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The Last Flower to Bid Summer Good-bye

What visions of brightness and beauty these flowers recall and do they not seem more beautiful still that they are so easily grown? Can't be perceived that such beautiful subjects are indispensable inhabitants in even the smallest home grounds, as well as every park and cemetery in the land and every location where flowers can be grown at all. Coming into bloom when other plants have almost ceased blooming they keep up the garden display and supply cut flowers for the table, entertainments and events of all kinds. The early varieties commence to bloom early in September, followed in October by the mid-season colors, long season plants that to bloom under sunshine, until overridden by a snow storm in late November or early December. Surely there is no more inspiring garden sight than to see these brave flowers brighten the dull and melancholy days of Autumn and the death of the more tender flowers will not seem quite so depressing. Rather the Queen of the Autumn, by its braving the touch of the Frost King's icy fingers, suggest the unconquerable life of Nature.

THE MOST SATISFACTORY FALL FLOWER

Hardy chrysanthemums are by far the most satisfactory of all Fall flowers. There is no plant by themselves that blooms more than cosmos, salvias, and dahlias, which are caught by the first frost, and the varieties that I offer are so beautiful that they are a good substitute for asters which require more care. So it must be perceived that hardy chrysanthemums are the standby of the flower garden for Autumn display and the only flower that the busy person can rely upon at this season.

EXPERIENCES WITH HARDY CHRYSANTHEMUMS

Arriving home in the spring of 1917 after the most destructive winter weather ever known to vegetation in this locality, I was concerned over the probable state of my chrysanthemums and I hastened to the flower and to the drainage my plants had survived. Acclimated hardy mums had proved their superiority over the greenhouse stuff. My plants were not divided until the latter part of June, a drouth had set in, but by the first of August soaking rains revived my plants and I decided to run away from my work and take in the sights of the city.

Returning from my vacation early in October, it was necessary to stop in an estate near Toledo where I experienced my first delightful surprise. Seeing a bouquet of mixed chrysanthemums (loosely packed together) I wondered where such beautiful mums had been procured so early in the season. The mistress of the home related how well the plants had grown that had been purchased of me and how much the flowers on the table that had been picked a week ago, still remained. I could surely believe that such beautiful mums were from my plants. Never had I seen Normandie so beautiful, a light shade of rose pink that womenkind dearly loves. Several adays before a tea party had been given and my mums excited the entire company. It could hardly be believed that such beautiful mums could be grown outdoors. The mums cost $15 for 100 of 4" blooms.

Arriving home there were more surprises in store for me. Some mums that had been nursed for years had "come back". Some of the gardeners near the Toledo estate became so excited that a delegation came to Napoleon to see my choice mums. Reports came in from a few of the buyers of the previous spring, Detroit reported "Delightful!" Quincy, Il., "Extra Fine!". Wooster, Ohio, "Your mums were favorably commented upon." Van Wert, Ohio, "Greatly Enjoyed". St. Louis, Mo., "Beautiful!" And so ended the season of 1917. My years of experimenting had been rewarded. My short list of dependable varieties could now be increased. Two varieties had "come back". Quaker Lady was a "find". "Yellow Normandie" proved its value the first season. A fine seedling bloomed again in fine form and I decided that "Maturine Sun" would be an appropriate name for this gem on account of the season that it bloomed.

HARDY CHRYSANTHEMUMS

Hardy chrysanthemums are justly entitled to the distinction of possessing the title of Queen of the Autumn flowers on account of their beauty, wide range of color, long season of bloom, and adaptability for outdoor display and decorative use indoors. Notwithstanding this array of facts and arguments for their much wider use and culture they are not seen near as much as their proven merits justify. The fault of this lies largely at the doors of some dealers-
In buying more interested in the new and untasted varieties and landing
them to the skinc instead of keeping in the straight and narrow path and offer-
ning for late only worth while sorts and giving these tried and true varieties the
best praise to which they, by all rules of the game, are fairly and certainly en-
titled the test lack of respect for the pocket books of some plant and the
earned names of workers the guess that lays the golden egg has become so dis-
couraged that he hesitates and wonders over laying any more. The people have
been struck so often in buying collections of so called hardy chrysanthemums
that some say "have again" in respect to the collection they once purchased
of which only a few now are left and the varieties that were thrown away on ac-
count of blossoms too late, or were such weak growers and such shy bloomers
that they would not be given garden room, but up-scored and thrown out. Hav-
ing for years tested out varieties of varying kinds, I feel qualified to speak
with a decided opinion and will go further and claim that there are hardly a
dozen hardy chrysanthemums offered for sale that are worth growing. This
would include, the early, mid season and late varieties, all types and colors. I
will make my statements still stronger in saying that it is high time to call a halt
to the follicing off of inferior and untasted sorts and could make this assertion
still stronger. There are no hxs. ants, bats, or exceptions, I know, so leave it
at that.

The short sighted policy of listing two or three times as many real
tested early varieties is another exhibition of poor business that cannot be too
severely condemned. I will have the honor in that there are as many as a half
a dozen sorts that are really early that are desirable. o here again some dealers
have been caught with the goods in representation.

WHY HARDY CHRYSANTHEMUMS DO NOT BLOOM
It would be enough to discourage the cultivation of this flower alone on
account of the absolutely worthless varieties that are pampered off on the public,
but there is another disappointment in store for many inexperienced buyers if
they do not "watch their step" and not be led astray by pretty pictures or at-
ctractive catalogues. I know that this admonition will go in one ear and out
the other of many of the buyers, if they will not listen they will have to feel in
spite of all my efforts to make them hear. To all who would be wise and think
that I understand my business please lend me your ear.

Time was when hardy chrysanthemums we propagated in the good old manufac-
ture way of growing the plants outside for a year and dividing or selling these
plants in the spring. The right way, is too slow. In these modern greedy ava-
ricious, get rich quick days, so most of the plants sold today are grown from
cuttings under glass and forced into rapid growth by a high temperature, this
forcing process so injures the constitution of the plants that some will not stand
the shock of transplanting, but die outright, some will grow a little and merely
exist and not being able to grow into a mature plant the first season will perish
the first winter, some will give some kind of blooms, but even at that, a second
season will be needed to show their worth. It must be admitted by many that
Ike is too short to bother with the usual greenhouse grown chrysanthemum
plants.

THE TRUTH
My contention that outdoor grown mums are the only kind worth while is
confirmed by one of the largest growers in the country when he says:
"This variety was raised outdoors without having ever been
grown in a greenhouse and it is particularly strong and
healthy."

Now if this variety is "particular strong and healthy" because it has always
been grown outdoors, why not grow all of them outdoors, and that is what I am doing and for this reason experienced gardeners are buying my out-
door grown aclimated plants in quantities.

COME BACK
It must be apparent to most persons who have tried greenhouse mums to
have nothing how much stronger the plants are the second season. The rea-
son for this increased vigor is that on account of being grown for a season in the
open air they are now healthy and strong. In fact rejuvenated, in other words
they have "come back". My plants have been acclimated, so you save a year's timy by buying plants that have "come back" all ready to grow and bloom prof-
ously.

THE QUALITY OF MY STOCK
The plants that I send out are outdoor aclimated plants that have stood
the winter. Having had their natural winter rest they are full of pep and ask-
ing to grow. After trying outdoor chrysanthemums you will never want to bother with the sickly, puny and microscopic green house plants.

AN ACHIEVEMENT
My collection of hardy chrysanthemums is an achievement of many years of
philantaking testing. For real merit I do not believe that there is an equal number of such varied flowers in existence in this country.

WHICH VARIETIES TO BUY
As all the varieties are "true live good sorts I suggest buying all that can
be afforded. The early varieties are a pleasant surprise to many persons.
The same can be said of the singles. The poms are popular, and the "Old
Fashioned" are the best known of all.

USES OF HARDY CHRYSANTHEMUMS
CUT FLOWERS
The varieties listed all have stems long enough for cut flowers, and the
quality of the flowers are so beautiful that they have excited the admiration of
even the Florists. The money that is saved on cut flowers alone, will often pay
for the initial investment and you will still have your plants. You can "eat your cake and have it."

LANDSCAPE USE

Very useful to fill up bare spots in perennial beds and open spaces in newly planted shrubbery plantations, remaining there until they crowd. Planted singly, two, three, six or more plants, they are thus effective in adding life and gayety to such plantings. The light colored varieties interplanted between or used as a fringe or edging to evergreen beds causes an effect so beautiful that this arrangement must be seen to be appreciated.

EXPLANATION OF SIZES

I grade my plants into four sizes to accommodate the pocketbook of everyone.

1st size. Suckers, rooted runners or single stem divisions of the plants that are dug for propagation. Even tho they are small they are better than rooted cuttings and some of the pot plants that are sent out. This size is offered to meet competition, but they are not recommended.

2nd. The above suckers that have been grown for a month after being transplanted having more roots they will give better results than suckers.

3rd. The selection of the transplanted suckers, some have two or more stems and will give more bloom than the two preceding sizes.

4th. These are median sized clumps and will give the most bloom. This is by far the most satisfactory size to buy, more bloom is produced and the plants will divide into more plants the following spring.

MIDSEASON DOUBLE MUMS

The following varieties are in bloom by October 25th.

VESUVE—This is a typical example of a variety that has "come back." If I had not nursed it along for years it would have been lost to cultivation. The color is a bright red, a fine good sized bloom and strong growth. This magnificent sort excites the admiration of even Florists. Everyone wants it. 25c, 50c, and 75c.

MATURE S—The name suggests the color. Golden yellow overlaid with red. Extra choice and fine. This variety is a seedling of my own and one out of hundreds that come up to my standard. The flower is of good size, good bloomer and strong grower. 25c, 35c, 50c, 75c.

YELLOW OCTOBER PROSPECT—A light yellow that is a beauty on account of its color and form. This greenhouse variety was received in exchange for some of my seedlings from the 1st. Dept., Dept. of Agriculture, has surprising hardiness and does well under ordinary cultivation. 25c, 55c, 50c.

OLD FASHIONED HARDY CHRYSANTHEMUMS

Called old fashioned because these varieties are to be found in some old time gardens. All the flowers are double of good size and if we limited to one class these sorts would be my selection, because the later ones are appreciated the most of all, coming into bloom the latter part of October. They are the Glory of the Autumn.

ARCTIC—White as the fallen snow, beautiful in its purity. Florists admire this variety on account of its chasteness and fine form. This variety has a falling of weak stems and it must be supported, but, as this variety is the hardest white I have ever tried, nothing better can be offered.

HOMESTEAD—Salmon, mauve, pink of a beautiful shade, extra fine under artificial light. Occasionally a flower comes single which adds to its charm.

OLDEN QUEEN—Golden yellow; to my mind, a yellow is most desirable in late fall.

ROSE N—Indian red, not as beautiful as Vesus, but under artificial light the color is extra fine. Much admired at flower shows.

MJENTA QUEEN—Magenta crimson, the color is hardly beautiful until the frost touches the flowers when the color assumes a beautiful dark pink hue, also fine under artificial light. Very hardy.

PRICES for all old fashioned varieties. 15c, 25c, 25c, 50c. Note.—No variety of all classes can be supplied in larger sizes unless mentioned in description.

REAL EARLY HARDY DOUBLE CHRYSANTHEMUMS

NORMANDIE—In bloom by September first. Color light cream to light rose pink. This variety is the standard by which all early sorts are judged and yet with all this, it is almost ignored by a few words of description, although entitled to half a column. 1st size 15c. 2nd, 25c. 3rd, 35c. 4th, 50c.

NORMANDIE—In bloom by late September or early October. A very beautiful light bronzy yellow. This variety is not only the finest early yellow mum, but the hardest and strongest grower. 25c, 55c, 50c.

L'ARGAUTELLIS—In bloom by September 15th. Chestnut red, ends of petals tipped yellow, giving a beautiful effect. This variety is not only the finest late red mum, but the hardest, freest bloomer and strongest grower. 25c, 35c and 50c.

SINGLE HARDY CHRYSANTHEMUMS

All lovers of single flowers will be delighted with the varieties that I offer.

GLOW—Its name suggests the color. A glowing dark scarlet with bright yellow center. Looks like a large red pyrethrum, evokes words of praise from all who see it. Extra choice and fine. This variety is a single seedling of my own that is a gem. 25c, 50c.

ALICE HOWELL—In bloom by October 25th. A wonderful rich shade of orange yellow and most beautiful and hardest single yellow. To see it is to want it. Not as free as could be desired, but it is not a shy bloomer. 25c, 55c and 50c.
QUAKER LADY—In bloom by October 25th. Bright chamois orange flushed pink, reverse of petals a light wine color giving a most beautiful color effect. This variety excited great admiration the past season. On account of its great hardness this sort is one of the very best for landscape planting. If I had not discovered this valuable variety, it would have been lost to cultivation.

TIME TO PLANT CHRYSANTHEMUMS

No plants are shipped out until after the middle of May and shipments continue as long as we can hold to it, even if planted as late as the middle of September. If any of these will not bloom the first season. Which can not be said of greenhouse plants which require so much time to recuperate.

AN ACQUISITION

The New BlanHums (Pink) Miss Gladys Cranfield

This finest of all hardy pinks is the culmination of trying to get something better than the ordinary, for it is the best variety that I have ever seen and tried. This gem was imported during the war at an expense of $5.90 for carriçage charges and I think that my price for such an acquisition is moderate indeed. I have tested out this pink and find that it is all that it is claimed to be. It is very hardy, has larger flowers than many other, a free bloomer, very fragrant and the color is an exquisite light rose-pink. Pot plants 50c. $1.00 a dozen. Six at dozen rates. One year field grown plants that should bloom the first year at $1.00 each.

My Price

After all is said and done prices are often the final factor in the sale of goods and right here is where some of my readers will lose their courage and fall down by making the mistake of buying greenhouse grown chrysanthemums because of their supposed cheapness. I will save you time and money if you will only listen. You will not gain anything by trying to find some sorts listed in other catalogues to compare prices. If I have not discovered some varieties and propagated them for sale they have never been lost to cultivation and some others would do too if I had not nursed them for years until they came back. And I have not priced these sorts at novelty price either. Considering their value some growers would have doubled the cost of them. As my plants are outdoor grown it must not be taken that they can be sold as low as rooted cuttings which root in a few weeks or pot plants which are forced in six weeks. It requires a year to grow my stock of plants and the labor expense of their preparation is much more than for greenhouse plants. Certainly no intelligent person will for a minute compare my tried and tested outdoor grown mums with the uncertain experimental and forced greenhouse plants. An attempt to be penny wise might turn out to be pound foolish. A word to the wise, etc.

QUANTITY PRICES

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<td>Six at dozen rates</td>
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POSTAGE

Orders are accepted on the following conditions:

Orders amounting to $1.00—25c extra for postage and packing.
Orders amounting to $2.00—20c extra for postage and packing.
Orders amounting to $3.00—15c extra for postage and packing.
Orders amounting to $4.00—10c extra for postage and packing.

Orders for $5.00 or more must be prepaid except large orders for large plants from a long distance which should go by express.

NOTICE

Not in rottenness but from necessity and in kindly spirit, attention is called to the following. The sizes of plants for a given price are plainly and clearly stated. Every year some people order the size of plants and apparently expect second size or ordered third size and expected the largest size.

CULTURAL INSTRUCTIONS

Practical cultural instructions for growing and the future care of hardy mums are sent along with every order.

BUSINESS TERMS

Cash with orders, except those who are known to me, or can give a first-class business reference.

ADDRESS

B. W. GROSCHNER, Napoleon, Ohio.