## Historic, Archive Document

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## ORDER SHEET—DECEMBER 1917

Please insert quantity of Seed wanted in left-hand column. Fold this sheet and mail it to us with your name and address on, and your order will have prompt and careful attention.

## MICHELL'S NEW CROP FLOWER SEEDS

FOR FLORISTS
Send to
No. and Street or R. F. D. $\qquad$
Town
County $\quad$ State $\qquad$
Send by


NEW SALVIA (Scarlet Sage) AMERICA
A new variety of dwarf, bushy, compact growth, uniform in height and shape, and literally aglow with large spikes of brilliant scarlet flowers from early in the season until late in fall. The seed we offer was grown in our own Nurseries, and is strictly true to name and of high germination.

Price, per trade packet, 50c.; $\$ 3.50$ per $1 / 4$ oz.; per $1 / 2$ oz., $\$ 6.00 ; \$ 10.00$ per oz.

## HENRY F. MICHELL CO. <br> SPECIALISTS IN <br> "Distinctive" Seeds for Florists 518 MARKET STREET, PHILADELPHIA "EVERGREEN" SEED GARDENS, ANDALUSIA, PENNA.

MICHELL'S ORDER SHEET

| Quantlity Wanted |  | $\begin{gathered} \text { Trade } \\ \text { Pkt. } \end{gathered}$ | $\xrightarrow{\mathrm{Per}} \mathrm{O} \mathrm{O}$ | Total Amou |
| :---: | :---: | :---: | :---: | :---: |
|  |  | . $\$ 0.40$ | \$2.25. | ......... .... |
|  |  | . 40 | 2.25 | ............ |
|  |  | . 40 | 2.25 |  |
|  |  | . 40 | 2.25 |  |
|  | Queen of the Market. Wh | . 25 | I. 25 |  |
|  | Blush Pink | . 25 | 1.25 |  |
|  | Rose Pink | . 25 | 1.25 |  |
|  | Dark Blue | . 25 | I. 25 |  |
|  | Light Blue | . 25 | 1.25 |  |
|  | " Crimson | . 25 | 1.25 |  |
|  | " " " Mixed | . 20 | 1.00 |  |
|  | Early Wonder. Pink .......... <br> " " White ........ | $.40$ | 2.25 2.25 |  |
|  | Crego. White ....... | . 30 | I. 50 |  |
|  | ". Azure Blue | . 30 | I. 50 . |  |
|  |  | . 30 | 1.50 |  |
|  | " Rose Pink | . 30 | I. 50 |  |
|  | Lavender | . 30 | 1.50 |  |
|  | " Purple | . 30 | 1.50 |  |
|  |  | . 30 | I. 25 |  |
|  | Early Royal Branching. White | . 40 | 2.25 |  |
|  | " " " | . 40 | 2.25 |  |
|  | Shell Pink | . 40 | 2.25 |  |
|  | Purple .. | . 40 | 2.25 |  |
|  | Lavender | . 40 | 2.25 |  |
|  | Mixed | . 40 | 2.00 |  |
|  | Improved Semple's Branching. White | . . 30 | 1.25 |  |
|  | " " " $"$ Shell Pink | . 30 | 1.25 |  |
|  | Rose Pink | . 30 | I. 25 |  |
|  | Lavender | . 30 | 1.25 |  |
|  | Purple | . 30 | 1.25 |  |
|  | Crimson | . 30 | 1.25 |  |
|  |  | . 30 | 1.00 |  |
|  |  | . 30 | 1.50 |  |
|  | " " Peach Blossom | . 30 | 1.50 |  |
|  | " " Pink and White | . 30 | 1.50 |  |
|  | Dark Blue | . 30 | 1.50 |  |
|  | Light Blue | . 30 | 1.50 |  |
|  | Crimson ${ }_{\text {Choice }}$ Mix | . 30 | 1.50 |  |
|  |  | . 30 | 1.25 |  |
|  | Invincible. White | . 30 | 1.50 |  |
|  | " Rose Pink | . 30 | 1.50 |  |
|  | " Lavender | . 30 | I. 50 |  |
|  | Blue | . 30 | I. 50 |  |
|  | CrimsonMixed | . 30 | I.50 |  |
|  |  |  | I. 25 |  |
|  | Truffaut's Paeony Flowered. Mixed | . 30 | I. 25 |  |
|  | Victoria Prize. Mixed |  | 1.50 |  |
|  | Daybreak. ${ }_{\text {" }}^{\text {Soft pink }}$ Lavender | . 40 | 2.25 |  |
|  |  | . 40 | 2.25 |  |
|  | Salmon | . 40 | 2.50 |  |
|  | Lavender Gem | . 40 | 2.50 |  |
|  | Peerless Pink. Shell pink | . 40 | 2.00 |  |
|  | Pink Beauty. Blush pink | . 40 | 2.50 |  |
|  | Pink Superb (Michell's). Light pink | . 50 | 5.00 |  |
|  | Purity (Michell's). Pure glistening | . 40 | 2.25 |  |
|  | Lady Roosevelt. Extra large; pink | . 50 | 4.00 |  |
|  | Pink King | . 30 | 1.50 |  |
|  | Rose King. Deep rose | . 30 | 1.50 |  |
|  | Violet King. Soft violet | . 30 |  |  |
|  | Red Sensation |  | 2.50 |  |
|  | Mikado Pink or Rochester | . 30 |  |  |
|  | Enchantress Pink | . 40 | 2.00 |  |
|  | White King | . 40 |  |  |

HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA


MICHELL'S ORDER SHEET



MICHELL'S ORDER SHEET



## MICHELL'S ORDER SHEET



HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA


Worcester, Mass.
Gentlemen:-
The Monstrosus Petunias which I purchased from you last year were the best I ever grew, especially for pot culture. Yours truly, A. W. H.

MICHELL'S ORDER SHEET


HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA


Three Rivers, Michigan.
Gentlemen :-
We tried your Stock seed last spring and were more than pleased with the flowers. They were certainly beautiful.

Yours very truly,
T. R. F. Co.

## MICHELL'S ORDER SHEET



[^0]Gentlemen:-
The Winter Flowering Sweet Peas obtained from you this winter were wonderfully successful, blooming very early and producing immense quantities of flowers.

Yours truly,
L. M. S. R.

HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA


## MICHELL'S ORDER SHEET



## Michell's Florists' Specialties



## Michell's Reliable Thermometers for Florists

Thermometers are shipped Parcel Post at customer's risk only.


## REGISTERING THERMOMETERS

Record the coldest and the warmest point during previous night. 8 -inch, each, $\$ 3.25$; 10 -inch, each, $\$ 3.75$.

## HOT BED THERMOMETERS

$\qquad$


No. 1 Thermostat
THE CLARK WAGON HEATER
This indestructible steel wagon heater is admirably suited to the needs of all who operate delivery wagons for goods subject to freezing. It supplies a strong, steady heat without smoke or odor. Can be stood on the floor or suspended from the ceiling. Strong, safe and practical.

Price, $\$ 2.00$ each, finished in black sheet iron.

## Style 1-Greenhouse Thermostat

This will be found far more reliable than the old method of having a thermometer attached to an ordinary thermostat and bell. Furnished complete with the exception of wire, battery and bell. All brass. Not waterproof style, $\$ 8.00$; Waterproof style, $\$ 10.00$.

We can also supply recording thermometers.

## Lehman Wagon Heaters



These heaters will keep the temperature above freezing in most any ordinary closed vehicle during the severest weather.
No.
2. Single drawer, 14 in. long...... $\$ 3.50$

7B. 20 in., single drawer, Brussels carpet covering
5.00
10. Three drawers. (See cut)...... 8.50

Lehman Coal for Wagon Heaters. 70c.
per doz. bricks; per 100, $\$ 5.25$.
Tongs for Handling Hot Coal. 25c.


## MICHELL'S CANNA ROOTS

## (Ready about December 20th)

Our Canna Roots are extra strong, with plenty of eyes, are cleam and absolutely true to name. They will be found far superior to the cheap southern grown stock, which cannot always be relied upon for trueness to name. Our stock is growen by ourselves in our own Nurseries at Andalusia, Pa., on good soil and is in extra fine shape.



## michell's cold storace LIL GIGANTEUM

As usual we have provided a fine lot of Lil. Giganteum bulbs, grown and packed especially for cold storage keeping. These are a profitable crop for the florist at most all seasons. The demand for bulbs is usually heavy, so we suggest if you are a regular grower of this stock, that you reserve your requirements now.
No less than case lots of quantities designated can be supplied.


Prices for Delivery, January to July 1st, 1918

| Size | $\begin{aligned} & \text { Bulbs } \\ & \text { Per Case } \end{aligned}$ | Per Case | Per 1000 |
| :---: | :---: | :---: | :---: |
| 7-9 inch. | 100 | \$8.00 |  |
| 7-9 | 300 | 20.25 | \$67.50 |
| 8-9 | 250 | 22.50 | 90.00 |
| 8 -10 | 225 | 22.50 | 100.00 |



## TUBEROSE BULBS

## (READY IN JANUARY)

As usual we have provided a very fine stock of bulbs of full size, the kind that bloom. Planted outdoors in April, they provide an inexpensive crop of profitable flowers for late summer and early autumn trade, requiring practically no attention while growing except an occasional cultivating.
Double Pearl. First Size, 4 to 6 inch circumference bulbs. 25c. doz.; per 100, \$1.25; \$10.00 per 1000.
Double Pearl. Mammoth bulbs, 6 to 8 inch circumference bulbs. 40c. doz.; per 100, \$2.25; \$20.00 per 1000.

Albino. Single. Pure white, very fragrant. 30c. doz.; per 100, \$1.75; \$15.00 per 1000.

Michell's Seed House 518 Market Street Philadelphia

## Michell's Choice Gladiolus Bulbs

Our stock of these is unusually large and of fine quality bulbs, all American grown, mainly produced on our own grounds. Our list here comprises only the principal varieties for florists. See our list to be issued in January for a complete offer.


| $\begin{aligned} & \text { Quantity } \\ & \text { Wanted } \end{aligned}$ |  |  | Total Amount |
| :---: | :---: | :---: | :---: |
|  | America. Delicate pink, robust straight stem..... ${ }^{100} 2.75$ | $\begin{array}{r} 1000 \\ \$ 22.50 \end{array}$ |  |
|  | America. Delicate pink, robust straight stem.....\$2.75 <br> Augusta. A pure white flower; flaked pink........ 2.75 | $\$ 22.50$ 22.50 |  |
|  | Baron Hulot. Rich blue ............................. 3.75 | 32.50 |  |
|  | Brenchleyensis. Brilliant scarlet; straight stem, showing all flowers at one time; a glorious color. 1.75 | 15.00 |  |
|  | Halley. Lovely salmon pink, blotched yellow...... 2.75 | 22.50 |  |
|  | Klondyke.. Orange yellow .......................... 3.00 | 25.00 |  |
|  | Kunderdi Glory. Creamy pink, with red stripe..... 5.00 | 42.50 |  |
|  | May. White, pencilled crimson; compact spike.... 2.75 | 25.00 |  |
|  | Mrs. Francis King. Light scarlet.................... 2.75 | 22.50 |  |
|  | Niagara. Lemon yellow, red throat................. 5.50 | 50.00 |  |
|  | Panama. Beautiful brilliant pink .................. 4.75 | 42.50 |  |
|  | Peace. White, feathered lavender................... 5.00 | 40.00 |  |
|  | Pink Augusta. Soft pink; splendid forcer.......... 3.25 | 27.50 |  |
|  | Pink Perfection. Pure rose pink; very fine........ 5.50 | 50.00 |  |
|  | Princeps. Brilliant scarlet, white throat........... 3.25 | 27.50 |  |
|  | Shakespeare. White flaked carmine, striped pink. 4.75 | 40.00 |  |
|  | Victory. Beautiful rose pink......................... 3.25 | 27.50 |  |
|  | War. Rich blood red................................. 7.00 | 65.00 |  |
|  | White and Light Shades Mixed. Special for forcing 2.00 | 17.50 |  |
|  | We can also supply all other varieties. |  |  |

HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA

## MICHELL'S FANCY LEAVED CALADIUMS



Fancy Leaved Caladiums

## (READY IN JANUARY)

These are grown for us on contract by one of the leading hybridizers of the world. Our list is composed of twelve of the best named sorts, covering a wide range of colors, which are difficult to describe accurately in print.
Wonderful effects can be produced in table or conservatory decorations with these beautifully marked tropical foliage plants. The bulbs should be started in damp moss, somewhat like Begonias, with plenty of bottom heat and an occasional dampening. Do not allow them to get chilled, and at all times grow them in as high a temperature as possible.


## CALADIUM ESCULENTUM

See illustration on opposite page at top.

## (READY IN JANUARY)

To get the best price for these as plants they should be started in pots just as early as possible to make salable specimens by May ist, when outdoor bedding begins in earnest. They require little care and are ready sellers, either as a bulb in your store or as a greenhouse plant.


## 

One of the choicest of our summer flowering bulbs, blooming profusely during the summer, flowers a beautiful waxy white and deliciously fragrant. Bulbs are not hardy and should be removed indoors about October 25th. Doz., \$r.10; \$7.50 per 100.

HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA


## MICHELL'S FINE NEW VERBENAS (Plants)

No one will dispute for a moment the value of verbenas as a summer bedding plant.
These varieties are a remarkable improvement on any that have existed heretofore, everyone of them developed seedlings, type absolutely fixed and true stock being grown from cuttings.
The flower heads are immense with giant individual florets. None of the heads measure less than 3 inches across under normal conditions, while the shades of colors and substance can be duplicated by no other varieties.
If you want the cream of the Verbenas order some of each of these.

## VARIETIES

Beauty of Oxford. Clear pink. Purity. White, fragrant.
Perfection. Rose pink, white eye.

The Banner. Variegated pink and red. Karl Muller. Scarlet.
Blue Bird. Blue, white eye.

## Prices of the above from $21 / 4$ inch pots ready in December

Dozen . . . . . . . . . . . . . $\$ 1.00$
25 for . . . . . . . . . . . . . .
I 500
Ioo for . . . . . . . . . . . . . . 5.00

## BY EXPRESS ONLY

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Special Offer-12 each of the above 6 varieties for $3.50.
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## A NEW VERBENA OF SPECIAL MERIT (Norwood Beauty)

A wonderful seedling now fixed in type and color, clear, rich purple, with large white eye, quite fragrant, a continuous bloomer, withstanding practically all summer weather conditions, and a mass of flower from early season till frost.
The giant flower heads stand well above the foliage, making it an ideal bedding variety. Rust proof and a real winner. Strong $21 / 4$-inch pot plants ready in January. $\$ 1.25$ for $12 ; \$ 6.00$ for 100 . (By express only.)
The above 7 varieties of Verbenas originated with a prominent florist, who has asked us to disseminate them for him. They are the result of a good many years of careful selection and experimenting.

# MICHELL'S CHOICE HYDRANGEAS 

## FOR EASTER FORCING

## For shipment now or later

The past two seasons we have worked up a large stock of this important florist plant, our list including the standard as well as the more recently introduced varieties.
The plants are all pot grown, having been plunged in frames outdoors all summer and autumn; they are now dormant and in splendid shipping condition. As there will be no spireas for Easter, Hydrangeas are just the plants to take their place.

## FRENCH VARIETIES <br> \section*{NEWER SORTS}

Joconde. Pure white, very large.
Lakme. Cream white, shaded pink. Mme. Foucard. Ruby rose.
Mme. Nicolas Lambert. Pale rose. Mme. A. Rosenkraenzer. Mauve. Magenta. Clear rose.
Mme. Rene Jacquet. Flesh pink.


VARIETIES OF RECENT INTRODUCTION
Baby Bimbinet. Dwarf. Silvery rose.
Beaute Vendomoise. White, tinted pink. Eclaireur. Carmine rose ( $21 / 2-\mathrm{in}$. pots only). Harmonie. Fringed, white, tinted rose.
La France. Pure white, rosy eye.
La Perle. White, large fringed flowers.
Liberte. Fringed, white, shaded light rose.
Louis Mouillere. Fringed, deep rose pink.

## STANDARD VARIETIES

Avalanche. White.
Botaniste Peltereau. Pink.
Bouquet Rose. Pink.
E, Gi. Hill.
General de Vibraye. Bright rose.
La Lorraine. Pale rose pink.
Mme. E. Mouillere. White.
Mme. Maurice Hamar.
Radiant. Pink.
Souv. Mme. Chautard. Pink.


HYDRANGEA OTAKSA (The old-fashioned pink variety)
$2 \mathrm{t} / 2$-inch pots. Doz., 75 c .; $\$ 5.00$ per 100; per 1000, $\$ 40.00$. 4 -inch pots. Doz., $\$ 2.75$; $\$ 20.00$ per 100. 6-inch pots. Doz., $\$ 5.00$; $\$ 35.00$ per 100. Io-inch Tub Plants, $\$ 1.75$ each. I2-inch Tub Plants, $\$ 2.75$ each.

## CYCLAMEN SEEDLINGS

We will have ready from February on a choice lot of thrifty seedlings of Michell's Giant Flowering strain of Cyclamen in separate colors: Pink, White, Red, Salmon; not less than 50 seedlings supplied nor less than 25 of a color supplied. Price, $\$ 4.00$ per 100 ; per 1000, $\$ 35.00$.

This stock will be ready to shift in $21 / 2$-inch pots.

Book your order now.


## "HELEN MICHELL"

## The Wonderful Scarlet Bedding Geranium

## Introduced by Us in 1914 and still a leader


"HELEN MICHELL" IS SEMI-DOUBLE, OF THE CLEAREST POSSIBLE SHADE OF SCARLET, IS EARLY IN BLOOM, AND FLOWERS VERY FREELY DURING THE ENTIRE SEASON
It grows compact, medium dwarf, with lustrous green foliage and throws up gigantic flower-heads very freely. We claim it to have the largest flower-heads of any of the Bedding Geraniums. The individual blooms frequently measure $2 \mathbb{T} / 2$ inches across. It is a common occurrence that a single 4 -inch pot plant "shows four fully open gigantic flower heads, several half open and more in bud. For earliness and constancy of bloom it surpasses all other Geraniums. We further claim that "Helen Michell" is the Best Commercial Geranium in existence.

Please note we can take orders for this variety for delivery now.

## PRICES TO THE FLORIST TRADE

From $2 \mathbb{1} / 2$-inch pots, 85 c. per doz.; 25 for $\$ 1.25 ; \$ 4.50$ per $100 ; \$ 40.00$ per 1000. Orders are filled in rotation as booked, so order now.

## Older and Standard Varieties of Geraniums

|  | 21/4-Inch Pot PlantsDozen1001000 |  |  |
| :---: | :---: | :---: | :---: |
| Alphonse Ricard. Bright vermilion scarlet; double | \$0.60 | \$3.25 | \$30.00 |
| Beaute Poitevine. Salmon pink; semi-double. | . 60 | 3.25 | 30.00 |
| La Favorite. Pure white; double. | . 60 | 3.25 | 30.00 |
| Mrs. E. G. Hill. Soft salmon pink; single | . 60 | 3.25 | 30.00 |
| S. A. Nutt. Dark red; double | . 60 | 3.25 | 30.0 |

Not less than 12 of a variety of $21 / 4$-inch pot plants furnished.
Please note that we have discontinued handling rooted cuttings of Geraniums.
Parcel post shipments sent at buyers risk only, safe arrivals of geraniums by express guaranteed.

HENRY F. MICHELL CO., 518 MARKET ST., PHILADELPHIA

## Michell's Florist Specialties



## WIZARD BRAND CATTLE OR COW MANURE

This is carefully selected manure taken from brick-paved cattle pens at Western Stock Yards, where the highest quality of Cattle Manure is available in large quantities. It is kept entirely separate from other manures and is reduced by the Wizard Brand process of direct heat drying and screening, and is packed in coarse, shredded form and in finely pulverized form.
Shredded Cattle Manure is slower acting, and is especially suited to every need of the rose grower for soil mixing, mulching and liquid manuring. It is used by many of the largest rose growers in this country.
Pulverized Cattle Manure is more quick in action and especially desirable for potting, etc. (Prices effective December 1, 1917.)

| Shredded Cow or Cattle Manure |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 100 lbs. | 500 lbs. | 1000 lbs , | 2000 lbs . |
| F. o. b. Philadelphia | . 2.50 | \$11.00 | \$19.50 | \$37.50 |
| F. o. b. Chicago | 2.00 | 8.50 | 16.00 | 30.00 |
| Pulverized Cow or Cattle Manure |  |  |  |  |
|  | 100 lbs . | 500 lbs. | 1000 lbs . | 2000 lbs . |
| F. o. b. Philadelphia | . 2.50 | \$11.00 | \$19.50 | \$37.50 |
| F. o. b. Chicago | . 2.00 | 8.50 | 16.00 | 30.00 |

## WIZARD BRAND PULVERIZED SHEEP MANURE

This is probably the most extensively used of animal manures by the florist and market gardener. The analysis shows it to be a perfectly balanced plant food.

Pulverized Sheep Manure acts quickly and is invaluable for carnations, mums and other crops that require a quick stimulant at certain stages of development or because of unfavorable weather conditions.

## (Prices effective

## December 1, 1917.)

Pulverized Sheep Manure
F. o. b. Philadelphia, 100 lbs . $\$ 2.50 ; 500 \mathrm{lbs} ., \$ \mathrm{IL} .00$; 1000 lbs . \$19.50; 2000 lbs., $\$ 37.50$.
F. o. b. Chicago, 100 lbs ., $\$ 2.00$; 500 lbs., $\$ 8.50$; 1000 lbs., $\$ 16.00$; 2000 lbs ., $\$ 30.00$.

SPECIAL NOTE-The supply of fertilizer in the United States of all kinds is exceedingly short, and we have our doubts about there being enough to supply the demand next spring. Now is the time to lay in your supply.


[^0]:    Paoli, Pa

