

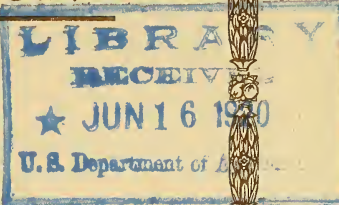
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A NEW SUGGESTION

For Lovers of ^{best of} Roses,
Sweet Peas,
and Other Flowers



All for Present Planting

October, 1917

MAURICE FULD

Plantsman - Seedsman

1457 Broadway New York

FOR BEST SUCCESS

Plant Roses from October to December

This is not a new idea, but one which all plantsmen have preferred for a score of years and the only reason it has not been suggested is the fact that we have depended upon Europe to supply us this material and the plants never arrived until December—too late to plant them.

One of the great benefits derived from this unfortunate war is the increased resourcefulness of the American grower, who has now through necessity developed the culture of all plants here in America, so that in future we need not depend on others.

American-grown roses are not only equal to the best of the European, but really are far superior, and the reasons for this claim must be apparent to everyone.

1. They are grown on American soil and under American climatic conditions.
2. They are not subject to a six weeks' transportation risk, during which time all plants suffer.
3. The roses offered here are grown on a light soil, so that when given better conditions, which naturally you do, they must prosper.
4. There is no more guessing—will this rose do well here, for its very presence is its best proof.

The reasons why fall planting is preferable to spring are also apparent.

1. The plant suffers least in transplanting.
2. It is taken from the field and shipped direct to you.
3. It is established when spring comes and can grow ahead much sooner and therefore give better results the first season.
4. It lightens our burdens of the mass of work always existing in spring.
5. The loss in fall planting is much less than that of the spring.

My Selection of Varieties

I know what you want, because you have told me—I know your ideal in a rose, and to prove it, I state it here.

A rose which grows by itself; a rose which produces blooms all the time; a rose which produces good blooms on long stems; a rose which is robust so as to be immune if possible from disease; a rose fine for cutting as well as for effect in the garden.

Of course, you will say: Are there any such roses?

Yes, there are, and many more would there be if we just realized that roses are the favorite children of the garden and like those of the human family, they must be nursed well during the first year of their growing in our garden.

Since March of this year I have published in "Flower Lore" the most exhaustive story of Rose Culture you will find in the world, a story written for the primary grade in the school of gardening, a story which you can easily grasp and adopt. The story is not finished as yet, but will be continued in every number of "Flower Lore" to come.

If you are not a subscriber, you ought to be.

Delivery of the roses as here offered can be made at once, except where otherwise noted.

HYBRID TEAS OR MONTHLY ROSES

To make selections easier, I offer these in color sections as follows:

WHITE

	Each
Augustine Guinnoisseau, white La France, tinged with blush.....	\$.60
British Queen, pure ivory-white60
Ellen Willmot, wax white, pink center.....	.60
Grace Darling, cream white, tinted peach.....	.60
Kaiserin Augusta Victoria, white.....	.60
Killarney Double White, pure white.....	.60
Mrs. Harold Brocklebank, white, buff center.....	.75
Mrs. Theodore Roosevelt, creamy white, center pink-shaded.....	.60
Pharisaer, rosy white60

YELLOW

Duchess of Wellington, yellow, stained with crimson.....	.60
Le Progres, yellow chrome.....	.60
Marquise de Sinety, golden yellow, shaded red.....	.60
Mme. Charles Lutaud, chrome-yellow60
Mme. Jenny Guillemot, saffron-yellow60
Mme. Ravary, orange-yellow60
Mrs. Aaron Ward, Indian yellow60
Mrs. Ambrose Riccardo, yellow, very rich.....	.75
Mrs. Amy Hammond, pale amber, apricot shading.....	.75
Mrs. Archie Gray, cream yellow, light.....	.75
Mrs. David McKee, creamy yellow.....	.60
Mrs. Sam Ross, straw-colored75
Queen Mary, yellow, border of carmine.....	.75
Senatuer Mascuraud, blend of yellow and orange.....	.60
Souvenir de Gustav Pratt, pale yellow.....	.60
Sunburst, bronzy yellow60

ORANGE, SALMON AND COPPER

Antoine Rivoire, rosy flesh on yellow ground.....	.60
Autumn Tints, blend of copper red, orange and pink.....	1.00
Betty, ruddy gold60
Countess of Gosford, salmon-pink, base yellow.....	.60
Dean Hole, salmon-pink60
Dorothy Page Roberts, pink, suffused yellow.....	.60
Duchess of Sutherland, rosy pink, shaded yellow.....	.60
Earl of Warwick, salmon-pink, shaded vermilion.....	.60
Farben Konigin, salmon-pink60
Irish Fireflame, orange, single flowers.....	.75
Joseph Hill, rosy salmon60
Lady Pirrie, coppery-salmon60
Mabel Drew, deep ochre, yellow center.....	.60
Mme. Jules Bouche, silvery salmon.....	.60
Mme. Leon Paine, salmon pink60
Mme. Segond Weber, rosy salmon60
Mrs. A. R. Waddell, reddish salmon.....	.60
My Maryland, salmon pink, pale edge.....	.60
Old Gold, reddish orange60
Ophelia, salmon-flesh60

PALE PINK

	Each
Countess Clanwilliam, peach pink, cherry-red edge.....	.75
Edgar M. Burnett, flesh-pink, tinted rose.....	.75
Florence Pemberton, flushed pink and cream white.....	.60
F. R. Patzer, cream, outside pink.....	.75
Grace Molyneux, light apricot, flesh center.....	.60
Killarney Brilliant, bright pink.....	.60
Killarney, flesh, shaded white.....	.60
Konigin Carola, rose-color, silvery white back.....	.60
Lady Alice Stanley, coral-rose, flesh inside.....	.60
Lady Ashtown, pale rose.....	.60
Lady Ursula, flesh-pink.....	.60
La France, bright pink.....	.60
Lyon Rose, coral pink.....	.60
Mme. Caroline Testout, bright rose.....	.60
Mme. E. Rostrand, flesh-pink.....	.60
Mrs. G. W. Kershaw, rose-pink.....	1.25
Mrs. Moorfield Storey, shell-pink.....	.60
Prince of Bulgaria, flesh-pink.....	.60
Souvenir du President Carnot, flesh, shaded white.....	.60
Totote Gelos, flesh-pink, shaded yellow.....	.75
Viscountess Folkestone, pink, center salmon-pink.....	.60
Wellesley, carnation-rose color.....	.60

DEEP PINK

Colleen, rose-pink, slight crimson veins.....	.75
Duchess of Westminster, rose.....	.60
Gustav Grunerwald, carmine pink.....	.60
Miss Cynthia Forde, rose-pink.....	.60
Mrs. Geo. Norwood, rich pink.....	.75
Walter Speed, pure pink.....	.60
William Shean, pure pink, veined ochre.....	.60
Killarney Queen, clear pink.....	.60

SCARLET

Arthur R. Goodwin, orange-red, passing to salmon-pink.....	.60
Augustus Hartmann, geranium-red, shaded with orange.....	1.00
Brilliant, bright scarlet.....	.60
Chateau de Clos-Vougeot, velvety scarlet.....	.60
Francis Scott Key, red.....	.60
Hadley, deep red.....	.60
Iona Herdman, blend of orange and red.....	.75
Lieutenant Chaure, red, shaded garnet.....	.60
Mrs. Geo. Sawyer, brilliant rose.....	.60

CRIMSON

Admiral Ward, crimson-red overlaid with black.....	.60
Edward Mawley, velvety crimson.....	.60
Etoile de France, crimson, cerise-red center.....	.60
Friedrichsruhe, blood-red, overlaid black.....	.60
General McArthur, bright crimson.....	.60
Gruss an Teplitz, scarlet-crimson.....	.60
H. V. Machin, bright crimson.....	1.00
Jonkheer J. L. Mock, carmine.....	.60
King George V., blackish crimson.....	.60
Laurent Carle, velvety carmine.....	.60
Mevrouw Dora Van Tets, crimson.....	.60
Mme. Abel Chatenay, carmine-rose, shaded salmon.....	.60
Radiance, carmine-rose.....	.60
Robert Huey, crimson.....	.60

TEA ROSES

WHITE

	Each
Lady Plymouth, cream bordering on yellow.....	.60
Molly Sharman Crawford, cream white60
White Maman Cochet, pure white60
Mrs. Campbell Hall, creamy buff with rose carmine.....	.75

YELLOW

Blumenschmidt, bright yellow, border pink.....	.60
Etoile de Lyon, sulphur-yellow60
Harry Kirk, true sulphur-yellow.....	.60
Kaiser Friedrich, yellow, shaded rose.....	.60
Lady Hillingdon, apricot-yellow60
Marie Van Houtee, canary yellow60
Mme. Constant Soupert, deep yellow, shaded pink.....	.60
Mme. Francisca Kruger, coppery yellow60
Mme. Jean Dupuy, golden yellow60
Perle des Jardins, straw-yellow60
Yellow Maman Cochet, yellow, center apricot.....	.60

SALMON, COPPER AND ORANGE

Lady Roberts, rich apricot, red base.....	.60
Souvenir de Pierre Notting, apricot, blended with copper yellow.....	.60
Mrs. S. T. Wright, Cadmium old gold, suffused with rose pink.....	.60

PINK

Pink Maman Cochet, pink60
Wm. R. Smith, flesh tints, salmon-pink.....	.60

HYBRID PERPETUAL ROSES

This class of roses used to be very popular, but it is now superseded by the hybrid teas, for we can get a more constant crop of blooms from them. At the same time, the Hybrid Perpetuals were the roses we used to know first, and we call them old friends, and so we cannot at all times discard them altogether. For this reason I am offering a limited selection of the best.

	Each
CLIO, satin flesh, with pink center.....	.60
FRAU KARL DRUSCHKI, finest white rose.....	.60
GEORGE ARENDS, bright pink flowers.....	.60
MRS. JOHN LAING, soft satiny rose.....	.60
PAUL NEYRON, clear pink, fragrant.....	.60
PRINCE CAMILLE DE ROHAN, dark blood-red.....	.60
ULRICH BRUNNER, light red, unusual.....	.60

HARDY CLIMBING ROSES

Those of you who know me have realized by now my dislikes for certain flowers, and particularly my strong dislike for such a rose as the Crimson Rambler. I know so many more beautiful climbing roses than this latter that I want everyone in this country to pull up their crimson ramblers and destroy them, and if you want my opinion as to the best climbing rose of today adopt the American Pillar. It is a good name for a patriot, and is a mighty good rose to bear that name.

What I am offering under this heading is the cream of the best. I can offer other varieties if you wish them, and if you have any preference just let me have your list, and I will promptly inform you if I can furnish the roses or not.

	Each
AMERICAN PILLAR, cherry-pink	\$1.00
AVIATEUR BLERIOT, saffron-yellow60
DOROTHY PERKINS, shell-pink60
DR. W. VAN FLEET, pink.....	1.00
GARDENIA, bright yellow60
HIAWATHA, crimson, snow-white base60
LADY GAY, cherry-pink, faint white60
SILVER MOON, cream yellow to wax white.....	.75
TAUSENDSCHON, pink and white.....	.60

WOULD YOU LIKE TO POSSESS A PICTURESQUE HEDGE?

Something different, which no one else has; something which will make your garden charmingly beautiful; something which at one time of the year will fill your heart full of joy, and everybody else's who may come near your garden. And, still more, something which you can be sure will live and thrive.

I can read the following question on the lips of every reader of my offer: "I wonder what new plant he is going to offer to us now?"

Let me tell you my story:

Three years ago last June I visited Detroit and saw a number of gardens. There was one garden that was like a fairyland. It was rose time, and you must be able to go back with me in memory to revive the impression I received when from a distance of a mile I saw a most wonderful stretch of pink; so that I ran toward it, and with every step my imagination grew wilder as to what it could be, and finally I was ready to exclaim, "How marvelously beautiful!" What a wonderful sight! And lo, behold, there was for a stretch of several hundred feet a hedge of a most robust growing rose; a plant four or five feet high, trimmed somewhat square, with the cleanest and healthiest foliage (very similar to the finest of Hybrid Tea Roses) of gloss bronzy green in appearance, but simply showered with real double roses of the most pleasing pale pink, and, mind you, the average flower was from five to six inches across.

I should say there were from 25 to 50 of such flowers on a single plant—and now can you realize the picture? Of course, I was interested. I secured the name of the rose and put it away for future reference.

From Detroit I went to Camden, Maine, and lo, behold, here I found a smaller hedge of the same rose, and the owner told me that he has had it for five years and his plants had grown to a height of seven feet, but he cut them back every year to keep them within his desired limit.

This rose is called "Conrad Ferdinand Meyer." It is an offspring of the Rugosa roses, from which it obtains its robustness, but in appearance it has no resemblance. It is just as delightfully attractive as any rose in our gardens, but produces a dense growth, as good as any privet hedge, and it has really two seasons of attractiveness—one in June, when all roses bloom; the other in the fall, when the plants are covered once more with the most exquisite coral-red giant seed pods.

For hedge, set plants 18 inches apart in single rows. Put plenty of manure in the bottom of the trench, and you will have the most beautiful hedge in your town for fifty years to come.

No rosebug or disease attacks this rose; nor will animals, for it is full of thorns—just as if created for a hedge. And last, but not least, the rose possesses an exquisite fragrance and flowers every month of the summer.

I offer now, for "November delivery," American-grown stock, field-grown plants of excellent quality, at **\$4.50 a dozen; \$35 per hundred**

I have offered this rose for two seasons now, and each time I have been oversold to ten times the amount available. For this reason I am presenting my offer NOW, as you may want your needs reserved, and thus be one of the fortunate to enjoy this feast for the eye next year.

THE LATEST WRINKLE IN GROWING SWEET PEAS IS SOWING THE SEED IN OCTOBER

This new culture will again, to a great degree, entirely revolutionize the raising of this popular flower in our American gardens.

From the outset I want to make it quite clear that it is not a theory, but a fact, that the culture now published has been tried for a number of years in several varying sections of this country and proven a great boon and improvement over the existing methods.

Its Advantages

1. That this work in the fall will materially relieve our burdens for the spring.
2. That our plants are far more sturdy and can make their roots during ideal weather conditions.
3. That our flowers appear fully three weeks earlier, and as this is under the favorable cool nights' season, we can enjoy a much longer period of bloom.
4. That we do not have to make all the extra trips in spring to the country, provided we live in the city during winter, and thus can have our flowers almost as soon as we come to the country for good.

Now, I do quite well know the feelings of the average amateur, when it comes to adopting a new method. He is skeptical, he is never quite ready and willing to discard an old successful method. I have not forgotten yet that it took me six years to get the public to experiment with the culture of sweet peas, which I published last March in "Flower Lore," but I am sure that those who have tried it will never again go back to the older method, and so I ask you if you will please just try a limited space with the method I herewith disclose.

We can never make progress if we are not ready to change our ways.

This new culture changes the actual work as previously described but very little, and here is the story:

Prepare your trench at once in the same manner as you do in the spring and fill it up level to the ground. Sow your seeds any time this month again exactly as you do in the spring with one addition, namely, that we do not plant them in pots, but when sprouted in blotting paper we plant them right out of doors, and in order to make the seeds sprout quicker and more uniform we scrape a little part of the skin opposite the sprouting germ with a file. I want to say right now that almost every seed will sprout when scraped and this method should be followed in the future for spring sowing as well.

These sprouted seeds will germinate and come through the ground this fall, and as they grow we draw the soil from either side of the row right over the plants, so that only the top is visible, and finally when it gets near freezing weather we cover the top as well. This will put the actual seed from 8 to 10 inches below the highest point of the ridge and allows a furrow on either side of the plants, and this ridge and furrow has a duofold purpose, namely, in addition to being a protection for the plant in winter, it throws off any surplus moisture and thus the seeds cannot rot.

If we want to be very careful we can cover the ridge still further with either straw or dry manure after the soil in the ridge has frozen.

And now we forget them until next spring. About the time when we would naturally sow our sweet pea seeds out of doors we remove the covering and throw back the soil covering the plants, so that the plants will be fully exposed and trenches will be filled up to the level of the garden.

And from this time on we proceed in growing them as we do in the spring. No more waiting for the soil to dry or weather to moderate.

You will be surprised to find how well your plants have wintered, for, to tell the truth, sweet peas can and will stand considerable frost.

SWEET PEAS

No. 5500	Fuld's Delightful Mixture of all Colors.....	per oz.	\$0.50
	Pkt. (25 seeds)10
No. 5525	Fuld's Artistic Mixture (pale colors only).....	per oz.	.75
	Pkt. (25 seeds).....		.15
No. 5550	Alfred Watkins , clear pale lavender.....	pkt. (25 seeds)	.25
No. 5560	Barbara , clear soft salmon-orange.....	" " "	.10
No. 5570	Bertie Usher , white with violet flake; unique.....	" " "	.35
No. 5580	Blanche Ferry Spencer , lower part rich warm pink; wings	" " "	.10
No. 5590	Blue Jacket , clear deep navy blue.....	" " "	.25
No. 5600	Cherub , creamy buff, edged bright rose.....	" " "	.25
No. 5610	Constance Hinton , considered by exhibitors the finest, largest, purest white	" " "	.25
No. 5620	Dobbie's Cream , pale yellow	" " "	.25
No. 5630	Don Alvar , most beautiful clear lavender; seeds very rare	" " "	.35
No. 5635	Edna May Improved , considered today in England the finest white Sweet Pea.....	" " "	.25
No. 5640	George Herbert , bright rose	" " "	.10
No. 5650	Helen Lewis , orange pink	" " "	.10
No. 5660	Hercules , palest satiny pink.....	" " "	.15
No. 5663	Hope (Novelty 1917), clear soft rose.....	" " "	.75
No. 5670	Irish Belle , mauve	" " "	.10
No. 5680	Jean Ireland , cream buff edged rose.....	" " "	.25
No. 5685	Jessie Cuthbertson , white, flaked rose.....	" " "	.25
No. 5687	Job Loader (Novelty 1917), deep crimson.....	" " "	.50
No. 5690	King Edward , deep crimson	" " "	.10
No. 5700	King Manoel , large shining maroon	" " "	.25
No. 5710	King Mauve , large mauve	" " "	.20
No. 5720	King White , a fine giant white.....	" " "	.10
No. 5730	Lady Evelyn Eyre , most delightful pale pink.....	" " "	.10
No. 5732	Lady Fisher (Novelty 1917), blush pink.....	" " "	.50
No. 5750	Margaret Atlee , warm salmon pink.....	" " "	.10
No. 5760	Margaret Madison , clear azure blue.....	" " "	.10
No. 5770	May Unwin , bright orange	" " "	.10
No. 5780	Mrs. Cuthbertson , lower part clear rose pink, wings pure white, a real pleasing color and flower.....	" " "	.10
No. 5790	Mrs. H. J. Damerum , deep cream, gives 5 flowers to a stem, excellent for exhibitions, seeds very rare.....	" " "	.50
No. 5810	Nubian , deep chocolate	" " "	.10
No. 5820	Orchid , rich clear mauve.....	" " "	.10
No. 5830	Phantom Blue (new), opalescent blue, marvelously blend- ed with a tinge of purple giving the entire flower a delightful pastel or "art" shade of blue; a rare, ex- quisite flower	" " "	.60
No. 5835	Princess Henry of Battenberg (Novelty 1917), clear rosy lavender	" " "	.50
No. 5840	Royal Purple , deep royal purple.....	" " "	.15
No. 5850	The President , bright orange scarlet.....	" " "	.25
No. 5860	Wedgewood , wedgewood blue	" " "	.15

FULD'S MIDSUMMER GIANT COSMOS

Sow in October to flower next Summer

No. 1600	Superb Blending of all Colors.....	pkt.	\$0.15
No. 1610	Pure White	"	.25
No. 1615	Lavender Pink	"	.25
No. 1630	Crimson	"	.25