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# LONG'S Fall Bulbs and Plants

1c. PAID  
Boulder, Colorado  
Permit No. 1



## To Postmaster

Kindly deliver this folder if possible. If cannot deliver, please mail back to Boulder office, without further notice, where return postage is guaranteed as per Article 178, Page 28, of United States Official Postal Guide of July, 1920.

**J. D. LONG, Seedsman**  
BOULDER, COLORADO

Chas Gersdorff  
1825 No Capitol St  
Washington, D C

**STOP! LOOK!! LISTEN!!!** Some Bulbs must be planted in the Fall. It's Nature's way—and Nature is very sot in her ways! Tulips, Hyacinths, Narcissi, Crocus must be planted in the Fall. They bloom when you are making your Spring garden,—just when Flowers are most welcome after Winter has deprived us of them for months.

## LONG'S Grand and Glorious Giant Darwin Tulips—Best for the West

These monarchs among tulips are of stately growth, with long, sturdy stems on which are borne the most beautiful globular flowers of remarkably heavy texture. They bloom in May, often, though not always, lasting until Memorial Day, when flowers are most wanted, but always scarce and expensive.

When cut half open the blossoms last for days in water and are exceedingly fine. If left for garden display they are equally delightful.

The range of Darwin colors is indescribable. As one Darwin lover says: "Their supreme loveliness is due to a certain overlying tint, comparable to the bloom of a grape or plum, which softens but does not obscure the color. The delicate graduations of color are infinite, harmonious, superb. A practical advantage of this blending and softening of the colors is that you can arrange a great variety of Darwin Tulips in a vase without color discord."

On account of their extreme hardiness, Darwin Tulips are especially adapted for the permanent flower border or the edges of shrubbery, where they should be liberally planted in clumps or colonies of at least half a dozen of a color together, where they may remain undisturbed for three or four years, when it is well to take them up, divide and reset. Or, they may be planted in solid beds, separate colors or mixed. Set the bulbs 4 to 6 inches apart. Full directions with each order.

Note. Owing to the fact that extra early tulips have proven so unsatisfactory in our western climate, I have discontinued them, offering, instead, LONG'S Tried and True varieties of the Giant Darwin and Cottage tulips, which are seldom—almost never—damaged by the spring storms and frosts which cause so many failures with the early kinds.

### LONG'S "Super-Seven" Named Darwins

I've planted and compared just about all the leading named Darwins, and have selected the following, that cover the most desirable colors. "The best is good enough for me"—and I'm sure the best will please you also.

68. **Baronne de la Tonnaye.** Bright rose-pink, margined blush; stem very tall and strong; flower large and lasting. One of the best for Memorial Day. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

69. **Clara Butt.** Beautiful soft salmon-pink; inside deeper color; a great favorite. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

70. **Wm. Copeland.** (New.) Light lilac. Fine for forcing and does well in garden also. Doz., \$1.00; 25 for \$1.90; 100 for \$7.50.

75. **Farncombe Sanders.** Red that is red; fiery rose-scarlet; inside vivid cerise-scarlet;



large broad petaled flower of perfect shape; gigantic, dazzling, lasting. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

76. **Pride of Haarlem.** Well-known to all tulip growers. No list complete without it. Great favorite with florists for forcing; also sturdy and hardy outdoors. Darker than Sanders, being described as brilliant rosy carmine, suffused purple; stem very strong and tall; fine for groups or borders. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

77. **Sultan.** Rich maroon-black; good as a novelty but I would not advise large planting of this one. The reds and pinks are much more desirable. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

78. **White Queen.** In moist climates with less sun than in "Sunny Colorado" this is practically pure white, but with us in the West it might better be described as blush, or white suffused with pink. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

### Finest Darwin Tulips, Mixed

79. **LONG'S Special Mixture.** A splendid mixture of Giant Darwins, with a small percentage of Cottage varieties to increase the range of colors. Many prefer to plant this mixture. Special price: Doz., 60c; 25 for \$1.10; 100 for \$4.00.

### LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

62. **Yellow.** Pure golden yellow; charming indeed. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

65. **Picotee.** (Maiden's Blush.) White, margined rose-pink; petals recurved. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

**NOTICE.—All Bulbs and Plants Priced Prepaid, by Parcel Post.**



**LONG'S Giant Darwin Tulips, Boulder, Colorado**

### **LONG'S** Fragrant Hyacinths

The individual bells are single and more graceful than the heavy, crowded double ones.

#### **LONG'S** Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also. Seven choicest named varieties, embracing all the most desirable colors.

1. **L'Innocence.** Best pure white.
2. **Gigantea.** Large blush-pink; fine.
3. **Gertrude.** Splendid rose-pink.
4. **Rio des Belges.** Best red hyacinth.
5. **Queen of Blues.** Light blue; fine spike.
6. **Grand Maitre.** Deep lavender; splendid.
7. **King of Blues.** Rich, deep blue.

Price for any the above, assorted or alike, each kind labeled: Each, 15c; doz., \$1.50; 25 for \$2.75; 100 for \$9.50. These are the good size ones, for potting, or bedding.

#### **LONG'S** Bedding Hyacinths

The same fine named varieties as described above, but smaller size, though plenty large for potting also, and just fine for out doors. Produce splendid spikes, though not quite so large as the special potting bulbs.

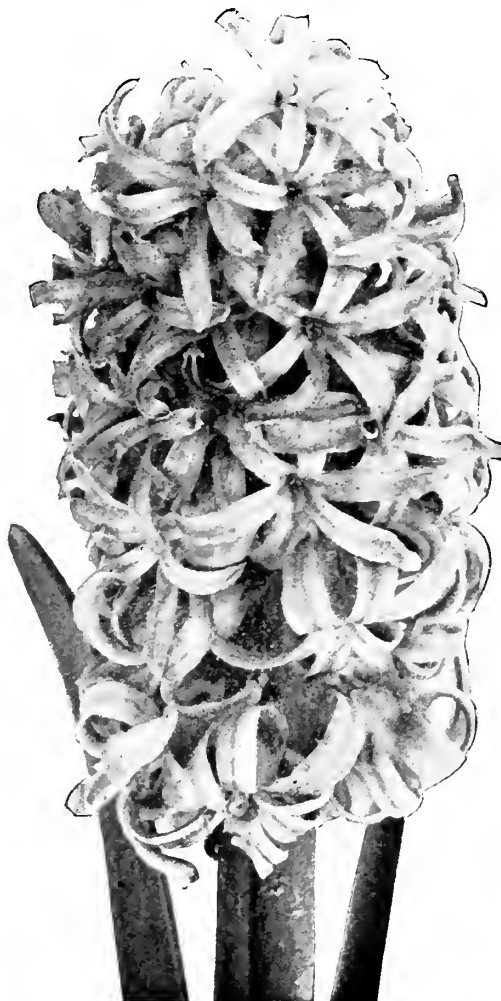
- 11, White; 12, Light Pink; 13, Rose Pink; 14, Red; 15, Light Blue; 16, Lavender; 17, Purple. Prices: Each, 12c; doz., \$1.20; 25 for \$2.00; 100 for \$7.00.

#### **LONG'S** Mixed Hyacinths

Nice bedding size bulbs, in mixed colors. Doz., 90c; 25 for \$1.70; 100 for \$5.50.

#### **Must Be Planted in Fall**

**Get this straight:** Tulips, hyacinths, narcissi, etc., must be planted in fall, the only time you can get these bulbs. Nothing doing in spring. These bulbs are hardy, standing coldest winter conditions.



### **Business Terms**

Cash with order.

All goods prepaid, parcel post.

1/2 doz. at doz. rate; 50 at 100 rate.

Cultural directions will be included free with each order.

Bulbs, etc., not listed in this folder cannot be supplied by us this season.

Orders accepted with understanding that goods will be sent when ready. Holland stocks sometimes delayed but have always arrived in ample time for planting. Many orders will be filled in several sections, part being sent as soon as ready, balance later when other goods are available.

It's a good idea to mention when ordering whether you wish us to refund money in case we cannot supply an item, or send another kind of our selection. We always aim to give as good value and usually still better in substituting. Just a line as to this, along with your order, may avoid needless correspondence and delay.

#### **Some Prices Lower This Fall**

Since quoting advance prices last spring I have decided to reduce the following:

**LONG'S** Special Mixture Giant Darwin Tulips; Mixed Bedding Hyacinths; Mixed Narcissi; all Crocus Bulbs; King Alfred Giant Narcissus; Pallida Delmatica Iris; Mixed Iris. The reduced prices are quoted in this folder. All ordering from the spring catalogue list will be given enough extra bulbs to adjust the price.

**Still more!** Many of you know my habit of adding extras when counting out your orders. So far as possible, we shall try to give you some extra bulbs, especially within third zone. Carrying charges to zones beyond may not warrant our usual liberality in this respect.

**I plant out all unsold stock early in November.** I cannot supply outdoor fall bulbs after this, but plan to have the Paper Whites, for indoors, until well into December. But the earlier you order all these bulbs the better, and the more likely you are to avoid disappointment.

**J. D. LONG, Seedsman, Boulder, Colo.**

## LONG'S Single Narcissi



**Empress Narcissus.**

The most graceful and charming narcissi are the fine large single kinds, those listed herewith. When you have these few I have selected from many varieties you have the best. All are good for either pots or garden.

**20. Empress.** The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

**21. Emperor.** Like Empress in size and type, and robust growth, but entire flower is pure, golden yellow. The two make a fine pair. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

**22. Golden Spur.** Similar to Emperor but somewhat smaller and earlier; deeper yellow. Much used for pots. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

**23. Ornatus** (Poet's Narcissus). Pure white perianth or petals, with yellow cup margined scarlet. Each, 10c; doz., 60c; 25 for \$1.10; 100 for \$4.00.

### Double Narcissus

**24. Von Sion.** The well-known yellow daffodil much grown in pots by florists. Is hardy in garden also. Blossoms often have a green tint. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

### Mixed Narcissus Bulbs

**25. LONG'S Special Mixture.** Contains many fine varieties in a most pleasing assortment of kinds and colors. Doz., 60c; 25 for \$1.10; 100 for \$4.00.

### King Alfred Giant Narcissus

**26. New.** Largest of all Trumpet Narcissus. A monster, for pots or outdoors. Same type as Empress shown above, but both trumpet (which is deeply frilled) and perianth deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Don't miss this. Until recently these bulbs sold at 40 to 50 cents each. My special price this fall: 20c each; 6 for \$1.00.

### LONG'S Crocus Bulbs

Good strong bulbs, better than usually sold. Colors: Yellow, White, Purple, Mixed. Price for any color or mixed: Doz., 35c; 25 for 60c; 100 for \$2.25.

### Freesia Bulbs

For pot culture. Order and plant early. Freesias are very beautiful, graceful and delightfully fragrant. Do not set the potted bulbs in dark as is best for most bulbs, but put them in lighted room as soon as potted. Price for Improved Purity Strain White Freesia Bulbs: Doz., 40c; 25 for 75c; 100 for \$2.75.

### No Chinese Lily Bulbs

So many of my customers now prefer the Paper Whites that I have discontinued the Chinese Lily Bulbs.

## LONG'S Double Hollyhocks



Here's another item that does splendidly planted in the fall. The plants get an early start the next spring and make the most of the season. All finest double varieties in Pink, Red, White and Yellow, labeled. Each, 15c; 4 for 50c; 9 for \$1.00; doz. \$1.30; 100 for \$8.00

**Mixed Hollyhocks.** Same as above, but colors not labeled. Doz., \$1.00; 100 for \$7.00.

So confident am I that you will succeed splendidly with Fall-Planted Hollyhocks, that I will replace at half price, next Spring, any that might fail to grow and thrive.

## LONG'S Double Peonies



As hardy as oaks. Once planted they last a lifetime. By all means plant in the fall. Any time before ground freezes is better than spring planting. Then they start right off early in spring. Also, the job of planting is done when you have more time than in spring. Same is true of the Iris. Prices are for divisions, each with two eyes, or more.

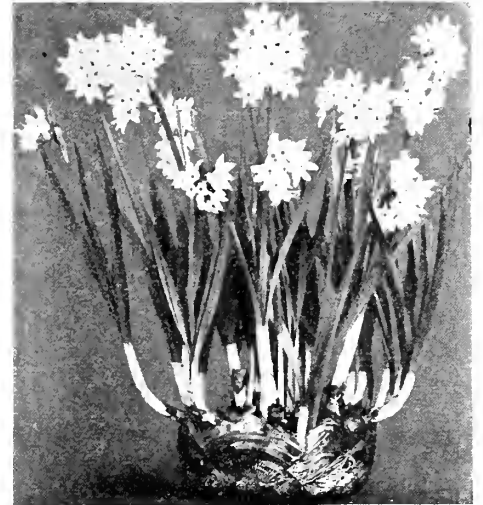
Colors: White, Light Pink, Deep or Rose Pink, Red. Choice, each, 50c; doz., \$5.80.

### LONG'S Oxalis Bulbs



For indoors. They do splendidly in pots, also in hanging baskets, producing a mass of flowers throughout the winter. Easy to grow. Yellow, Pink, White, Lavender or Mixed. Doz., 40c; 25 for 70c; 100 for \$2.50.

## LONG'S "Paper Whites"



**Narcissus That Blooms in Water**

For indoors only. Will bloom in soil or water. Usually put in dish or bowl with small stones and water, treated same as the well-known Chinese lily. Is now used in place of Chinese lily by many, as it is more certain to bloom.

Paper Whites may be put into pots or bowls any time from September to January, if you can still get the bulbs so late. I plan to sell out in December.

Every season I receive many orders after bulbs are sold. This is because customers are so pleased when their first Paper Whites bloom that they want more and wish they had ordered enough for a succession of blooms. For this reason you should order liberally early in the season while you can get them, for you will surely want to start another bowl after you see the first lot in bloom. You can keep them for several months before putting into water or soil. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner.

A bowl of Paper Whites makes a delightful present. Or, just the bulbs may be sent. And by all means let the children enjoy seeing these bulbs send their roots out among the pebbles in clear water, and push up flower stalks on which are produced clusters of clear "paper white," fragrant blossoms, that last for three or four weeks or more if kept in a cool room. You may put a single bulb in any old jelly glass and it will be happy, thrive and bloom. Or put three to six in a bowl. Strong bulbs. Each, 10c; doz., 75c; 25 for \$1.30; 100 for \$5.50.

### LONG'S Yellow "Paper Whites"

So called because similar in every way to the Paper Whites, except the blossoms are a beautiful yellow. Bulbs usually larger, stalks taller and flowers larger. Treat same as the Paper Whites. Each, 13c; 2 for 25c; doz., \$1.25; 25 for \$2.25.

### Sow Spinach Seed This Fall

Remember how discouraging it is to try growing spinach in hot weather? Runs to seed before you get much good from your spinach patch, doesn't it? That's because spinach is a cool weather plant. Does best very early in spring. Even early spring sowing does only "fair to middlin'."

Now the way the big gardeners grow spinach—the kind you buy in spring at 10 to 15 cents a pound before yours is ready—is to sow the seed along in September or early October, let the plants get a start before winter, then cover just lightly with some coarse trash—something that will not smother the plants yet will prevent blowing and drying out. Or, in many places, the spinach will rustle for itself without any covering. Try this yourself. Price for our best spinach seed: Oz., 10c; ¼ lb., 25c.

Another good scheme is to sow spinach seed very late in the fall, just before ground freezes up. Do the same with head lettuce. Just sow the seed as usual, and forget it.

## "Liberty" Iris

The Orchid of the Garden



Giant Lavender from **LONG'S** Garden

"The exquisite beauty of the iris, with its soft and iridescent coloring, is rivaled only by the orchid," so the saying goes. But I would add,—and the gladiolus." The iris comes and goes before the gladiolus appears, so there is no rivalry.

Iris may be planted most any time, as it is sure hardy and dies hard. A root may lie around for weeks or sometimes all winter, then grow when stuck into the ground most any old way. But careful and timely planting gives it a better show, of course.

Fall planting is ideal for iris. You know how it begins growth very early in spring, before you are ready to order and plant your spring seeds and bulbs. Plant this fall.

**30. Florentina.** White, faintly tinted lavender; fragrant. Fine for cutting.

**32. Rigolette.** Rich maroon, shaded yellow.

**34. Kochii.** Rich velvety purple.

**36. Madame Chereau.** White, elegantly frilled with a wide border of clear light blue; very unusual and charming; tall grower.

Price for any the above, assorted or alike, labeled: Each 15c; doz., \$1.40.

**37. Mrs. Neubronner.** Very deep golden yellow; best yellow. Each, 25c; 5 for \$1.00.

**39. Pallida Dalmatica.** The Giant Lavender, or light blue—king of the iris tribe. Grows to an enormous size. The whole plant—leaves, stalk and blossoms—is gigantic, yet the texture and coloring of the flowers are soft and delightful.

**Pallida Dalmatica** is usually sold at 30c to 35c, never less than 25c, that I know of. I've a fine lot of these roots now and will sell you all you want this fall at 20c each; 6 for \$1.00. You'll say it's a wonderful iris.

### Mixed Iris at Half Price

I've thought this over a long time and have finally decided to do it—offer my mixed iris roots at just half price. Formerly: Doz., \$1.20; 25 for \$2.00. **Now: Doz., 60c; 25 for \$1.00.** I'm making some changes in my garden and will have to move a lot of this iris, so will just charge these nominal prices to cover handling and postage, giving you a rare chance to set out a good sized row or hedge.

Iris prices are for divisions, as usually sold.

## Pansy Plants for Fall



### LONG'S Super-Giants

Most of my own Pansy Plants are set out in the fall from seed sown the last of July. The plants are just a nice transplanting size from about September 20th to middle of October, and this is a good time for fall setting.

By following directions I send with each Fall Pansy Plant Order you should be able to winter your plants over with little or no loss. I seldom lose a plant and don't fuss much with them either. Pansy Plants set out in the fall, even though small, start off very early in the spring and make a wonderful showing before spring-set plants get well established. Such plants are at their best for Memorial day. We sell many thousands of cut pansy blossoms at this time, cutting them with branches and leaves of the plant, which adds wonderfully to the appearance and value of the cut pansies. The hardy plants, wintered outdoors, soon renew their foliage and blossoms.

Prices for Fall Pansy Plants same as for the spring transplanting size: 16 for 50c; 40 for \$1.00; 100 for \$2.00.

### Wild Cucumber Seed

Plant this seed in fall where wanted for shade the next season. Freezing in winter insures germination. May be planted in spring also. Large pkg., 10c; oz., 25c; prepaid.

## LONG'S Short Talks

**Did you read about Ponzi?** This man Ponzi of Boston offered to make two dollars grow where but one grew before. He was one marvelous plant wizard—so long as people kept scrambling over each other to hand him more money to keep the scheme going. But it was too good to be true, and Ponzi's super-productive financial garden is no more, for the authorities have Ponzi where he can devote much time to quiet meditation.

**Funny, isn't it, that folks believe** such a stunt could be pulled off while the method was kept a secret, but few people stop to figure out for themselves how an investment in certain bulbs will pan out as profitably as Ponzi's proposition. Not all bulbs will do so, as some produce and increase better than others.

**But take tulips, for instance.** Suppose you pay \$0 cents a dozen. Planted in the open garden these should produce a dozen long stemmed blossoms, worth, at florist's prices, anywhere from \$1.00 to \$2.00 a dozen, depending on the locality, scarcity of flowers, nerve of the florist, etc., etc. After the blossoms are cut the bulbs keep busy under ground for a month or six weeks longer. Investigate, and you will find you have twice as many bulbs as you planted, maybe more, of blooming size, and quite a number of smaller ones, which, planted out, will grow into blooming bulbs in a year or two. Looks like eating your cake and keeping it, too—and having a good bunch of crumbs left over.

**Oh, yes, you say, but you haven't figured** on labor, overhead expense and all that. Listen! As for labor, if you don't get your pay in health and the joy of gardening you'd better call in your family physician, or a specialist, right quick, for something's the matter with you.

**Hardy narcissus bulbs also split up and increase.** Hyacinths take the position that they have delivered the goods when they produce one or two of those delightfully fragrant spikes of dainty bells. They increase slowly, and take longer to come to blooming size. Their propagation is best left to our Holland friends who have mastered this work.

**The hyacinth is especially adapted for pot culture** and is probably used for this more than any other, except the Paper White narcissus. The hardy narcissi, such as Emperor, Empress, Golden Spur, Von Sion, and now the wonderful new King Alfred, are also excellent for pots, though they and the hyacinths do splendidly out doors also. With each order I shall send you a bunch of culture directions for both indoor and garden treatment of fall bulbs, roots and plants.

**A great dry land plant is the iris,** the national flower of France. It thrives in sun or partial shade, wet or dry, being especially desirable for dry locations. I know of no other hardy perennial that will prove as satisfactory where little water is available. It should be planted liberally on non-irrigated lands, though does still better where gets a moderate amount of water. Even after the flowers are gone the foliage makes an attractive border or hedge, as stays green most all summer.

**I dug up a clump of iris this fall** and divided it into the usual planting size roots. It was the wonderful Pallida Dalmatica variety—that delightful lavender or light blue I'm so crazy about. This was planted three years ago, and had increased so that I got 35 divisions from it, same size as originally planted. And of course there were flowers also.

**Darwin tulips in bloom 60 days.** That beats any record I have made, but was accomplished by Mr. Isaac T. Earl here in Boulder last spring. No, the same tulips did not remain in bloom that long, but they just kept coming in succession from early April until about June 10th.

**There are five ways to hasten or retard** tulips and other fall bulbs as to time of blooming. There may be more, but I will tell you, when filling your order, of five that have come to my knowledge. With this data you will be able to co-operate with nature so as to have at least some of your tulips in bloom at the one time in spring when flowers are much desired, but scarce and high priced, namely for Memorial day.

**An inexpensive pot plant is the calendula** or Scotch marigold. It is also called pot marigold, because so admirably adapted to pot culture as well as for garden display. It blooms in 60 days or so from seed. Orange King and Lemon Queen are the best colors. We sell either of these at 10c a packet. Our seed is fresh and vital, so that any surplus may be kept over for outdoor planting next spring. Better include a packet in your order.

**Paper Whites come from France.** That is, the best bulbs of this favorite indoor flower do. They mature and are shipped earlier than the tulips and other Holland bulbs. Just as I was finishing copy for this folder our paper whites and yellow paper whites arrived, much to our satisfaction, for we have customers who begin starting them in bowls as soon as they can get the bulbs and keep putting a few more in water up until Christmas, for a succession of fall and early winter blooming indoors.

**Another reason we were glad,** was that paper whites are scarce this year, the supply not being equal to the demand. A bulb in the hand is worth two in France. We regret, however, that we did not order more, though we have a larger supply than ever before. But we sell more and more, as our customers get wise to the ease with which this flower may be brought to bloom, and its desirability as an indoor plant.

**Your copy of the 1922 catalogue** will be sent in January. We plan to begin mailing about the 10th and finish by Feb. 1st. All out of town folks who receive this folder are on our file for the spring catalogue, without request. Once in a while a name is overlooked in typing the addresses, so if your catalogue fails to show up on time, just drop me a line. Gee, whiz, some customers have a fit if we happen to miss them. Of course I'm glad to know the catalogue is prized, and missed if it fails to come, but don't you think for a minute that we would intentionally fail to send a catalogue to any customer or friend who really cares for it.

**I'm not making any promises,** but have a hunch that the 1922 catalogue is going to be mighty interesting and profitable reading for you.