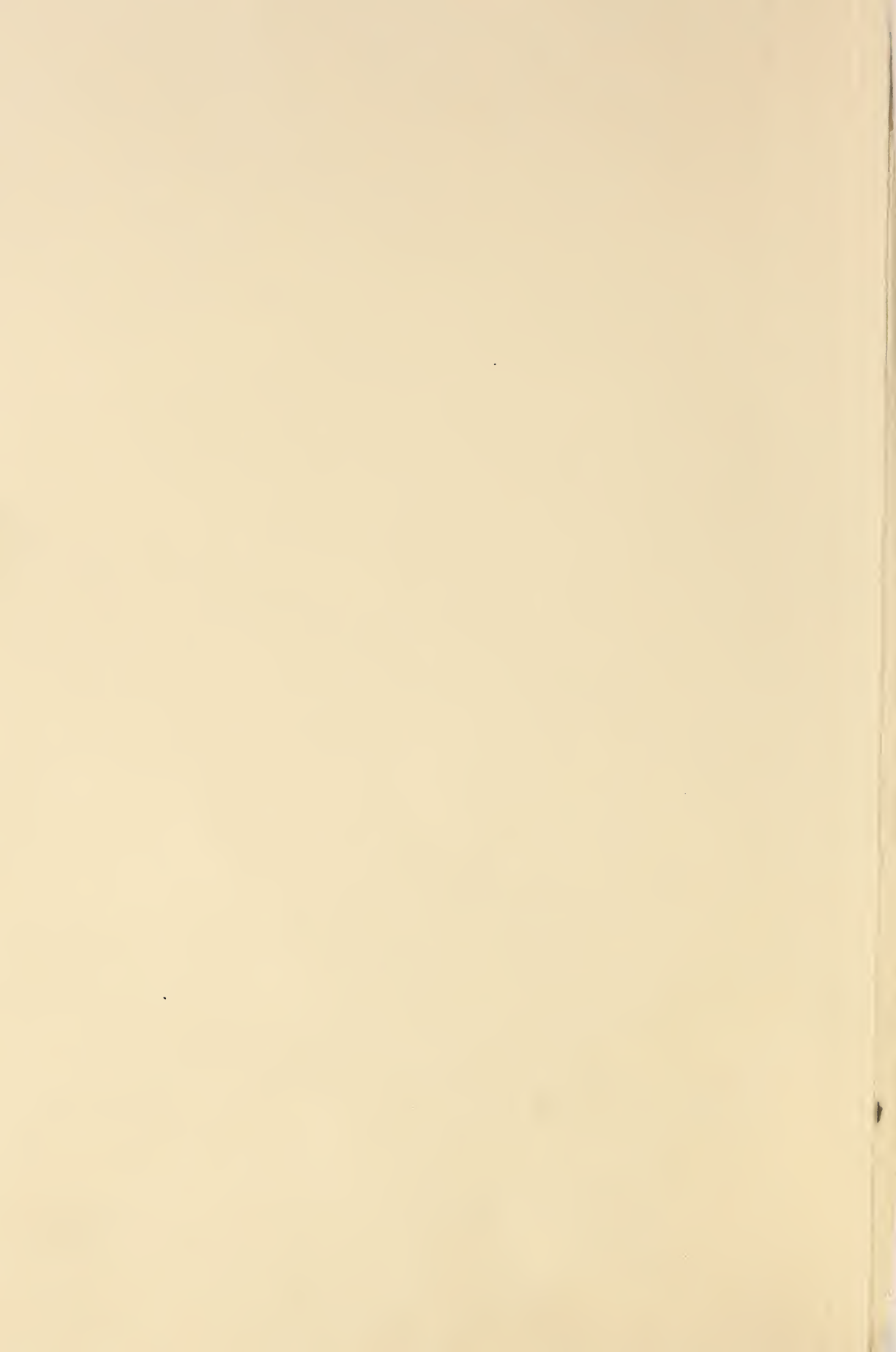


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ACHIEVEMENT

MADONNA

MINA BURGLE

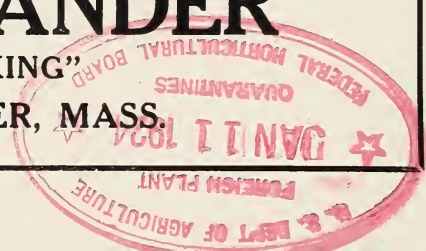
Wholesale Trade List

FALL 1923 — SPRING 1924

J. K. ALEXANDER

"THE DAHLIA KING"

EAST BRIDGEWATER, MASS.





TAKE this opportunity to thank my many friends and patrons who have recommended and favored me with their orders in the past, and to express gratification that my determination to furnish none but the best stock is so well recognized. If you are looking for **Up-to-Date Dahlias**, do not hesitate to place your order in the hands of a firm that has been doing business for twenty-eight years and will guarantee you good satisfaction for your money. My stock is true to name, carefully trimmed, and always sent out in first-class condition. If customers wish me to pack and label their orders for the retailer, I will furnish labels and pack bulbs for 50c per 100 extra packed, and cartons at cost. I make a specialty of recommending Lists for Florists, Seedmen and Nurserymen.

TERMS: cash with order or satisfactory references must be given. Remittance may be made by P. O. or Express Order, Bank Draft or currency by registered mail.

SHIPPING: orders which cannot be sent profitably by parcel post will be shipped by express unless instructions to the contrary are received. Bulbs are carefully packed in cases, boxes or barrels with no extra charge. No responsibility is assumed except for our own mistakes and if any losses occur after the shipment leaves our hands claim should be made to the transportation company. All claims should be made immediately upon receipt of shipment.



ALWAYS ADDRESS

J. K. ALEXANDER

THE DAHLIA KING
EAST BRIDGEWATER, MASS.

Post Office, East Bridgewater, Mass.

Express Office, East Bridgewater, Mass.

Telegraph, Western Union, Brockton, Mass.

Long Distance Telephone

THESE PRICES CANCEL ALL PREVIOUS ONES.

CACTUS DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 rates.

| | Divisions | | |
|--|-----------|------|-----|
| | Price per | | |
| | Each | Doz. | 100 |
| Amazon. Carmine-red, tipped amaranth purple | .15 | 1.50 | 12 |
| Ambassador. Pure white, | .20 | 2.00 | 15 |
| Bianca. New Holland introduction, color a delicate pink lavender, carried erect on stout stems, Hybrid Cactus type, | .50 | 5.00 | 40 |
| Earl of Pembroke. (Hybrid Cactus.) Bright rich plum color, large, | .10 | 1.00 | 5 |
| Eureka. Deep purple, tightly quilled petals; | .12 | 1.25 | 6 |
| Golden Gate. Rich, golden yellow, | .20 | 2.00 | 15 |
| Ignea. Large crimson-scarlet, with moderately incurved petals, | .50 | 5.00 | 40 |
| J. H. Jackson. The largest and best dark Cactus Dahlia to date; almost black, | .15 | 1.50 | 10 |
| Kriemhilde. Delicate pink, shading to white in the center, | .15 | 1.25 | 10 |
| Libelle. Clear, deep, rose-purple, | .10 | 1.00 | 5 |
| Marjorie Castleton. Outer petals rose-pink, changing to white towards center, | .15 | 1.50 | 10 |
| Perle de Lyon. (Hybrid.) A pure white exhibition variety of great value. Petals fringed or nicked, giving unique appearance, | .15 | 1.50 | 12 |
| Prince of Yellows. Pure yellow, | .15 | 1.50 | 8 |
| W. B. Childs. (Hybrid Cactus.) Blackish maroon with purple shad- ings, one of the very best, | .15 | 1.00 | 12 |

PEONY FLOWERED DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 rates.

| | Each | Doz. | 100 |
|--|------|------|-----|
| Bertha Paulding. (New Alexander Seedling.) The largest rose- pink to my knowledge, | .50 | 5.00 | 40 |
| Bessie Seabury. (New Alexander Seedling.) White, daintily over- laid a delicate mallow pink, | .50 | 5.00 | 40 |
| Ellen Kelley. (Alexander Seedling.) A long stemmed, free-flower- ing, golden yellow, | .25 | 2.50 | 20 |
| Fraulein Budde. Soft mauve violet, | .25 | 2.50 | 20 |
| Hortulanus Budde. Scarlet red, | .15 | 1.50 | 12 |
| Latona. Holland Peony-flowered Dahlia. A buff yellow, | .50 | 5.00 | 40 |
| Mary Houghton. (Duplex.) Petals of cactus peony type, long, nar- row and pointed at tips. A delicate mallow purple. Reverse of petals rhodamine-purple. General impression, lavender-pink, | .25 | 2.50 | 20 |

| | Divisions | | |
|--|-----------|------|-----|
| | Price per | | |
| | Each | Doz. | 100 |
| Mme. Van Bystein. Rosy lilac, changing to light blue, | .25 | 2.50 | 20 |
| Mrs. George Gordon. A delicate creamy-white. Large size, | .15 | 1.50 | 10 |
| Mrs. Bowen Tufts. Gigantic, deep rosy purple, the best purple, | .15 | 1.50 | 10 |
| Mrs. M. W. Crowell. A beautiful orange-yellow, | .15 | 1.50 | 12 |
| Newport Dandy. A large fluffy flower, inner petals curled. Good habit. Color lavender-pink throughout, | .50 | 5.00 | 40 |
| Osceola. (Duplex.) Bright carmine, with ring of golden-yellow at center, | .15 | 1.50 | 8 |
| Ossamequin. (Alexander seedling.) Lemon-yellow striped red, | .50 | 5.00 | 40 |
| Phenomene. (Duplex.) Salmon, suffused light amber, Cactus-shaped florets, | .15 | 1.50 | 10 |
| Queen Wilhelmina. The best pure white Peony-flowered Dahlia, large, | .25 | 2.50 | 20 |
| Salvator. Holland importation. Deep rose pink, rather dwarf in growth with long stems. A high standard novelty, | .15 | 1.50 | 12 |
| Zeppelin. A lovely shade of mauve, very free flowering, | .20 | 2.00 | 15 |



FRANK A. WALKER

½ Actual Size

See Page 3

DECORATIVE DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 Rates.

| | Divisions | | |
|--|-----------|------|-----|
| | Price per | | |
| | Each | Doz. | 100 |
| Clarabel. A rich, rosy purple. | .12 | 1.25 | 6 |
| Clifford W. Bruton. Bright yellow. | .15 | 1.25 | 8 |
| Delice. Bright pink, | .20 | 2.00 | 15 |
| Easton. Brilliant, turkish red, | .15 | 1.50 | 10 |
| Elsie Davidson. Beautiful deep golden yellow, very large, | .15 | 1.50 | 10 |



MADONNA

$\frac{1}{3}$ Actual Size

See page 3

Frank A. Walker. (Alexander's Decorative Seedling.) A charming shade of deep lavender pink. For garden decoration, or for cut flowers this variety is especially good, having good stems and producing flowers in great abundance. Is one of the earliest to blossom,

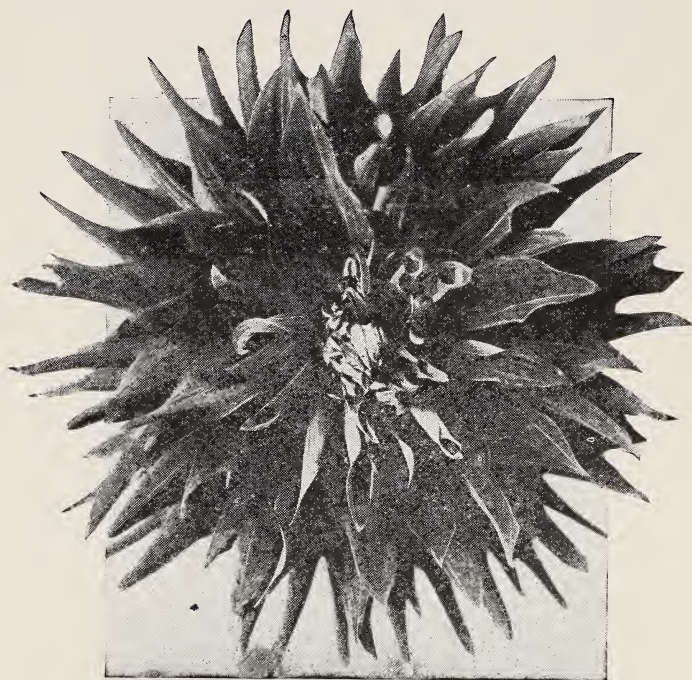
Jack Rose. Deep crimson,

Madonna. Large white, with delicate blending of lavender-pink. Long stems, one of the best cut-flower varieties,

Mina Burgle. Beautiful deep glowing crimson, finest crimson variety in existence; good for cut-flower purposes, having long stems, and being extra free flowering,

| | | |
|-----|------|----|
| .15 | 1.50 | 12 |
| .12 | 1.00 | 6 |
| .20 | 2.00 | 15 |
| .20 | 2.00 | 15 |

| | Divisions | | |
|--|-----------|------|-----|
| | Price per | | |
| | Each | Doz. | 100 |
| Mrs. Ella Cline. (Alexander's Decorative Seedling.) Beautiful, glistening, pure white, with good stem, | .50 | 5.00 | 40 |
| Mrs. Frylinch. Large, deep, scarlet-red, | .15 | 1.50 | 10 |
| Oban. Mauve, | .12 | 1.00 | 6 |
| Ora Dow. Maroon, tipped white. Very attractive, | .15 | 1.50 | 10 |
| Princess Juliana. Holland Dahlia Specialists claim this the finest white Decorative for cut-flower purposes, and also the best flowering. It received the Holland Dahlia Society's First- Class Certificate, | .15 | 1.50 | 12 |
| Progress. Lavender striped and splashed crimson, | .12 | 1.25 | 8 |



W. B. CHILDS---BYBRID CACTUS DAHLIA
 $\frac{1}{2}$ Actual Size See page 1

| | | | |
|---|-----|------|----|
| Souv. de Gustav Doazon. This variety is one of the largest in existence, its gigantic flowers often measuring nine inches and over in diameter, and they can be forced to measure over twelve inches. The color is a pleasing shade of orange-red. The plant is a very tall vigorous grower, with heavy, dark green foliage, and a remarkable constitution. "Souv. de Gustav Doazon" should be in every garden | .15 | 1.50 | 10 |
| Sylvia. White, heavily edged pink, | .12 | 1.00 | 6 |
| Wilhelm Miller. Brilliant purple, good, | .12 | 1.25 | 6 |
| Queen Mary. One of the finest cut-flower Dahlias grown, having long stems and producing perfect flowers in abundance. A very beautiful soft rose pink, with glistening silvery sheen which adds quality to its beauty, | .15 | 1.50 | 10 |

HYBRID SHOW OR COLOSSAL DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 Rates.

| | Divisions | | |
|---|-----------|------|-----|
| | Price per | | |
| | Each | Doz. | 100 |
| American Beauty. Gorgeous wine crimson, one of the largest and best, | .20 | 2.00 | 12 |
| D. M. Moore. Deep velvety maroon, almost black; extra fine, | .25 | 2.50 | 20 |
| Reggie. Cherry-red, very free-flowering; blossoms produced on long, wiry stems well above the foliage, | .12 | 1.25 | 8 |
| Tillamook. A delicate shade of pink, | .15 | 1.50 | 10 |
| Yellow Duke. Primrose yellow, | .20 | 2.00 | 15 |



MISS HELEN HOLLIS

½ Actual size

SHOW AND FANCY DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 Rates.

| | Each | Doz. | 100 |
|---|------|------|-----|
| A. D. Livoni. Soft pink, extra fine, very free, | .20 | 2.00 | 15 |
| Arabella. Pale lemon, shading to primrose at the tips, the whole being daintily overlaid with pink, | .12 | 1.25 | 8 |
| Augus Megar. The largest and finest shaped lavender-purple Show Dahlia to my knowledge; tall and sturdy, | .25 | 2.50 | 20 |
| Diamant. Pure white: | .15 | 1.25 | 10 |
| Dorothy Peacock. Beautiful clear live pink blending to white at centre, | .25 | 2.50 | 20 |
| Globe de Mantes. Bright scarlet, | .15 | 1.25 | 8 |
| Henry Glascock. Large lilac, striped deep crimson, | .25 | 2.50 | 20 |
| Imperial. Deep purplish-maroon, one of the best, | .15 | 1.50 | 10 |
| James Vick. Purple-crimson, one of the best, | .15 | 1.50 | 12 |

| | Divisions | | |
|---|-----------|-------------------|----|
| | Each | Price per Doz. | |
| Les Amours de Madame. Delicate pale rose, striped scarlet. Universally admired, | .25 | 2.50 | 20 |
| Lucy Faucett. Pale yellow, striped deep pink or light magenta, | .15 | 1.50 | 12 |
| Mayor Dunn. Clear scarlet, large, early bloomer, | .20 | 2.00 | 15 |
| Maude Adams. (Alexander's Show Introduction.) The color is a pure, snowy white, very effectively overlaid clear delicate pink. This wonderful variety is unsurpassed in quality, in every respect, in reality a model of perfection. Undoubtedly this is the finest and most promising of my introductions, and as a florist's Dahlia it is destined to become one of the most popular. I can highly recommend this variety, | .20 | 2.00 | 15 |
| Miss Helen Hollis. (Alexander's Gigantic Scarlet Show Introduction.) A sensational wonder; undoubtedly the largest and finest deep scarlet Show Dahlia in existence. The blossoms are carried on long, stiff stems, well above the foliage. The plant is extremely sturdy, and produces a very luxuriant foliage. This acquisition can be highly recommended, | .25 | 2.50 | 18 |
| M. Somers. A beautiful clear purple, very large, | .15 | 1.50 | 10 |
| Red Hussar. Rich cardinal red, | .15 | 1.25 | 8 |
| Robert Broomfield. Pure white, tall grower, very popular, | .12 | 1.00 | 6 |
| Stradella, (Alexander Seedling.) Rich, deep purple crimson, very free-flowering, long stems, one of the first of my own introductions; should be in every garden, | .10 | 1.00 | 5 |
| Storm King. The most reliable Show Dahlia to my knowledge; pure white, flowers produced freely upon long stems, well above the foliage, | .15 | 1.25 | 8 |
| Vivian. White, effectively edged rose-violet; one of the largest and finest to date, | .10 | 1.00 | 5 |
| White Swan. Pure white, very popular, | .12 | 1.00 | 6 |



STRADELLA
½ Actual size

SINGLE DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 Rates.

| | Divisions | | |
|--|-----------|------|-----|
| | Each | Doz. | 100 |
| Adventure. A pleasing shade of pinkish-crimson striped and splashed maroon; one of my best seedlings, | .15 | 1.25 | 8 |
| Alva. Yellow, speckled and tipped with pink, | .12 | 1.25 | 6 |
| Aubright Beauty. A large pure white variety, | .15 | 1.50 | 8 |
| Cloth of Gold. Light yellow, long stems, early free flowering, | .15 | 1.25 | 8 |
| Dauntless. Alternating in color from silvery-pink to deep rose and elegantly striped crimson-maroon, | .15 | 1.25 | 8 |
| Eckford Century. An immense flower, pure white, spotted and penciled crimson, | .15 | 1.25 | 10 |
| Empress. A lovely shade of deep rose pink; large and beautiful, | .12 | 1.25 | 6 |
| G. E. Varnum. Deep red, tipped lighter, | .12 | 1.00 | 6 |
| John Cowan. Soft crimson, shaded maroon, | .15 | 1.25 | 8 |
| Man Friday. Deep maroon, | .12 | 1.00 | 6 |
| Newport Winner. Large crimson of good form and size, | .15 | 1.25 | 10 |
| Painted Beauty. Garnet, striped deep maroon and tipped white. Reverse of petals white streaked maroon, | .12 | 1.00 | 6 |
| Rose Pink Century. Beautiful rose-pink flowers, very popular, | .10 | 1.00 | 5 |
| Sachem. (Alexander's Single Seedling.) A beautiful orange-scarlet. Flowers of large size, | .20 | 2.00 | 12 |
| St. George. Clear canary yellow, | .15 | 1.50 | 8 |
| Surprise. (Alexander Seedling.) Brilliant carmine with lemon chrome ring at center. Whole striped and splashed deep ox-blood-red, | .15 | 1.25 | 8 |
| Theries. White, striped and splashed violet, | .12 | 1.00 | 6 |
| Thomas Becket. Crimson lake, yellow ring at center, | .15 | 1.50 | 8 |

COLLARETTE DAHLIAS

Not less than 6 at Dozen Rates or 25 at 100 Rates.

| | Each | Doz. | 100 |
|---|------|------|-----|
| Achievement. (Alexander.) The largest and finest of the Collarettes. A clear, rich velvety maroon; collar, a beautiful waxy snow-white, very daintily overlaid pinkish-crimson. I highly recommend this variety, | .15 | 1.50 | 8 |
| Director Rene Gerard. Violet-purple with a suffusion of white; collarette, white. Large, | .15 | 1.25 | 8 |
| Gallia. Carmine-red, edged primrose, collar sulphur-yellow, | .20 | 2.00 | 15 |
| Leuchtfeuer. Golden yellow tinged orange red, with sulphur yellow collar, | .20 | 2.00 | 15 |
| Maurice Rivoire. Georgeous rich crimson, with pure white collar, | .15 | 1.50 | 10 |
| Souv. de Chabanne. Lemon-yellow with red markings, collar occasionally tipped white, | .15 | 1.50 | 10 |
| Virginia Lee. (Alexander's New Collarette Seedling.) A deep velvety carmine, edged sulphur yellow. Collarette pale sulphur yellow, | .25 | 2.50 | 18 |

FIELD GROWN CLUMPS

Owing to being overstocked on a few varieties of Dahlias I am enabled to offer them at the following attractive prices. These clumps will be sold just as dug from the field, untrimmed, and will yield from three to five divisions from every clump. Because of the extremely low prices I cannot handle them in lots of less than twenty-five of a variety and no orders will be filled for less than that amount.

Not less than 25 of a Variety.

| | Price per 100 |
|---|---------------|
| Achievement. Collarette. Maroon with white collar, | \$10.00 |
| Earl of Pembroke. Cactus. Plum, | 8.00 |
| Frank A. Walker. Decorative. Lavender-pink, | 15.00 |
| Libelle. Cactus. Rose-purple, | 8.00 |
| Mrs. Bowen Tufts. Peony-flowered. Rosy purple, | 12.00 |
| Rose Pink Century. Single. Rose-pink, | 8.00 |
| Storm King. Show. Pure white. | 10.00 |
| Stradella. Show. Purple-crimson, | 8.00 |
| Vivian. Show. White, edged rose, | 8.00 |
| Wilhelm Miller. Decorative. Purple, | 8.00 |

DAHLIAS UNDER COLOR

| | | | |
|---------------------------|-----|---------------------------|-----|
| Red and red shades, | \$6 | Maroon and dark shades, | \$6 |
| Orange and orange shades, | 8 | Purple and purple shades, | 6 |
| Yellow and yellow shades, | 8 | Pink and pink shades, | 6 |
| White, | 6 | Variegated, | 6 |

Mixed Dahlias, \$5.00 per 100; \$45.00 per 1000

GLADIOLI

STANDARD FLORISTS' GLADIOLI

Prices on named varieties and Mixtures on application. I carry a complete list of the best commercial varieties.

HARDY PERENNIAL PHLOX—*Phlox decussata*

Jeanne d'Arc or Snow Queen. Undoubtedly the finest pure white variety to date. The plant is an extra strong grower of medium height, producing exceptionally large heads. Ideal for hedging and massing. \$1.00 per doz.; 7.00 per 100. 55.00 per 1,000

PHYSOSTEGIA

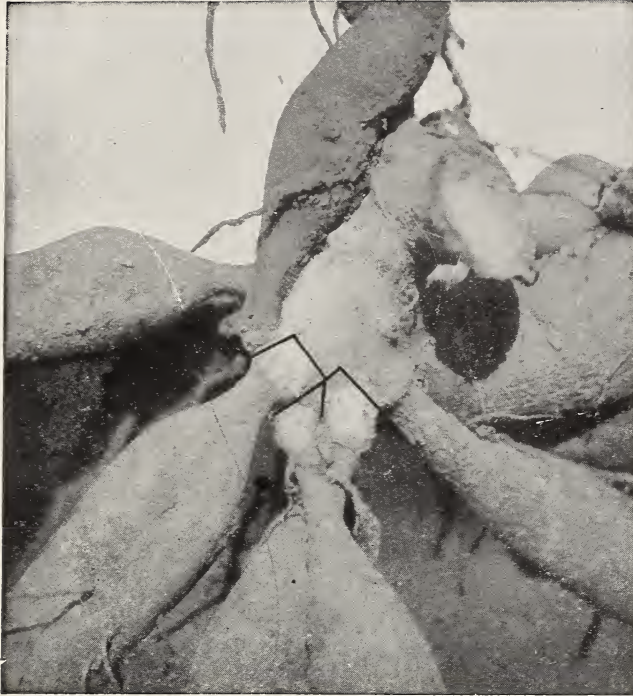
Physostegia Virginiana (Ladies' Pink.) Three to four feet. An elegant plant with dark glossy green foliage and long spikes of soft rose flowers, excellent for cutting. Strong plants after May 1st. .75 per doz.; 6.00 per 100; 50.00 per 1,000. 10 at 100 rates, 250 at 1,000 rates.

TRADESCANTIA. (Spider Lily.)

Tradescantia Alba. White flowers. A pretty contrast when planted with the purple variety. Strong plants after May 1st. 1.00 doz.; 10.00 per 100. 25 at 100 rate.

IRIS SIBERICA.

Siberica. Rich purple flowers of great beauty. One of the best Siberian irises. 1.00 per dozen, 5.00 per 100.



Dahlia Clump, Showing Proper Method of Dividing.

Black lines show where you should cut with knife.

Dahlia Cutting Knives



Many of my customers have asked me what kind of a knife I use in separating my clumps of dahlias, so thinking it will make it convenient for my customers, I am offering the knives we use to separate the dahlia clumps. The above illustration shows their general appearance. This knife has a two inch blade made of finest tool steel, with nickel-plated closed-end ferrules, and every blade securely riveted in the handle. The blades are ground sharp and hand honed. This knife has an oval taper rubberoid handle. In addition to being used in cutting dahlias, it is made for Grape picking and Pruning purposes. A good pruning knife is always handy. The women folks like them for paring apples and potatoes. Price with a 2 inch blade **50c postpaid**. Price with 2½ in blade **65c postpaid**. Two knives one of each size **\$1.00 postpaid**.

DAHLIA LABELS

Dahlia Labels, Painted, with Wires—3½ inch, iron wire; 75c per 100, prepaid; \$3.00 per 1,000, prepaid. 3½ inch, copper wire; \$1.00 per 100, prepaid; \$4.00 per 1,000, prepaid.
Dahlia Labels, Plain, with Wires—3½ inch, iron wire, 50c per 100, prepaid; \$2.00 per 1000, prepaid. 3½ inch, copper wire; 75c per 100 prepaid; \$2.50 per 1000 prepaid.



FIELD OF MAUDE ADAMS DAHLIAS
A Good Cut Flower Variety Always a Mass of Blooms.

The above photo shows one of my twenty fields of Dahlias, many of which are much larger than this one.

It may interest you to know that I have been acknowledged the largest Dahlia grower in the world, devoting nearly fifty acres of my two hundred acre farm to them this year. I especially invite you to make a personal inspection of my plant. In past years many of my customers and friends have come long distances to visit my gardens during the flowering season. I have an auto drive thru my gardens, and they are open for your inspection at all times. Come and bring your friends, as visitors are always welcome, and I assure you every courtesy will be shown you.

J. K. ALEXANDER

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