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1915



W. E. KING, Florist.

SPECIALIST IN

Hardy Old Fashioned Flowers,

LITTLE SILVER, NEW JERSEY.

DIRECTIONS TO CUSTOMERS.

Place your order early. It is advisable that you place the order early, even though you do not want the plants at once. State the time you want plants shipped and your order will be filled at that time with selected plants.

Our Guarantee. We guarantee that you will be entirely satisfied with the plants and bulbs from here or you can return them *at once* and your money will be promptly refunded. A satisfied customer is our best advertisement.

Terms. Our terms are strictly cash with order—you run no risk whatever. If plants are to be reserved, we ask at least 25 per cent of amount with the order and balance before shipment.

C. O. D. Shipments will be accepted only when 25 per cent of amount is sent with order. It is to your advantage, however, to pay cash in advance, as you save on the return charges.

Express Shipments are advised, as we can send larger plants and with more soil on roots; then, too, the rates of the express companies are now very reasonable.

Extra Plants are sent with each order to help defray the shipping charges, the selection, of course, being left to us.

* * HARDY PERENNIALS * *

AND

OLD-FASHIONED FLOWERS.

Every plant offered in this list is selected with the utmost care and is guaranteed to please you. When hardy plants are shipped early they are in the dormant state, and to those not acquainted with this class of plants they may seem small and worthless, but you can rest assured that every plant you get from KING is healthy and will grow.

ACHILLEA.

Millefolium Roseum. Handsome variety of this class, rose-colored flowers in great profusion. Flowers all summer.

Ptarmica "The Pearl." Pure white flowers on strong stems, two feet high. Fine for cutting, very showy.

Price, 15c. each; \$1.50 per dozen.

ALYSSUM.

Saxatile Compactum. (Basket of Gold.) Splendid plant for borders and rockery, growing about one foot high, with masses of bright yellow flowers. Beautiful foliage. 15c. each; \$1.50 per dozen.

ANCHUSA.

Italica. Grows three to four feet, very effective in hardy border or planted among shrubs. Flowers blue, in June. Strong grower. 15c. each; \$1.50 per dozen.

ANEMONE.

Pennsylvanica. "Windflower." Pure white flowers on stems a foot high; blooms from June to August. Does well in shade or sunlight.

Queen Charlotte. Extra large flowers, color of La France rose, a rare color among hardy plants; height about two feet.

Whirlwind. Large semi-double pure white flowers, very free.

Price, 15c. each; \$1.50 per dozen.

AQUILEGIA.

California Hybrids. "Columbine." Splendid mixture, beautiful colors. Bloom early summer months. 15c. each; \$1.50 per dozen.

ASTERS.

Hardy. Fall-flowering. Bloom August to October; three to four feet high. Colors, rose, blue and purple. Fine for cutting. 15c. each; \$1.50 per dozen.

BOCCONIA. Plume Poppy.



Cordata Japonica. Strong grower, six to eight feet, adapted for planting in shrubbery borders; ornamental foliage with cream colored flowers. 15c. each; \$1.50 per dozen.

CAMPANULA. Canterbury Bells.

Medium. An old favorite, also known as Cup and Saucer flowers. Height three feet, stalks should be tied to stakes to produce straight stems. Several colors. 12c. each; \$1.25 per dozen.

Middletown, N. J.—I am glad to be able to tell you of the success of my hardy garden planted almost entirely with plants from your nurseries. I am especially pleased with the "Old-Fashioned" Flowers. I hope to have more from you in the Spring.
S. P. BENNETT.

CHRYSANTHEMUMS.

Hardy. Large flowers; every garden should have this collection. All strong plants that will bloom the first season. Order by name. Cerise Queen, pink. Daybreak, soft pink. Golden Pheasant, yellow. Julia Lagravere, garnet. King Philip, rose pink. Prince of Wales, white. St. Almo, pure white. Sunset, rich yellow.

Price, 10c. each; \$1.00 per dozen.

King Edward. Pure white flowers, an improved form of Shasta Daisy. 20c. each; \$2.00 per dozen.

Shasta Daisy. Too well known to need description. Strong plants, 15c. each; \$1.50 per dozen.

COREOPSIS.

Lanceolata Grandiflora. Very popular, fine for cutting. Blooms all summer, masses of golden-yellow flowers; height two to three feet. Succeeds everywhere. 12c. each; \$1.25 per dozen.

DELPHINIUM. Hardy Larkspur.

Belladonna. The best of all the hardy Larkspurs; flowers torquoise-blue, in bloom from June until frost cuts them down. Height two to three feet. 25c. each; \$2.50 per dozen.

Chinese. Pretty dwarf variety with feathery foliage and deep blue flowers in open panicles.

Formosum. The old favorite Larkspur our grandmothers grew, grows about three feet high, dark blue flowers with white center. Free bloomer; one of the best.

Price, 15c. each; \$1.50 per dozen.

DIANTHUS. Hardy Pinks.

Clove Scented. The old favorite, blooms all summer, mixed colors.

Latifolius. Beautiful summer bedding plants, produces masses of fiery crimson flowers throughout the summer.

Price, 10c. each; \$1.00 per dozen.

DIGITALIS. Foxglove.

Gloxinaeflora. No hardy garden is complete without the beautiful Foxgloves. Flowers range in color from white to purple, grow on strong stalks, frequently four to five feet high. 12c. each; \$1.25 per dozen. See cut page 4.

FUNKIA. Day Lily.

Variegata. Variegated foliage, green and white; purple flowers. Useful for edging, very effective. Blooms in July; height two feet. 15c. each; \$1.50 per dozen.

GAILLARDIA. Blanket Flower.

Grandiflora. One of the best for the hardy border; showy, constant display of flowers from June until frost. Colors are gorgeous and in endless variety of orange, red, brilliant crimson, dark brown and vermillion. 10c. each; \$1.00 per dozen.

GRASSES.

Hardy, Ornamental. Strong clumps in four different varieties. Planted singly on the lawns they grow rapidly and take care of themselves. 25c. each; \$2.50 per dozen.

St. Louis, Mo.—Please send me 100 more Coreopsis like the lot you shipped last week. The fact that I want more of this stock will convince you that I am delighted with the others. Please ship at once.

N. SHACKLEFORD.



Foxglove.

GYPHOSIPHILA. Baby's Breath.

Paniculata. One of the most graceful of the hardy plants. Bloom during August and September, forms symmetrical mass two to three feet high, bush form, beautiful white flowers forming gauze-like appearance. Fine for cutting. 12c. each; \$1.25 per dozen.

HELIOPSIS. Orange Sunflower.

Pitcheriana. Flowers are two inches in diameter, deep golden yellow, flower early in season and continue all summer. Very useful for cutting. Height three feet. 15c. each; \$1.50 per dozen.

HESPERIS. Rocket.

Matronalis. Pink flowers on bushy plants, strong growing; very showy. Height three to four feet. Blooms in June and July. 10c. each; \$1.00 per dozen.

LATHYRUS. Hardy Sweet Pea.

Latifolius. Flowers are pea-like, strong climbing plant valuable for covering trellises. Blooms summer and autumn. Colors rosy pink and white. 15c. each, \$1.50 per dozen.

HOLLYHOCKS.

Double Varieties. No description is needed for these dear old favorites. The quality of the stock I offer is unsurpassed and will bloom the first season. All colors mixed, strong roots, 10c. each; \$1.00 per dozen. Extra strong two year old roots, 25c. each; \$2.50 per dozen.



Hollyhocks.

LYCHNIS.

Campion.

Chalcedonica.—

Most desirable plant, with heads of orange-scarlet flowers and dark green foliage. A fine old garden flower. Very showy and nice for cutting. Price, 12c. each; \$1.25 per dozen.

IRIS GERMANICA. German Iris.

Splendid choice varieties in mixture of these desirable hardy plants, producing in May their showy flowers of beautiful coloring. All strong plants. 10c. each; \$1.00 per dozen.

Tottenville, N. Y., Nov. 23, 1914.—The plants were received Saturday and they look nice and healthy. Thank you for packing them so nicely. E. W. PENHALLOW.

MONARDA. Bergamot.

Didyma Rosea. Showy plants that produce rose colored flowers all summer, with aromatic foliage. Succeed well anywhere. 15c. each; \$1.50 per dozen.

MYOSOTIS. Forget-Me-Not.

Palustris Semperflorens. The best variety, hardly ever out of bloom; useful for shady spot in border. 10c. each; \$1.00 per dozen.

PAPAVER. Poppy.

Oriental Poppy. A most pleasing plant of easy culture. Produces large flowers often five to seven inches across. Colors range from pink to dark crimson, each with a large spot of glossy black in the center. Height two to three feet. 15c. each; \$1.50 per dozen.

PEONIES.

Double Herbaceous. Strong roots with three to six eyes; all colors. 20c. each; \$2.00 per dozen.

**PHLOX.**

Hardy Phlox. Paniculata. Well known perennial that has long been one of the favorite old-fashioned flowers. The stock offered here is strong plants that will bloom this summer. Order by name.

Boquet Fleuré. White with carmine eye.
 Bridesmaid. Large white, red eye.
 Coquilecot. Pure scarlet, bright and showy.
 Eclairer. Bright purple with lighter halo.
 E. Danzanvillier. Lilac, shading to white at edges.
 Joan of Arc. Pure white; fine for massing.
 Mme. P. Langier. Bright crimson.
 R. P. Struthers. Rosy carmine.
 Sunshine. Good red.
 Schlieman. Pink, red eye.

Price, 15c. each; \$1.50 per dozen.

Early Flowering. Phlox Suffruticosa.

Miss Lingard. White, large individual florets.
 Ninon. Deep rosy lilac. Very showy.

This species bloom at least six weeks earlier than the Paniculata Phlox and continue until frost. Perfectly hardy and will take care of themselves. Offer strong plants.

Price, 20c. each; \$2.00 per dozen.

VALERIANA. Garden Heliotrope.

Coccinea and Alba. Showy flowers, bloom from June to October. 10c. each; \$1.00 dozen.

Stagmore Farm, New Monmouth, N. J., Jan. 25, 1915.—I wish to write and tell you how pleased I am with the hardy plants that I have purchased from time to time of you. Last season was one of the driest and hardest on plants that I can remember, and while my lawn was ruined by the heat and drought your plants survived and flowered well. When I get my roses in the spring I intend to buy more of your hardy "Old-Fashioned Flowers."

RALPH A. BOWMAN.

PHYSOSTEGIA. False Dragon Head.

Virginica. Beautiful midsummer flowering perennials. The flowers resemble large Heather; color shell pink, on strong stems. Excellent for cutting. 12c. each; \$1.25 per dozen.

SALVIA. Hardy Sage.

Azurea Grandiflora. Blooms during August and September, bearing sky-blue flowers on stems three feet high in the greatest profusion. 15c. each; \$1.50 per dozen.

STOKESIA. Cornflower Aster.

Cyanea. Beautiful plant, grows 18 to 24 inches high; flowers freely from June to September, bearing handsome lavender-blue Cornflower-like blossoms. Useful for cutting. No collection complete without these grand plants. 12c. each; \$1.25 per dozen.

SWEET WILLIAM. Dianthus Barbatus.

Great improvement has been made in this favorite flower of our grandmothers, the flowers being larger and the colors more brilliant. Strong field plants in pure white, mixed colors and the new variety, Newport Pink. 10c. each; \$1.00 per dozen.

Utica, N. Y., Nov. 17, 1914.—I write to acknowledge receipt of the plants ordered and thank you for the Shasta Daisies which you so kindly sent me. The plants arrived in fine condition. M. A. MAYNARD.

VERONICA. Speedwell.

Longifolia Subsessilis. The best of the hardy Veronicas, and beyond question the most beautiful and best perennial giving blue flowers. Blooms from early summer until frost, producing tall spikes that almost cover the plant. 15c. each; \$1.50 per dozen...

YUCCA. Adam's Needle.

Filamentosa. This plant stands at the head of hardy ornamental foliage and flowering plants. Has broad sword-like foliage and five to six feet tall branched spikes of large, fragrant, drooping, creamy-white flowers during June and July. Very effective plant for all positions. 25c. each; \$2.50 per dozen.

Hardy Vines and Creepers.**AMPELOPSIS.** Boston or Japan Ivy.

Veitchii. The popular climbing plant for covering stone or wooden walls; rapid in growth and clings to the smoothest surface. Can supply in two sizes, small, 10c. each; \$1.00 per dozen. Large size, with not less than two feet of tops, 25c. each; \$2.50 per dozen.

CLEMATIS. Japanese Virgin's Bower.

Paniculata. One of the most satisfactory climbing flowering plants. Of strong, rapid growth with pure white, deliciously fragrant flowers which completely cover the foliage during August and September. Strong two-year-old plants, 25c. each; \$2.50 per dozen.

HARDY ENGLISH IVY.

Evergreen variety, used for covering walls; has become very popular for graves, especially in shade where grass will not grow. Small plants 10c. each; \$1.00 per dozen. Large plants, 18 inches of top, 25c. each; \$2.50 per dozen.

WISTARIA.

Sinensis. Favorite blue variety, richly perfumed.
Alba. A white flowered form of above variety. Price, strong roots, 25c. each.

SPECIAL INTRODUCTORY OFFER

In HARDY OLD FASHIONED FLOWERS.

To introduce my stock of these old favorites in the most popular varieties, I will make the following offer, good to November 30th, 1915:

I will sell strong field plants that will be sure to bloom next summer, in these varieties: Achillea, both red and white; Columbine, mixed; Sweet William, mixed; Hardy Chrysanthemums, all colors; Coreopsis, Larkspur, Formosum, Foxgloves, Hardy Pinks, mixed; Gaillardia, Hardy Sunflowers, Hesperis or Rocket, German Iris, all colors; Hollyhocks, all colors; Lychnis, Monarda or Bergamot, Physostegia, Phloxes (King's Superb) all colors; Valerian or Garden Heliotrope, Veronica or Speedwell. You can make your own selection from any of these varieties.

Special price is \$1.00 per dozen; \$7.50 per 100. For larger quantities write for prices.

Cultural Directions free. Satisfaction guaranteed or money refunded.

W. E. KING, Little Silver, New Jersey.



Tender Flowering Plants.

This class of plants, as a rule, are not ready for shipment until May 15th, or later. In the latitude of New York it is not advisable to plant out-of-doors before May 25th to 30th.

AGERATUM.

Blue Perfection. One of the best bedding plants, especially useful in edging, also solid beds. Strong pot-grown plants, 10c. each; \$1.00 per dozen.

ALOYSIA. Lemon Verbena.

Citriodora. An old favorite; very fragrant. 10c. each.

ALTERNANTHERA.

Bright foliaged plants of dwarf habit, much used for edging or for carpet or rug beds.

Aurea nana. Bright yellow foliage.

Brilliantissima. Bright scarlet foliage.

Price, 5c. each; 60c. per dozen.

ALYSSUM. Sweet Alyssum.

Little Gem. The dwarf white variety so much used in bedding, especially for edging. Nice plants, 50c. dozen,

ANTIRRHINUM. Snapdragon.

Giant. Silver Pink. A splendid variety, clear color. Excellent for cutting. 10c. each; \$1.00 per dozen. Pure white, and Mixed colors, 75c. per dozen.

ASTERS. China Aster.

Simple's Branching. One of the best types for cutting or bedding. All colors mixed, strong plants, 50c. per dozen.

BEGONIA VERNON.

Mixed colors. Splendid flowering variety used much for bedding, and one of the best plants for a partly shady location. Strong pot plants, 7c. each; 75c. per dozen.

COLEUS.

These five varieties are the best for bedding and filling vases.

Autumn Glory. Fancy variety, scarlet with markings of green, yellow and pink. Very brilliant in the autumn, hence the name.

Brilliancy. Very large leaves, crimson edged with green and yellow. The very finest thing in Coleus. 12c. each.

Golden Bedder. Best yellow.

Queen Victoria. Crimson with golden edge.

Verschaffelti. The popular dark crimson. All strong pot plants,
Price (except where noted). 7c. each; 75c. dozen.



Geranium.

CANNAS.

No other bedding plant has so many varieties, and we have selected a few of the very best standard varieties that we know will be satisfactory under all conditions. Foliage is green except where noted. All strong pot-grown plants, well established; no dormant roots for sale.

Alsace. Flowers light yellow; height 5 feet.

Betsy Ross. A clear pink, one of the very best. Large flowers in immense trusses; height about 3 feet. 25c. each.

Florence Vaughan. Flowers clear yellow with carmine spots. A good bedder; strong growth. Height about 4 feet.

King Humbert. Bronze foliage, with flowers that often measure six inches across, produced in gigantic trusses of brilliant orange scarlet with red markings. Height 5 feet.

Niagara. Flowers scarlet and gold, large truss. Height 2½ feet.

Pres. McKinley. One of the best dwarf red cannas. 3 feet.

Yellow Crozy. The best clear yellow of the standard varieties. Fine for bedding; 3 feet. Price, any of the above (except where noted), 12c. each; \$1.25 per dozen.

COSMOS.

Large flowering sorts, in assorted colors. Strong plants, 50c. per dozen.

Brooklyn, N. Y., May 28, 1914.—The flowers reached here in safety. I am greatly pleased and satisfied, as is every one who has seen them. MRS. M. F. DOLSEN.



Mrs. Francis King.

GLADIOLUS.

America. One of the finest for cutting. Color a beautiful soft flesh pink. 50c. per dozen.

Augusta. Pure white with blue anthers. 50c. per dozen.

Klondyke. Clear yellow with crimson throat. 50c. per dozen.

Mrs. Francis King. Striking shade of light scarlet or flame color. Very effective for border or cutting, 50c. per dozen. (See cut).

Princeps. The finest thing in the scarlet class. The color is dazzling—marked with white on lower part. 60c. per dozen.

Special Offer. One dozen of each of these five varieties for \$2.25.

Choice Mixture of all colors, 25c. per dozen; \$1.50 per 100.

DAHLIAS.

The collection offered is not large but they are the best of the standard varieties, ones that have been tried and found satisfactory.

We offer pot-grown plants only.

Countess of Lonsdale. Salmon-pink, one of the very best. Blooms freely under all conditions.

Mrs. Roosevelt. Color delicate silvery rose, of remarkably large size; free flowering and grand for cutting.

Queen of Yellows. Bright clear yellow, of the show variety; flowers large and perfect.

Strahlen Krone. Intense cardinal red; rich and glowing. Produces the flowers in immense quantities.

Winsome. One of the best, pure white; fine for cutting.

20th Century. Large single flowers. White with crimson in center; colors change as the season advances, sometimes there will be several different shades of red and pink on the same plant. Splendid for cutting; long stems.

Price of any of above, 12c. each; \$1.25 per dozen.

GERANIUMS.

The most popular bedding plant in existence. We offer only a short list, but the very best for general work. (See illustration on preceding page).

Alphonse Riccard. Bright scarlet, large flowers; the finest large-flowering scarlet bedder.

Beaute Poitevine. The best double salmon-pink.

Berthe de Pressilly. (New). Splendid light pink. 15c. each.

Gen. Grant. Good double red, fine bedder.

Miss Francis Perkins. Deep rose pink. 15c. each.

Mme. Salleroi. Variegated foliage. Bright green leaves with white edges. Much used for borders.

Mrs. E. G. Hill. Beautiful salmon-pink; fine large flower.

La Favorite. Pure white; double flowers, one of the best.

Ricamere. White, with tint of pink in center. 15c. each.

Rose Geranium. Sweet scented foliage; fine in bouquets.

S. A. Nutt. The popular dark crimson, rich color.

Price (except where noted), 10c. each; \$1.00 per dozen.

HELIOTROPE. Heliotropes are great favorites on account of their delicious fragrance. Strong plants, 75c. per dozen.

New Variety. Mammoth flowers, the large trusses often measuring 10 to 12 inches across. We offer a limited number of this wonderful variety. 25c. each.

NASTURTIUMS. Dwarf varieties, mixed colors, 3 to 5 plants in a pot. Ready after May 15th. 60c. per dozen.

SALVIA. Scarlet Sage. Too well known to need description. Strong blooming plants, 75c. per dozen.

VERBENA. Nice assortment in choice colors. 60c. per dozen.

Lemon Verbena. An old favorite with fragrant foliage. 10c. each; \$1.00 per dozen.