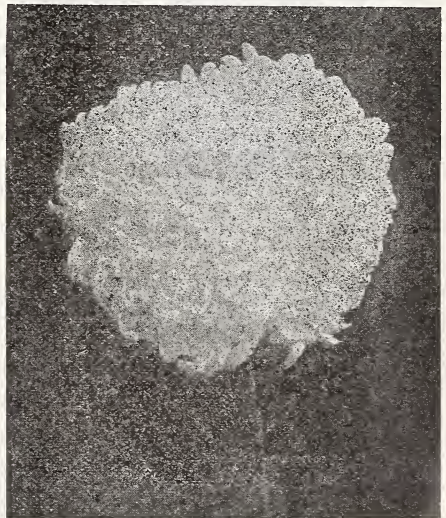
Ramapo—American seedling of Col. Appleton, which will take the place of that variety. It has all the good points of Appleton, the same color, splendid stem, foliage right up to the flower, and never shows a top-knot as does Appleton. We strongly recommend this variety and guarantee it will find a place as a first-class commercial yellow. Any bud after August 20th.

Smith's Advance—New 1911. Pure white when fully expanded, showing a creamy center when semi-developed. This is the earliest large white variety ever known. Buds selected June 10th were cut July 25th, 5½ inches in diameter with excellent stem, foliage and remarkable substance. The later buds for August and September gave larger and finer blooms.

White Cloud—A large, deep Jap., 8 inches in diameter; white on the edge, cream at the center, finishing almost pure white.

Well's Late Pink—One of the finest things sent out in many years; flower is extra large, stem and foliage absolutely perfect. Exhibition and commercial growers alike will find this a splendid flower.

Wm. Turner—This variety has created a sensation as exhibited at several shows. Makes a perfect ball of the purest possible white and as such will displace Merza and all others of that character on the exhibition table. Time will prove this variety to become one of our best standard commercial kinds also.



White Cloud



Geranium

GERANIUMS DOUBLE AND SEMI-DOUBLE VARIETIES

New and Scarce Sorts, 10c each
Seven for 50c; 15 for \$1.00

Alphonse Ricard—Large, semi-double flowers, often measuring two inches in diameter, borne in enormous trusses, on long flower stems. Continues in bloom the entire season.

Beaute Poitevine—Conceded to be one of the best semi-double bedders among the light salmon shades. The color is a beautiful shade of shrimp pink, delicately shading to white.

Double New Life—Outer flowers large and brilliant red; center shows semi-double, pure white flowers.

Jean Viaud—An attractive, bright, clear shade of mauve rose, fading to a distinct white throat. The flowers are large and trusses enormous, sometimes measuring six inches in diameter.

John Doyle—Rich, deep scarlet; exceptionally bright and effective; splendid habit. A universal favorite.

La Favorite—One of the finest double whites in this class; pure in color. Unsurpassed as a white bedder.

Peter Henderson—A magnificent representative of the Bruant race; grand in health, habit and size of bloom; large flowers and trusses of extraordinary splendor produced in great profusion. The color is an excellent shade of poppy red, a color that carries well.

Marquise de Montmort—Deep crimson-carmine; a very novel and beautiful shade.

Miss F. Perkins—An exquisite shade of deep rose pink, with a distinct white throat; large, handsome flowers.

Mme. Jaulin—Color delicate peach pink, shading to a shade of Daybreak pink in the center.

Mme. Landry—A distinct salmon pink, with a slight shading of scarlet; habit semi-dwarf, vigorous, broad, heavy, deep zoned foliage. It has all the best points of a Bruant Geranium.

Mme. Recamier—Double snow white; strong and vigorous grower. In our opinion this is the finest double white that we have among the standard sorts.

Mrs. Lawrence—This is, without exception, the finest geranium of this color that we have ever seen; clear, healthy foliage; splendid dwarf, compact habit of growth; wonderfully free in flowering; indispensable as a pot plant,

being strongly recommended for winter blooming. The color is an artistic shade of bright satiny salmon-pink, slightly tinged white.

M. Anatole Roseleur—A most beautiful shade of deep rose pink, rivaling in beauty and freshness the color of the Paul Neyron rose. The flowers are large, semi-double, showing a distinct white center, enormous trusses borne on long stems well above the clean, extremely handsome foliage.

S. A. Nutt—This is a standard dark red geranium, more generally used than any other, both as a pot plant and for bedding. Brilliant deep scarlet, with maroon shading.

SINGLE VARIETIES.

L'Aube—Pure snow white, retaining its purity the entire season; large round florets; magnificent trusses. Its freedom of bloom, excellent habit of growth and its ironclad constitution make it a most satisfactory variety either as a bedder or a pot plant. One of the best single whites.

Nutt Poitevine—A remarkably strong and vigorous variety, which we have no hesitation in recommending to those who wish a handsome dark single geranium; color beautiful rosy-purple; lower petals feathered rich scarlet; splendid habit and growth.

Dryden—Bright cochineal red, shading to pure white center; very floriferous; exceptionally clean, healthy and vigorous; foliage slightly zoned.

Mrs. E. G. Hill—The center of each petal is a soft light salmon, bordered with rosy salmon and veined deep rose. Frequently throws six petals. Resembles a rare begonia bloom more than a geranium.

Ardens—Excellent, large flowers; enormous trusses; color vermilion scarlet, distinct white center; beautiful and effective; fine habit of growth.

Feuer—Brilliant crimson red; very free-flowering; a mass of color the entire season; dwarf, compact grower and of fine habit. Came to us very highly recommended, and, as far as our opinion goes, will bear recommendation.

Mrs. E. Rawson—Rich, glowing scarlet with slight crimson shading on upper petals; enormous trusses of immense round flowers held well above the remarkably strong and vigorous, deeply zoned foliage of excellent texture. Stands the sun perfectly, is a splendid bloomer.

ALL GERANIUMS WE LIST ARE THE BEST VARIETIES

Snowdrop—Pure snow white borne in enormous trusses; perfectly formed round flowers, held well above the beautiful foliage. A splendid bloomer and splendid pot plant; strong, healthy, semi-dwarf grower of excellent habit.

IVY LEAVED GERANIUMS

Price, 10c each; three for 25c.

This class of the geranium is a most useful one. The leaves are ivy shaped, thick and glossy, excellent for vases, hanging baskets or to be trained on a trellis.

Col. Baden-Powell—The flower is of enormous size, the largest among the Ivies. The color varies at times from pearl white to soft blush, exquisitely beautiful.

Garden Glory—Double. Fine deep scarlet; best red.

Souv. de Chas. Turner—Deep bright pink, full and double; fine.

P. Crozy—A grand hybrid, between the Zonales and Ivies. The color is soft, bright scarlet; the habit is perfect. Semi-double; fine.

SCENTED GERANIUMS

10c each; three for 25c; \$1.00 per dozen.

Apple—Delightful fragrance.

Lemon—Small leaves, strongly scented.

Nutmeg—Very fragrant.

Rose—The old fragrant variety. Always a favorite.

Staghorn—Finely cut foliage; strongly scented.

GENERAL COLLECTION OF PLANTS

ACHILLEA ALBA (The Pearl)

The Pearl—Is is a hardy perennial. Its flowers are perfectly double, pure white and are produced in great profusion throughout the summer. Valuable for bouquets and designs. Also unsurpassed for cemetery planting. 5c each; 6 for 25c; 50c per dozen.

ASPARAGUS

No other green mingles with cut flowers as well as Asparagus.

Plumosus—An excellent plant for window culture, the lacelike texture of the foliage excelling that of Maiden Hair Fern in grace and daintiness. It is fine as a pot plant, and in floral decorations the sprays are almost indispensable. Price 10c, 15c, 25c and 50c.

Sprengeri—It is useful for cutting in sprays for fine cut flower work with roses, etc. Pretty decorative house plant. Used in decorations as, for example, in the decoration of mantels, nothing can equal it. Price 10c, 15c, 25c and 50c.

Tenuissimus—We cannot praise too highly this beautiful plant. If desired it can be grown like smilax or on a trellis; a great acquisition for decorative purposes or cut flower work. Price, 10c, 15c and 25c.

ACALYPHIA (Chenille Plant)

Sanderi—Beyond any doubt this is the most sensational new plant introduced for many years,

and very ornamental withal. It is of strong, free growth, with large, dark green leaves, from each axil of which rope-like racemes of velvety crimson flowers, 1 to 2 feet long and nearly 1 inch thick, are gracefully suspended. 15c and 25c.

Tricolor—Foliage broad, mottled and blotched crimson, scarlet and rose; always of bright color; neither fades nor burns during our warmest weather; bushy plant; fine bedder. (See cut.) 15c and 25c.



Asparagus Plumosus

Mr. J. E. Jackson,
Gainesville, Ga.

Marietta, Ga., March 15.

Dear Sir:—My roses and other plants arrived on time and in perfect condition. I am delighted with their size and strong, healthy appearance. I also wish to thank you for your generous supply of extras, and to assure you that in the future all my orders for flowers will be sent to you.

Yours truly,

MRS. H. B. MOSS.

Hawkinsville, Ga., May 9.

J. E. Jackson.

Dear Sir:—The ferns I ordered from you came all right and am very much pleased with the plants. They are such nice ones, and are growing this early after transplanting. Many thanks.

Respectfully,

MISS CARRIE WATSON.

ALOYSIA CITRIODORA

Lemon Verbena—A well-known plant, noted for its delightful fragrance; indispensable for bouquets. 10c.

AGERATUM

Stella Guernsey—Compact, even habit; color a fine, deep blue, and literally a sheet of bloom the entire season; finely adapted to winter blooming in the window, garden or conservatory. Price 5c each; 6 for 25c; 50c per doz.; \$4.00 per 100.

DOUBLE DWARF ALYSSUM

Similar to the single variety, but far preferable. 5c each; 50c per doz.

ARAUCARIA EXCELSA

Norfolk Island Pine—Without doubt one of the most serviceable plants for house decoration, well adapted to room culture, and exceedingly attractive and graceful in appearance. \$1.00, \$1.50 and \$2.50.

BANANA SHRUB

Magnolia Fuscata—Well-known for its fragrant flowers, which it bears in great numbers. Beautiful and desirable. Price, 35c and 50c.

BEGONIAS

Flowering Varieties: Price, except where noted, 10c; \$1.00 per doz. Large plants, 25c.

Gracilis Luminosa—This begonia is the latest novelty. As the name implies, it is one of the most symmetrical and yet graceful plants we have ever known; very strong and robust, but still keeping its shape so as to make a very attractive winter house plant. Its foliage resembles that grand old variety, *Vernon*; rich glossy green, often shaded deep bronze. The flowers, when first opening, are bright cherry, changing to a clear coral red.

Corallina Lucerna—Immense trusses of bronzy red flowers. Blooms almost continually. This is the choicest of the flowering type.

Alba Picta Improved—Same as *Alba Picta* in every way except that it has larger foliage and larger flowers, which are twice the size of the old one. This fine variety originated here with me, and has been tested five seasons and proved worthy of a place.

Argenta Guttata—An elegant begonia. Rich green leaves, spotted with silver; produces white flowers, in bunches, on ends of growth stems; very handsome.

Mme. de Lesseps—A decided improvement on *B. Argenta Guttata*, the leaf being four times the size seen in that variety, while the silky texture is the same. It is beautifully spotted with silver. A very strong, free-growing variety; will succeed with ordinary care.

Metallica—A fine erect-growing begonia, with dark, rough leaves. The surface is a lustrous bronze-green with a metallic hue; flowers pure waxy-white.

McBethii—Foliage fern-like and distinct from other begonias. Flowers of wavy texture.

Gloire de Chatelaine—There is no equal to it as an outdoor bedder; very prolific bloomer. It is continually covered with large rosy pink

flowers, a good substitute for *Cincinnati* as a Xmas pot plant. 15c.

Nitida Alba—A strong growing, profuse blooming variety, producing immense panicles of pure white flowers, standing well above the foliage.

Begonia Ione—This beautiful little gem originated with me, and attracts much attention on account of its beautiful compact form and pretty blooms. The foliage is a glossy green, touched with orange, flowers pink. A true everbloomer, being entirely covered with blooms all the year.

Alba Picta—Long, pointed, slender leaves, thickly spotted with silvery-white foliage, small and elegant.

Richardsonii—Flowers white, foliage finely cut.

Rubra—A magnificent begonia. Bright, clear red in large trusses; beautiful, attractive, handsome, glossy foliage; constant bloomer. 15c and 25c.

Thurstonii—A beautiful, stately plant with remarkably handsome glossy foliage. The under side of the leaves is a rich purplish red, the veinings very prominent, while the face or upper side is a bronze-green, shaded with crimson and olive, with a peculiar glossy metallic luster over all. Flowers rosy-white, in large clusters well above the foliage.

Manicata—Large, smooth, bright green leaves, hairy on stem and under side of leaf; large panicles of pink flowers high above the foliage; a strong grower and one of the best of recent introductions.

President Carnot—A strong growing variety of stiff, upright habit; foliage large, somewhat in style of *B. Rubra*, but more than twice as large; upper side deep green, under side purplish red; flowers beautiful coral red, in large pendent panicles.



New Begonia Ione



Begonia Rex.

BEGONIA REX—Ornamental Leaves

This class, with so many of the shades combined with an endless variety of markings and richness of color, stands unrivaled for beauty and elegance. Price, except when noted, 10c each; 5 for 50c; 12 for \$1.00. My selection of 15 different kinds, \$1.00. Large 3-inch pot plants, 25c and 50c.

Bertha McGregor—Long leaf, pointed, and with six deep notches. A free, strong grower, producing foliage in abundance. The center of leaf is small, dark and palm-shaped, the body of leaf being solid silver, outlined bronze. 15c.

Bronze Beauty—Fine, solid, color soft and velvety; one of the best. 15c.

Enfant De Nacy—Silver zone with reddish-brown edges; strong grower.

Grandii—Bright steel zone. Light green center; green edge tinted maroon. Under side of leaves maroon.

Genesee—Foliage exceedingly large; silvery green, shaded pink, with narrow blotches of dark green following the main ribs.

Lesoudsil—This is the largest leaved of any of the Rex family. It is a cross between B. Diadema and a Rex variety, but retains in a marked degree the Rex character.

Mad. Le Bouc—Very distinct, entire leaf soft, rosy-mauve of a high luster; plum green.

Magnifica—A splendid grower, with soft velvety bronze green foliage; silver blotches and handsome stripes.

Queen Victoria—Solid silvery leaf, of crepe-like texture, covered with red pile; center and edges soft and green as velvet, the zone formed by small silvery dots.

Velvetil—Quite an attractive novelty in the Rex family. Leaves are a solid bright green, resembling a piece of clean, soft velvet and never fails to catch the eyes of all lovers of the Begonia Rex. Price, strong 2½-inch pot plants, 25c each; 3-inch pot plants, 50c each.

CISSUS DISCOLOR

A well-known climber, with leaves shaded dark green, purple and white, the upper surface of the leaf having a rich, velvet-like appearance. In a warm place it is an extremely handsome and notable plant. Eight of these vines planted as late as July 15, completely covered my veranda and was the admiration of the whole town. Price, 10c; 3 for 25c; \$1.00 per doz.

COLEUS

These make the showiest and cheapest bedding plants we have. There is such an endless variety in their color and markings that, with a little taste in planting varieties, the most gratifying results can be obtained at a trifling cost. They are easy of cultivation and make fine specimens in a very short time. Plants should be set about a foot apart, so that it is easy to figure out how many plants are needed. We grow them in large supply of best sorts. 5c each; 50c per doz.; \$3.00 per 100.

TRAILING QUEEN

An excellent variety for hanging baskets and vases on account of its trailing habit; center of leaves fiery crimson surrounded with deep maroon; deeply serrated edges of bright olive-green.

CLEMATIS PANICULATA

The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plants, so that it is a mass or sheet of fleecy white. The fragrance is delicious, resembling the English Hawthorn blossom. It begins to bloom early in August, when other hardy climbers are out of bloom. Grows quickly and strongly, reaching a height of 15 to 20 feet. Hardy in all sections of the country. There is no better hardy vine. Strong plants, in pots, 15c each; 50c for 4. 2-year-old plants now in pots, 25c each; \$2.50 per doz.

CALLAS

Calla Ethiopica—Lily of the Nile. Blooming plants, \$1.00 and \$1.50 each.

CALADIUM ESCULENTUM

Elephant's Ear—One of the most effective plants in cultivation for the flower border or for planting out upon the lawn; it will grow in any good garden soil, and is of the easiest culture. Price of bulbs, 15c, 25c and 50c each.

CINERARIA—White Leaved

Dusty Miller—These are called "Dusty Millers." Fine for bedding, ribbon-beds and margins; prized for their beautiful downy, silvery foliage; half hardy perennials, 10c each, 3 for 25c, 75c per doz., \$4.00 per 100.



Clematis Paniculata



Canna

NEW DWARF FRENCH CANNAS

Few flowering plants combine so many good qualities as the modern cannas. They are the most important new addition to the floral world. Nothing equals their combination of bloom and tropical effect, and the low prices, for the very choicest, place them within the reach of all.

Allemania—A splendid variety. The outer petals are bright scarlet with a broad yellow border, the inside colors being scarlet and dark red, beautifully mottled and variegated. Height 3 feet. Dormant roots. 10c each.

Austria—Grows to 6 feet high, with leaves 15 to 18 inches broad. Flowers 6 or 7 inches across; color pure golden yellow; a vigorous grower. 10c each.

Duke of Marlborough—The darkest canna known; a beautiful crimson-maroon. This is a sturdy, erect grower; fine metallic green foliage. 15c each.

Madame Crozy—The color is a brilliant vermillion-scarlet, bordered with deep golden yellow; the flowers are borne in great clusters, and in such profusion that they crown the plant with a blaze of golden color. 10c.

Mlle. Berat—Four feet. Long petaled flowers of rosy carmine. 10c each.

Gladiator—The big, round flowers of bright yellow petals are thickly spotted with pure crimson, smaller center petals are solid crimson, rich and glowing; blooms profusely. Heads are usually large and borne on large strong stalks, with tough, deep green foliage. Gladiator will stand the storms much better than any other canna. Height 4 to 5 feet. 15c each.

King Humbert—Has flowers as large as the largest of the orchid flowering cannas. Bright orange-scarlet, streaked with crimson. Foliage is bronze with brownish-green striped, large, thick and leathery. A strong, robust grower. Height 4 feet. 15c each.

Kate Gray—Green foliage. Immense flowers 5 to 6 inches. Most of the flowers have fine petals, giving them a fine double appearance. Color orange-scarlet, flaked with yellow. 10c each.

Pennsylvania—One of the best; remarkably free, of an intense vermillion-scarlet, overlaid with an orange sheen; foliage rich green. 10c each.

Gladioflora—Remarkable on account of the unusual shape of its flowers, which look like a large gladiolus; color crimson, changing to carmine-rose, with an irregular edge of gold. $3\frac{1}{2}$ feet. 15c each.

Martha Washington—The flowers are extra large, often measuring over 5 inches across; clear, bright rose pink; exceedingly grand and beautiful. It is a healthy, vigorous grower and a prodigious bloomer. Height 3 feet. 15c each.

Papa Nardy—A new French canna, growing about 4 feet high, with bright green foliage. Flowers large and well rounded; beautiful purplish-crimson. 15c each.

Partenope— $5\frac{1}{2}$ feet. Flowers of extra large size, the broad, wavy petals glistening like silk; the prevailing color is orange, delicately streaked with scarlet tints, and suffused with salmon; early, and a free bloomer; green foliage. 10c each.

Venus—One of the softest and most delicately colored varieties that has yet been introduced. The flowers are of fair size, of a soft rosy-pink, with a pretty mottled border of creamy-yellow. The plant always presents a clean, fresh appearance. $3\frac{1}{2}$ feet. 25c each.

CARNATIONS

Price 10c each, \$1.00 per dozen. Different kinds not labeled, 8 for 50c, 16 for \$1.00.

The great improvement made in this grand race the past few years has directed popular attention to them until now they are exceeded by the rose alone in the number annually grown for cut flowers. Our collection contains only sorts of approved merit, and our plants are in the finest possible condition.

Enchantress—Just what the florists are looking for—light pink Lawson. It is large in size and longer stemmed; a beautiful shade of light pink, deepening towards the center. Immense, attractive flowers of fine form and exceptional keeping qualities. The growth ideal; very healthy, vigorous constitution.

Rose Pink Enchantress—A pure clear pink flower without markings, having the extra large size and other good qualities of Enchantress.

Beacon—Fine scarlet variety, in front of the class of "reds." The color is brilliant and variety of strong, sturdy growth; a very free blooming sort.

White Enchantress—This needs no further description than to say that it is just what its name implies, a white sport from Enchantress.



Carnation

J. E. JACKSON, Gainesville, Ga.

From

P.O. State

 *Please Write Your Name And Address Here* 

J. E. JACKSON, Florist,

Gainesville,

Georgia.

Largest Rose Grower in the South



SELECT DECORATIVE DAHLIAS

Price, field grown bulbs, 20c each, \$2.00 per doz.; 2½-inch pot plants after March 1st, 10c each, \$1.00 per doz., except where noted.

A. D. Livoni—Beautiful, soft pink, with quilled petals. The standard pink for cutting.

Black Beauty—A grand, dark maroon of distinct form.

Clifford W. Bruton—Immense size, canary.

Dreer's White—Unquestionably the most valuable Dahlia sent out in many years. In color a pure glistening white, while in freedom of flowering it is not surpassed by any. Bulbs, 25c; plants, 15c.

Gen. Buller—Deep cardinal-red shaded with purplish-maroon. Tipped with white. Very attractive and one of the most unique.

Gold Medal—A grand new, early and continuous bloomer, color dandelion-yellow, streaked and splashed with oriental-red, a most bizarre effect; frequently, instead of being striped, the red appears as a tip to the petals; beautiful in either form.

Henry Patrick—A pure white, large flowers on long stems.

Jack Rose—A brilliant crimson-red with fiery tones in the center of the flower, the whole overlaid with a soft violet-maroon. "Decorative" type, double to the center, never showing the yellow stamens or immature green. The flowers are from five to six inches across under normal conditions. Price, field grown roots, 25c; plants, 15c.

Lyndhurst—Intensely rich and vivid scarlet. Fine for cut flowers.

Mme. Van Den Dael—A soft shell pink with deep pink shadings toward the margins, the center being lighter in shade. 25c; plants, 15c.

Mrs. Roosevelt—One of the giant flowered type, with broad flattish flowers which keep well; an exquisite suffusion of white and shell-pink. Bulbs, 25c; plants, 15c.

Maid of Kent—The most constant in variegation, yet it varies somewhat. Rich crimson, tipped snow-white.

Princess Victoria—A sterling novelty, being the earliest and freest-flowering primrose-yellow; never produces an imperfect flower, and is in bloom early and late; long, stiff stems; fine for cutting. Bulbs, 25c; plants, 15c.



Dahlias



New Shasta Daisy

Sylvia—White shading to soft pink on the outer petals. Splendid substance, giving it an unsurpassed keeping quality.

Snowclad—The best of white Pompones. Completely covered with a mass of flowers.

Wm. Agnew—The most popular standard red.

NEW SHASTA DAISY

In growth the plants are as strong as a common field daisy, very tall, well branched with huge white flowers borne in profusion on long stiff stems. The flowers are pure white with gold center, petals very long and center soft and velvety. It is a very pretty hardy plant and one of the novelties that has come to stay. Price 10c cents, 6 for 50 cents, \$1.00 per dozen.

SELAGINELLAS (Moss Fern)

A beautiful, upright-growing moss, with numerous feathery stems branching from the base and forming a dense tuft. Well-grown plants attain 12 to 18 inches in height and a corresponding diameter. We know of no moss superior to it, and it is exceedingly appropriate for table decoration.

Strong 2½-inch pot plants, 15c; strong 3-inch pot plants, 25c.

FERNS

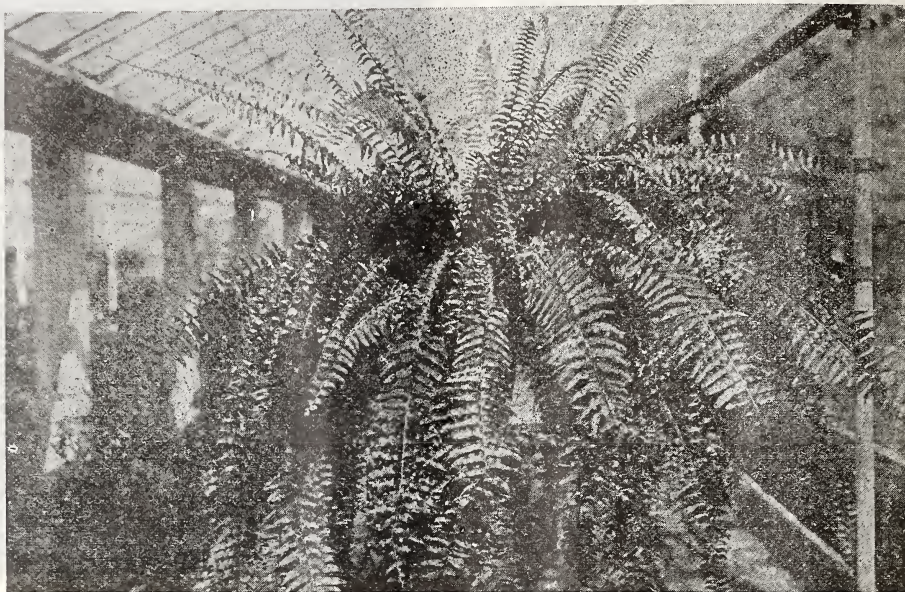
The popularity of ferns has increased wonderfully. In the past few years I have added greatly to my collection, which is now the largest in the South. Ferns are now indispensable in all choice table and house decorations. Where there can be a little moisture and shade all varieties listed will do well. They delight in a good leaf mold. Good drainage must be provided, as stagnant water allowed to remain about the roots is fatal to ferns as well as all other plants.

Adiantum Croweanum—(New)—This is not only the best and most profitable Maidenhair to grow for cutting, but it is also the best variety to recommend to the retail buyers for house culture, it standing the dry atmosphere of the room better than any variety we have yet tried. Strong 2½-inch pot plants, 25c; 3-inch, 50c; 4-inch, 75c; 6-inch, \$1.00 to \$1.50.

A. Cuneatum—The Maidenhair. This variety is a general favorite. 15c, 25c and 50c.

A. Capillius Verneris—Handsome, hardy Maidenhair Fern. 2½-inch plants, 15c; strong 3-inch plants, 25c to 50c, according to size.

Alsophia Australis (Australian Tree Fern.) A very rapid growing species. 25c and 50c.



Boston Fern

THE BOSTON FERN AND ITS VARIETIES

Nephrolepis Amerpohli—Ostrich Plume type. The pinnae is so finely divided that it reminds one of a piece of lace; the fronds are broad and of a depth which gives them a cushion-like appearance. 15c each for 2½-inch pot plants. Large plants, 25c, 50c and \$1.00.

Nephrolepis Elegantiissima Compacta—(New)—A dwarf compact form of *N. Elegantiissima*, forming a dense, bushy, compact plant of ideal shape; a valuable addition to this class. Strong plants from 2½-inch pots, 15c; 3-inch pots, 25c. Larger plants, 50c and \$1.00 each.

Nephrolepis Superbissima—(New)—Entirely distinct from all other crested forms, the fronds being heavily imbricated with the pinnae over-lapping, making them very dense and compact. In color it is of a rich, dark green, of sturdy habit; the fronds being firm and rigid, never break down. We offer strong plants from 2½-inch pots, 15c each; 3-inch pots, 25c; 4-inch pots, 50c.

Nephrolepis Whitmani—In this we have a most valuable *Nephrolepis* of the Ostrich Plume type. Not only is it of dwarfier and more compact habit than the *N. Elegantiissima*, but the plume being more deeply divided, gives the plants a more graceful appearance. Strong 2½-inch pots, 15c; 3-inch pots, 25c, and 6-inch pots, \$1.00 to \$1.50.

Nephrolepis Scotti—(The Dwarf Boston Fern). This is the best house plant of all the Sword Ferns, identical with the celebrated Boston Ferns, except that it is smaller in all its parts, more compact and makes a nice specimen in a short time. 2½-inch pots, 15c; 3-inch pots, 25c; 4-inch pots, 50c.

Nephrolepis Bostoniensis—(The Boston Fern). The fronds grow 6 feet long. It has been commonly called the Boston Fern. Nice young plants, 15c; 3-inch pots, 25c; 4-inch pots, 50c to \$2.50.

FICUS ELASTIC
(India Rubber Tree)

Very large, smooth, leathery leaves, evergreen foliage. Generally esteemed as one of the finest house plants grown, the plant attaining a large

size and tree shape. Each new leaf is enclosed in a large, coral red envelope, looking like a great red flower band. 50c, 75c, \$1.00, \$1.50 and \$2.00 each.

FICUS PANDURATA
(The Majestic Rubber Plant)

A truly majestic plant. Its gigantic leaves, which frequently measure 10 inches in width by 15 inches in length, are irregular in outline, are of a rich, deep green with creamy-white veins, and of remarkable substance, enabling the plant to flourish under the most unfavorable conditions. One of the finest foliage plants of recent years. \$1.00, \$1.50 and \$2.00.

HIBISCUS ROSA—SINENSIS

These plants are becoming very popular as bedding plants, being almost continually in bloom and very effective, either planted out or cultivated in pots. The greater the heat the more numerous and beautiful, large and magnificently colored flowers.

Brilliantissimum—Large single flowers of the richest and most brilliant carmine-scarlet, finished with orange; base of petals stained deep crimson. 10c, 15c, 25c and 50c.

Peachblow—This is one of the finest plant novelties offered in recent years. The flowers are double and from 4 to 5 inches in diameter, and of a charming, rich, clear pink color, with a small deep crimson center. It blooms abundantly and continuously even on small plants; may be easily wintered in greenhouse or dwelling. 15c, 25c and 50c.

Jaune—Double yellow, 10c, 25c and 50c.

Rubra—Double red. 15c, 25c and 50c.

Grandiflora—Single, large flowers of rosy crimson. 10c, 15c, 25c and 50c.

Crimson Peachblow—A sport from Peachblow. Identical with the parent except in color, which is a beautiful cerise red. Strong grower and wonderfully free bloomer. Cropped out in 1911 in my house No. 6. I have the only plants in existence. 2½-inch pot plants, 15c; 3-inch pot plants, blooming size, 25c; 4-inch pot plants, 50c.



Mallow Marvels

HIBISCUS—MALLOW MARVELS

Since the introduction of Mallows several years ago, thousands of them have been widely distributed over the entire country and have given the utmost satisfaction. They are now specified in planting lists by Landscape Engineers, Superintendents of Parks and Cemeteries.

It makes a vigorous growth—strong roots making a bushy clump five to seven feet in one season, and blooming profusely from midsummer to frost. Being an herbaceous plant it dies to the ground in the fall, shooting from the root again the following spring.

The flowers measure from 6 to 8 inches in diameter, in red, pink and white.

The plant is extremely hardy, having been tested and grown in all parts of the United States and Canada.

It grows naturally in moist ground, but thrives equally as well in any good, rich soil.

Crimson Eye—A remarkably showy and handsome hardy plant. It is a robust grower. The color is of the purest white with a large spot of deep velvety crimson in the center of each flower. It will succeed anywhere and is perfectly hardy in all sections of the country. 10c, 25c and 50c.

Southern Beauty—A wonderfully beautiful herbaceous Hibiscus, a remarkable bloomer and so fine as to be generally cultivated by all. It forms pyramidal-shaped specimens, lower branches slightly reclining, clothed with five-cleft leaves, segments toothed and crimson margined, presenting a fine appearance. In open ground it is covered with handsome deep crimson flowers, shaded darker to throat till almost black. When pot grown it begins to

bloom in thumb-pots while not more than 3 inches high. Entirely hardy and of the easiest culture. 10c, 25c and 50c.

Mallow Marvels—A robust type of upright habit, producing an abundance of flowers of enormous size in all the richest shades of crimson, pink and white. 30c each; \$3.00 per doz.

HYDRANGEA

Hortensis—The well-known garden variety, producing immense heads of bright pink flowers. 15c, 25c and 50c.

Thos. Hogg—Pure white flowers. 15c, 25c and 50c.

Paniculata Grandiflora—Continues to be one of the best and handsomest hardy ornamental shrubs grown. It blooms finely the first year and gets better and grows larger with age. The flowers are pure white. In great demand for lawn, cemetery and party planting. 25c and 50c.

Arborescens Grandiflora—A grand addition to the summer flowering hardy shrubs, dwarfing the show of other sorts by the magnitude and profusion of its flower-heads, and are so conspicuously white and imposing that whether as single specimens, as cut flowers, or in groupings, their presence is predominant. 25c, 50c and 75c.



Hibiscus Peachblow



Parlor Ivy

HELIOTROPES

Below we give a list of choice and distinct varieties of this popular and indispensable plant, so much valued for its fragrant flowers and successive bloom. Price, 10c each; 3 for 25c; not labeled, 15 for \$1.00.

Queen of the Violets—Deep violet purple, with large almost white center; very fragrant; has recently become very popular.

Mad. Bruant—Plant dwarf and exceedingly free bloomer. Immense panicles of very large flowers, rich purple with a large white eye.

Snow Wreath—The nearest approach to pure white; large trusses, compact growth.

Swanley Giant—The largest of heliotropes; rich lilac.

IMPATIENS SULTANI

This is one of the most distinct and beautiful pot plants in winter or for summer bedding, of compact, neat habit, and always in bloom; the flowers are bright rosy scarlet and contrast



Impatiens Sultan

finely with the glossy, lovely green leaves. We have this plant in all shades of pink, salmon pink, delicate apple blossom pink, also purple, white, variegated, white and salmon, bright orange scarlet. Price, 10c each; \$1.00 per doz.

PARLOR IVY

A very rapid grower, with smooth, glossy light green leaves; fine for baskets, vases, etc. 5c each; 50c per doz.

JASMINE

Grandiflorum (Catalonia Jasimine)—Flowers pure white, star-shaped and very fragrant. Blooms from October to May. 15c and 25c.

Grand Duke—Flowers double, white, like a miniature white rose; delightfully fragrant. 15c and 25c.

Maid of Orleans—A very attractive new sort, with good size double flowers, blooming profusely all summer, shining pale green foliage. We predict for this variety a rapid sale. 15c and 25c.

LANTANAS

One of the best summer flowering plants for our climate; equally fine in dry or wet weather. There are few bedding plants that bloom more continuously or afford a greater variety of color. Price, 10c each; 75c per doz.

Countess Morny—Flowers lemon color.

Favorite—Yellow, merging into crimson.

Francine—Flowers large and rosy lilac.

Jewoii—Purest white; very large flowers.

Harkett's Perfection—A new variety, with beautiful flesh and yellow flowers, and golden variegated foliage.

Mrs. McKinley—This charming new weeping Lantana is admirable for baskets, vases or pots; but it is, if possible, more beautiful still when bedded out. The flowers are borne in elegant clusters; in bloom all the time.

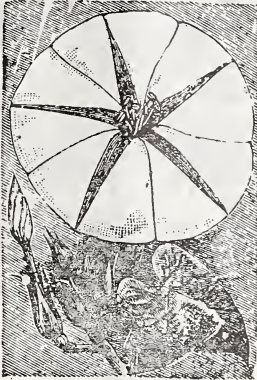


Mr. J. E. Jackson,
Gainesville, Ga.

Dear Sir:—I received my flowers in perfect order and am highly pleased with them. I write especially to thank you for the nice lot of roses you gave me. I never dreamed of you sending me so many and I thank you more than words can tell. Hoping you may always meet with much success,
Yours respectfully,

Hamlet, N. C., Oct. 17, 1908.

MRS. J. C. NIEMYER.



Moon Flower

LEMON

Lemon—(American Wonder, or Ponderosa).

Fruit bearing house plants of real value are so rare that any new one demands attention. In this wonderful Lemon we have the rich, glossy leaves like the Dwarf Orange, which are so easily kept clean, and with them these giant fruits. Its blossoms are waxy white, like a tuberosa, and as fragrant as orange blossoms. This is not only a show fruit but equal in every way to ordinary lemons, while ten times as large. The Wonder Lemon must take a place in every good collection of house plants. Price, nice plants, 15c each; strong 3-inch pot plants, 25c; 4-inch pots, 50c.

MOON-FLOWER

(Price 10c each; \$1.00 per dozen).

Ipomoea Grandiflora—Large Moon-Flower, or Evening Glory. Flowers pure white, 4 to 5 inches in diameter. Very rapid grower and free bloomer.

Ipomoea Learii—The Blue Moon-Flower. This is a grand companion for the white variety. It is similar in all respects except the color, which is a lovely satin blue, with crimson bars. When grown with white the effect is grand.

THE WONDERFUL GIANT MOON-FLOWER (Ipomoea Maxima)

"A Giant in Growth and Flowers, and Wonderfully Fragrant."

This grand new Moon-Flower is a decided improvement over the well-known variety *Ipomoea Grandiflora*. The flowers are more than twice the size of the old variety, oftentimes measuring from 6 to 7½ inches across, and are produced in such wonderful profusion that they completely cover the vine with a veil of glistening white. Its growth is very rapid when planted in good rich light soil, nothing to equal it as a tender vine for porch and lattice shading. (See cut.) 15c each; \$1.50 per doz.

MUEHLEN BECKIA

Trailing Maidenhair—A beautiful trailing plant with bronzy green foliage and stems. Plant fine for vases and house culture; very hardy and of easy, quick growth. 2½-inch pot plants, 15c; 4-inch, 25c.

OTAHEITE ORANGE

This interesting variety grows, blooms and fruits freely in pots. The delicate and beautiful flowers are rich in perfume and are produced in great abundance. A more attractive plant for window gardens is difficult to obtain. Strong 2½-inch pot plants, 10c; 3-inch, 25c.

OXALIS (Origieese)

A new variety growing a foot or more in height. The upper side of the leaf is rich olive green, the under side purple. This is not a bulbous rooted variety. Flowers yellow; a constant bloomer. 10c.

OLEA FRAGRANS (Sweet Olive)

A favorite evergreen shrub, with small white flowers; deliciously fragrant. The perfume of a single plant is sufficient to fill a room. Hardy planted outside. Nice strong plants 35c and 50c each.

PALMS

Phoenix Roebelenii—A very graceful, dainty palm, as light and feathery as a Cocos, but as hardy as a Kentia. Will be found the correct thing for small jardiniere or fernery. 4-inch pot plants, 10 to 12 inches high, \$1.00 each; 5-inch pot plants, 12 to 15 inches high, \$1.50 each.

Areca Lutescens—One of the most valuable and beautiful palms in cultivation. Bright glossy green foliage and rich golden yellow stems. Price \$1.00 to \$5.00, according to size. 4-inch pot plants, 50c; small plants, 25c each.

Kentia Belmoreana—A graceful variety with leaves which have the appearance of being curled; a robust growing variety. Small plants, 25c; 4-inch pot plants, 50c and 75c; larger size, \$1.00 to \$5.00.



Kentia Belmoreana



Giant Pansy

Latania Borbonica—Leaves large, fan-shaped, with pendant marginal segments; bright green tint; one of the handsomest and most useful palms in cultivation. Fine for pot culture. 3-inch pot plants, 25c; 4-inch pot plants, 50c and 75c; larger plants, \$1.00 to \$5.00 each.

UMBRELLA PALM

The plant shown in the accompanying engraving is one of the most useful of our house plants. It is exceedingly hardy in constitution, and if given plenty of water, will thrive where others would die. Being semi-aquatic in its nature, it is very pretty when grown in a bowl and kept filled with water above the soil. 15c, 25c and 50c.

PANSIES—GIANT MIXED

The ground must be rich, using only well decayed manure, and avoid planting in a dry, exposed place. They delight in partial shade and moisture. 5c each, 50c per doz. Small plants by mail \$2.00 per 100.

PANICUM VARIEGATUM

Variegated grass of drooping or creeping habit; a valuable plant for baskets, vases or fern dishes. 5c each, 50c per doz.

DOUBLE PETUNIA

The collection offered this season is particularly rich in color. Flowers of the largest size; fine in form and double. Price 10c each; 3 for 25c; 12 for \$1.00.

Petunia, Pink Beauty—Large, clear pink.

Gem—Variegated, white and crimson.

Majestic—Rich, deep purple and crimson.

Seafoam—Best of double whites.



Latania Borbonica

PLUMBAGO

These plumbagos are desirable on account of their beautiful shades of flowers, which they produce abundantly the whole summer. They stand the sun admirably.

Capensis—Light blue; very free flowering. 10c each; \$1.00 per doz.

Capensis Alba—The exact counterpart of Capensis except in color, which is a creamy white. It is constantly in bloom through the season. 10c each; \$1.00 per doz.

RUSSELLIA MULTIFLORA

Profuse bloomer, a well-known plant, bearing a perfect shower of bright coral-red flowers; the most dainty basket plant extant. 10c each; \$1.00 per doz.

SANSEVIERA ZEALANDICA

A new decorative plant of great beauty and value. Splendidly adapted for the decoration of drawing rooms or halls, as it stands drought or dust with impunity and requires scarcely any water. The leaves grow to a length of 3 or 4 feet and are beautifully striped crosswise with variegations on a dark green ground. 10c, 15c and 25c.



Umbrella Palm



Cissus Discolor (See page 23)

SALVIA

Excellent summer blooming plants, especially brilliant in the fall months; fine for bedding and of easy culture.

New Zurich—The new dwarf, early flowering variety, beginning to bloom when but three inches high.

New Dwarf Salvia Bonfire—Forms a compact bush, completely covered with rich scarlet flowers all summer; grows 12 inches high.



Salvia Splendens

Splendens (Scarlet Sage)—Long flower spikes of the most dazzling scarlet. Price of the above three, 5c each; 50c per doz., \$4.00 per 100.

VINCA

Variegated-Leaved—An elegant, slow growing, climbing vine, glossy green leaves, widely bordered with creamy white; always bright and pretty; extra nice for pots, vases, baskets, window boxes and rockeries; good everywhere; always wanted. Price 10c each; 6 for 50c; 12 for \$1.00.



Mammoth Verbenas

MAMMOTH VERBENAS

With the exception of the geranium the verbenas is the most popular and useful of our bedding plants. Colors run from the purest white to scarlet and maroon, through all shades of blue to deepest purple; some have white or cream centers; others are striped, etc. 5c each; 50c per doz.; \$1.00 for 25; \$4.00 per 100.

TUBEROSE

Double Pearl—Dwarf sort, 5c each; 35c per doz.

VIOLETS

Marie Louise (Sweet Scented)—Double flowers, deep blue. 10c each; 3 for 25c; 75c per doz.



TUBEROSE (The Pearl.)

Mr. J. E. Jackson,
Gainesville, Ga.

Dear Sir:—The roses received this afternoon in good condition. I was surprised to get such nice plants for the price. I potted them at once.

Yours,

J. O. LEA.

Charleston, S. C., May 4.

Shade, Ornamental Trees and Hedge Plants

HOW TO PLANT TREES

Preparation of the Roots—Cut off smoothly all bruised or broken roots up to the sound wood. This prevents their decaying and hastens the emission of roots and fibers.

Preparation of the Top—This consists in cutting back the top and side branches in such a way as to correspond with the more or less mutilated roots, as follows:

Trees with branching heads should have the small branches cut clean out and the larger ones, intended for the framework of the trees, cut to within two or three buds of their bases.

In cases where there is abundant root, and small tops or few branches, the pruning need be very light, but where the roots are small and the tops heavy, severe pruning will be necessary.

These remarks are applicable to all deciduous Trees and Shrubs. Evergreens seldom require pruning, but Arborvitae and other Evergreens planted in hedge-rows may be advantageously shorn immediately after planting.

Silver-Leaved Maple—A hardy and rapid-growing tree of large size; valuable for producing quick shade. Excellent for yard or street planting; does not throw up sprouts from roots. Nice trees, 12 feet high, guaranteed to grow, \$1.00 each. Smaller trees, 50c to 75c each.

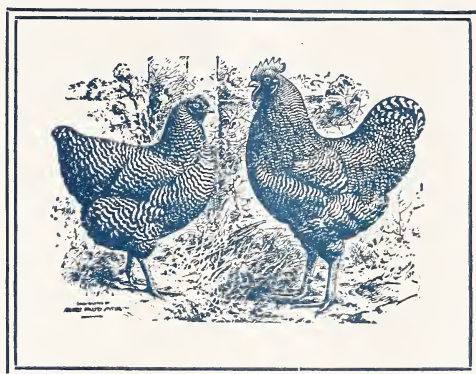
Magnolia Grand—Too well known to need description. Spring is the best and safest time for planting. This makes it absolutely safe in transplanting. Price, open ground plants, \$1.00 each, 2 and 2½ feet high.

Ligustrum Amurense (Amoor River Privet)—The true variety. This far surpasses any other evergreen privet. It does well in many sections of the North and East. For the South it is far superior to the California Privet, which loses its leaves during winter, whereas the Amoor River Privet retains its bright green foliage. Strong plants, 24 to 30 inches, 10c each; \$1.00 per doz.; \$5.00 per 100; \$40.00 per 1000. A fine lot of small plants, 12 to 15 inches tall, branched, \$2.50 per 100.

I DO NOT SEND OUT ANY REPRESENTATIVES.



BARRED PLYMOUTH ROCK



THE BREED THAT LAYS IS THE BREED THAT PAYS

By judicious line-breeding we have a strain that is second to none. 2,063 eggs is the record from January 1st to June 1st (5 months) from 20 of our pullets, hatched in April and May.

A choice lot of pullets, laying and ready to lay.....	\$2.50 and \$5.00 each
Cockerels.	\$3.00, 5.00 and 10.00 each
Eggs from special matings—pullet—bred.....	\$5.00 for 15
From exhibition matings.....	3.00 for 15
From utility matings.....	1.50 for 15

PIEDMONT POULTRY YARDS

J. E. JACKSON

Academy Street - - GAINESVILLE, GA.

SPRING AND SUMMER CATALOG 1915



GOLDEN WEDDING (See page 17)

J. E. JACKSON, Piedmont Greenhouses
GAINESVILLE, GEORGIA
SPECIALTIES—ROSES AND CHRYSANTHEMUMS