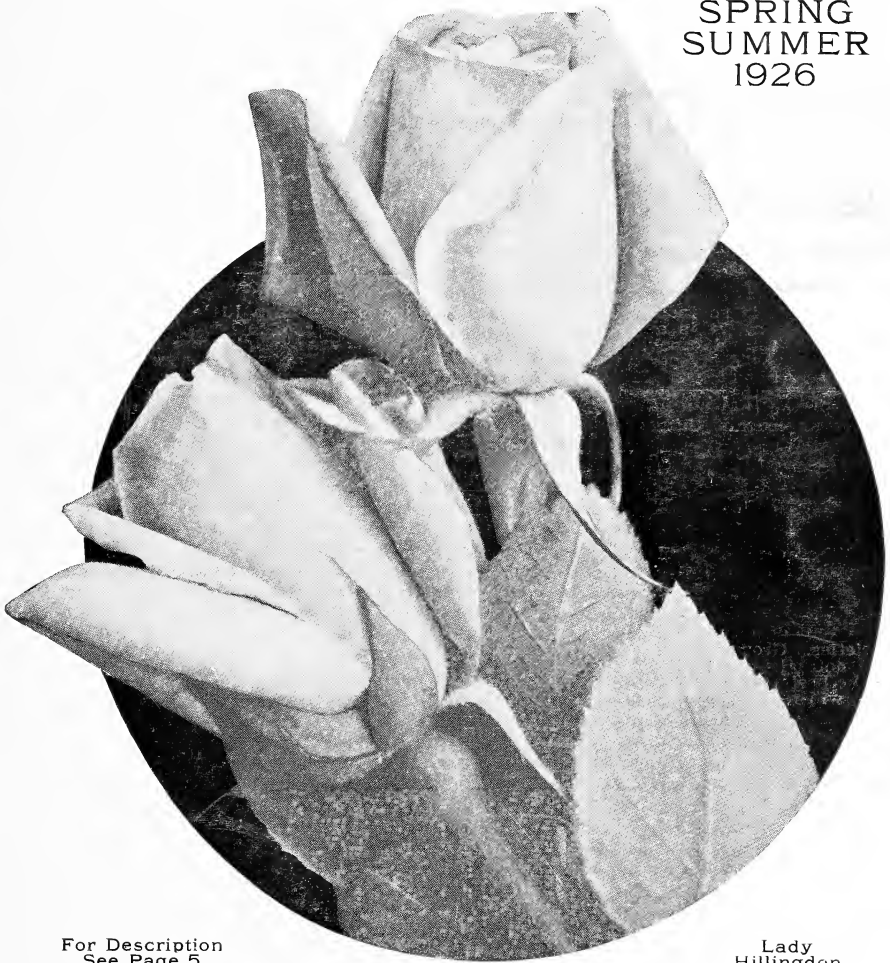


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Jackson's Catalog

SPRING
SUMMER
1926



For Description
See Page 5

Lady
Hillingdon

SPECIALTIES

Roses and Chrysanthemums

GREENHOUSE and BEDDING PLANTS

Largest Grower of ROSES in the South

J. E. JACKSON

PIEDMONT GREEN HOUSES, GAINESVILLE, GA.

Jackson's Flowers and Plants are First Quality and Sure to Please



WE take pleasure in presenting to you our 37th Annual Catalog with the assurance that we will do all within our power to merit the continuance of your loyal patronage and confidence. We devote all our time and energy to propagating and growing plants and flowers, sparing no effort to keep both the quality of our merchandise and our dealing up to the highest ideal. Our success in maintaining quality and service is evidenced by the fact that we hold our customers, many of them, over a third of a century, and we seek new friends upon the same and single basis of reliability in merchandise and in methods. Our stock of plants is clean, healthy, vigorous, and true to name.

Visitors are always welcome; our greenhouses are open to the public.

Have You a Flower Garden?

Nothing is so inspiring, repaying you so richly, for such little expense, as your flower garden. It is as fascinating to the children as to the grown-ups, intriguing your interest and fancy, and providing a constant source of pleasure and loveliness. As all the world loves a lover, so all the world loves a flower. Flowers have a place in our lives which nothing else can fill. Every month in the year they rise up among us in a new dress, calling forth our admiration, love and praise. They are the pride of the rich and the joy of the poor. To work among them is to make one forget unpleasant things.

"To live 'mongst lush and growing things
Is like to give the spirit wings.

Who works 'mongst roses soon will find
Their fragrance budding in his mind."

Wherever you find a home worthy of the name, you will find flowers growing somewhere around it.

Roses Our Specialty

We have roses for every garden—old fashioned and right up to the latest and best varieties. Grown in 2½ and 4-inch pots, they will bloom profusely the first year. You will note the sensational "Jackson Set of 12 Everblooming Roses." It includes many of the best varieties, and if you really don't know roses we urge you to try this set. One trial will make you a lover of Roses.

Chrysanthemums

Our "Mum" list is a wonderful collection of the best in America. We ship you plants that will grow and be prize winners. We grow thousands of these beautiful flowers for the trade. Our Mums are known all over the country.

Each year the demand for chrysanthemums and dahlias grows greater and more exacting and each year finds us making greater efforts to meet this demand with only the most perfect stock.

Dahlias

These beautiful flowers are each year becoming more popular. The craze for size alone has about run out. A dahlia now must have more than size to commend it. Of course we all like to exhibit a flower larger than ever before shown, but, nothing can take the place of those brilliantly colored beauties, or those exquisitely formed, delicately tinted flowers, that lend themselves most admirably to all kinds of decorations—for perfect taste runs to the beautiful and artistic, rather than to the bizarre.

Wedding Bouquets, Corsages and Floral Designs

This work is done by an experienced designer, and we guarantee it to be the best possible, both in quality of flowers and make-up. Great care is exercised in packing. We ship flowers to all points in the country. See page 29.

Service

We take a personal interest in every order that is sent out. In all that we do, we consider the interests of our customers first and we want you to know that we are here to serve you and never consider a transaction complete until you are pleased.

It is always a pleasure to hear from our customers. If you have been successful with our plants, it is encouraging to know it. If you have cause to be dissatisfied, give us the opportunity, and we will adjust the trouble.

We thank you for past favors and courtesies and beg to remind you again that our ambition is to please you.

J. E. JACKSON, Gainesville, Ga.

Terms of Sale



Silver Moon Climbing Rose

ORDER EARLY—Our aim is to execute all orders upon receipt, but during the rush season in the spring, delays are sometimes unavoidable, which can be partly overcome by our patrons anticipating their wants and ordering early. We give every order, no matter how large or small, prompt and careful attention.

GUARANTEE—We guarantee our goods to reach their destination in good condition, satisfactory to you, or they will be duplicated or money refunded. We are very careful to keep each variety true to name as labeled, and are ready at any time to replace, on proper proof, any that may prove otherwise.

NON-WARRANTY—Most failures with plants and bulbs are due to causes entirely beyond our control, such as unfavorable weather or soil conditions, too deep or too shallow planting, etc., which renders it impossible for us to guarantee success and although we take all possible care to supply only such goods as will, under proper conditions, produce satisfactory results, we can give no warranty as to productiveness of any of the plants or bulbs we send out. It must, however, be plain to everyone who gives the matter the slightest thought, that it is to our best interest to send out only such stock as will reach perfection.

PLEASE NOTE—It is not unusual for us to receive orders without any signature or identification mark attached—if you do not get a response to your order within a reasonable time, please write again enclosing copy of letter or order so we may be able to trace same quickly.

Please keep copies of all your orders for comparison.

Please send cash with the order sufficient to cover the whole bill. No C. O. D. orders accepted unless remittance be made on account to guarantee acceptance. Coin should not be sent by mail. 10 cents extra on all orders less than \$1.00, unless postage is included for soil on roots.

ERRORS—We exercise the utmost care in filling orders, striving to do a little more than we offer; yet in the press of business, errors sometimes occur. In such a case, please notify us at once, and correction will be promptly and cheerfully made.

MAIL—If we prepay postage on plants shipped via mail we remove the dirt; the roots are wrapped in damp moss, then placed in a heavy paper tube; this is a very satisfactory way to ship but they take a little time to recover, as they must be potted in fresh soil and handled with care for a few days. If you wish soil left on the roots, include postage at the rate of 15 cents per dozen plants. In this way small orders will reach you with roots undisturbed.

EXPRESS—This is the ideal way to ship plants as we give you a perfect ball of soil on every plant, the roots are undisturbed and they start growing from the first. Under the new ruling they go at special rates making the cost very reasonable.

QUALITY—The many kind letters we receive every year complimenting us on the stock sent out are evidence enough that the quality of our goods cannot be surpassed.

J. E. JACKSON, Gainesville, Ga.

"Plan to Plant a Rose Garden"

JACKSON'S
Set of 12
Everblooming
ROSES for
only \$1.25

These are selected from among our very best and most beautiful Roses and will surely please any lover of fine Roses. See the price when you select them. I make this offer in order to get the good Roses established among my trade.



REMEMBER—The twelve Roses below are from two and one-half inch pots, for \$1.25, or strong 2-year-old plants from four inch pots, for \$4.00. Satisfaction guaranteed.



Photograph showing size and vigor of my 10c Roses from 2½-inch pots, ready to pack for express orders.

LADY HILLINGDON—A long, slender pointed bud of brilliant, deep apricot-yellow; very free flowering and a good grower; a very striking decorative rose. Awarded gold medal.

METEOR—A rich, velvety crimson, bright and striking; a constant bloomer.

MAD. FRANCISCA KRUGER—Deep yellow, sometimes rich and glowing, and at other times dark, with shadings of copper and rose; large and double.

MRS. B. R. CANT—A splendid garden rose; solid even color; clear, bright rosy pink; large size, perfectly double and full; heavy bloomer, particularly fine in the fall, and is a clean, handsome grower.

BRIDE—White with delicate flush on outer petals; very beautiful in bud or open flowers; blooms profusely.

BRIDESMAID—A fine, clear, dark pink.

CORNELIA COOK—This beautiful rose is in great demand for its magnificent buds, which are large, perfect and pure white.

ETOILE DE LYON—Beautiful chrome yellow, deepening at center to pure golden yellow.

ETOILE DE FRANCE—The Gold Medal Rose of France, claimed by the raiser, J. Pernet Ducher, of Lyons, France, to be the finest rose he has ever sent out. The flowers are very large and borne on good, long, stiff stems; color a lovely shade of clear crimson velvet; very fragrant.



Photograph showing the vigorous roots of my 10c Roses, ready to pack for mail orders.

MAMAN COCHET—One of the best. It is of strong, vigorous growth; the flowers are large, of perfect form and produced on long, stiff stems. Color deep rose pink, the inner side of the petals being of silvery rose.

WHITE MAMAN COCHET—Identical with Maman Cochet, except the color is white; very desirable. Best white rose grown.

HELEN GOOD—Helen Good is a genuine Cochet, being a sport from the world-famous variety, Maman Cochet. A delicate pink, each petal edged deeper, is totally distinct from Maman Cochet.

IN ORDERING, ASK FOR JACKSON'S SET OF 12 ROSES

In case any of the above list of roses become exhausted we reserve the right to substitute some rose equally as good.

MY CATALOGUE IS THE ONLY REPRESENTATIVE I SEND OUT

Roses

No flower is so universally popular as the Rose, the "Queen of Flowers." It is everywhere wanted and always admired.

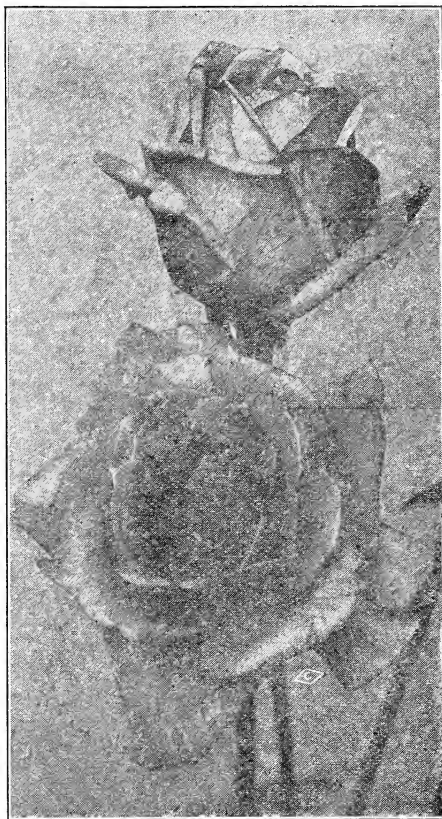
The demand for roses is increasing every year, and I feel justified in stating that my collection is unsurpassed.

DIRECTIONS FOR PLANTING

Roses will grow in any ordinary fertile ground, but they are particularly fond of a heavy soil, liberally enriched and well cultivated. The ground should be well spaded and pulverized to the depth of a foot or more, and enriched by digging in a good coat of any well-decayed manure. When the ground is thoroughly prepared, fine and in nice condition, put in the plant slightly deeper than it was before, and cover it with fine earth, taking care to draw it closely around the stems and pack firmly. It is important that the earth be tightly pressed on roots; water immediately after planting, so as to settle the soil, and if hot or windy, it may be well to shade for a few days. The ground should not be allowed to bake or become hard, but should be stirred frequently with hoe and rake so as to keep light and mellow, as well as free it from weeds and grass. The proper time to prune is early in the spring before growth has commenced; no exact time can be given, as that depends on the locality. The Hybrids must be cut back severely. They bloom best on strong new wood. In pruning the everblooming Roses all winter killed branches should be removed, also the wood which has become exhausted after several years' blooming, and younger shoots should be allowed to take their place.



Wm. R. Smith (Page 5).



Columbia

Cream of the New Roses

We here offer what is good in the new Tea and Hybrid Tea Roses. To have what is good you must try these Roses. They are the best that England, France, Luxemburg, Germany, Italy, Ireland, Holland and America can produce.

All Nice, Strong, Well-Rooted Plants, from 2½-inch and 4-inch pots.

ALEXANDER HILL GRAY—Deep lemon-yellow which intensifies as the blooms develop. A perfectly formed flower with a high-pointed center. 25c; 2 years. 50c.

AMELIA GUDE—Long pointed buds as yellow as Mrs. Aaron Ward, open flowers resembling Sunburst. A great improvement over either rose in productiveness. Easy culture. As a bud or open flower it is charmingly beautiful. One year only, 35c each.

COLUMBIA (H. T.)—A very vigorous grower of a true pink shade, deepening as it opens to glowing pink. A peculiarity of this variety is that the shades become more intense until the full maturity of the open flower is reached, and this color is enduring. 25c each; 2-year plants, 50c.

CRUSADER (New)—A big, strong growing variety. The growth is heavy and the flower stem strong. It is free flowering and the blooms are big and double, in color a rich velvety crimson. A free flowering red Rose that is a wonder. 25c; 2 years, 50c.

New Roses—Cont'd

DUCHESS OF ALBANY—A sport from La France, retaining all of the characteristics of the type, with the bloom three or four shades darker. 25c; 2 years, 50c.

ETOILE DE FRANCE—The Gold Medal Rose of France, and claimed by the raiser, J. Pernet Ducher, of Lyons, France, to be the finest rose he has ever sent out. The flowers are very large and borne on good, long, stiff stems; color a lovely shade of clear crimson velvet; very fragrant. 25c; 2 years, 50c.

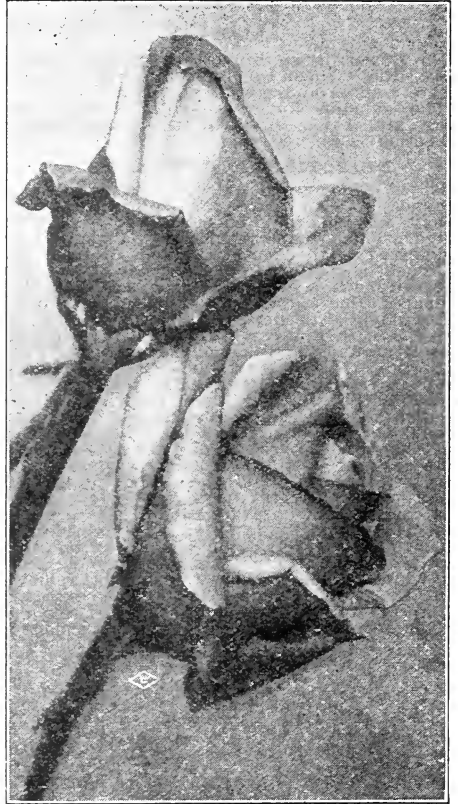
EDWARD MAWLEY—By its marvelous outstanding qualities is now regarded by rosarians as the greatest advance and most wonderful rose yet raised. Finest of all dark Crimson Roses. 25c; 2 years, 50c.

FRAU KARL DRUSCHKI (The White American Beauty or Show Queen)—An everywhere hardy, vigorous grower, with bright green leaves delicately veined; splendid long buds and magnificent snow white blooms with large saucer-shaped petals. Rightly named. 35c; 2 years, 75c.

FRANK W. DUNLOP—Won silver medal for the best new pink Rose and gold medal sweepstakes for the best seedling, at the International Flower Show in New York. Claimed to be better than Mrs. Charles Russell. 35c; 2 years, 75c.

FRANCIS SCOTT KEY (H. T.)—It is very fitting that such a fine new Rose should be honored with the name of the author of the "Star-Spangled Banner," and also that it should hail from Baltimore, one of whose forts was being assailed when the inspiration came to the author to write our national anthem. The flowers are from large to very large, with sixty or more petals opening to a high center. The color is a magnificent deep red rose. Grand for the garden. 25c; 2 years old, 50c.

GENERAL SUPERIOR ARNOLD JANSEN—A fine new rose. Claimed to have all the good qualities of Jonkheer J. L. Mock as an outdoor rose. Color, a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems. 25c; 2-year-old, 50c.



Rhea Reid (Page 5).

HELEN GOULD—One of the strongest growing and freest blooming Hybrid Teas ever known. In color a rich, glowing crimson. Buds long and pointed, forming full double blooms. 20c; 2 years, 50c.

HADLEY—Color a deep velvety crimson, retaining its brilliancy at all seasons. The variety is double and buds are well formed. The fragrance is excelled only by American Beauty. Strong rapid grower, and the flowers are borne on long stiff stems. 25c; 2-year-old, 50c.

HILLS AMERICA—Color a glowing, deep rose-pink. Buds long and pointed, opening to a high pointed center and very full flower. One of the best of the new roses. 1-year only, 35c.

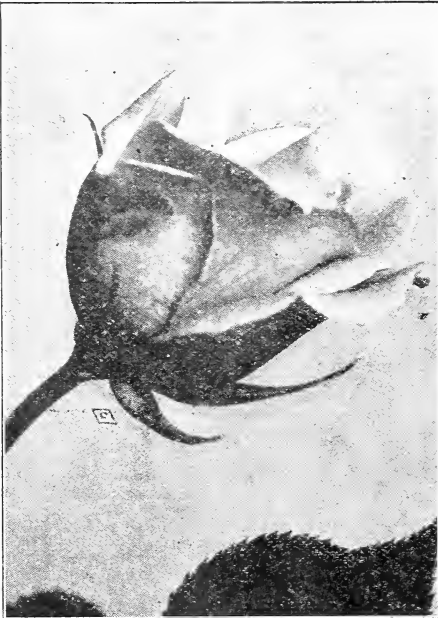
HOOSIER BEAUTY—If you need a better red rose than you are growing, Hoosier Beauty will fill the bill. Color, glowing crimson-scarlet with velvety crimson shadings. The bud is long and opens into a magnificent bloom, dazzling in its velvety brilliance. 25c; 2-year-old, 50c.

JONKHEER J. L. MOCK—This grand rose is the strongest growing in Hybrid Tea class. Color clear imperial pink, reverse of petals carmine-rose. 25c; 2 years, 50c.

KAISERIN AUGUSTA VICTORIA—A vigorous grower, buds pointed, flowers extra large, and very double. Color creamy white. 25c; 2-year-old, 50c.

KILLARNEY—A splendid new rose, beautiful pointed buds and extra large flowers; bright coral pink, very fragrant and beautiful. 25c; 2 years, 50c.

LA DETROIT—The color is shell pink, shaded soft rose. A splendid bedder and very fragrant. 25c; 2 years, 50c.



Gen. Sup. Arnold Jansen

New Roses—Cont'd

LADY HILLINGDON—A long, slender pointed bud of brilliant, deep apricot-yellow; very free flowering and a good grower; a very striking decorative rose. 25c; 2 years, 50c.

LADY ROBERTS—A rich golden yellow rose. 1-year only, 25c.

MAD. BUTTERFLY—Ophelia-like in appearance, but far deeper and richer color. Very attractive. 25c; 2 years, 50c.

MURELLE—A Rose of the type of Safrano, only a much stronger grower. It is a very free bloomer and is a Rose with a great future. Color rosy-blush flushed with saffron-yellow. 25c; 2 years, 50c.

MAD. CAROLINE TESTOUT—A charming variety of the LaFrance type; flowers large and double; color, bright satiny pink with rose center; strong grower; free flowering and very fragrant. 25c; 2 years, 50c.

MADAME JENNY GUILLEMOT—Deep saffron-yellow, opening canary with dark golden shadings; buds long and pointed; petals and blooms immense, a very beautiful and upright grower and free bloomer. 25c; 2 years, 50c.

MRS. AARON WARD—Coppery-orange in the open bud, golden-orange when partly developed, pinkish-fawn of lovely shade when fully open, when it looks like a full fluffy-silk rosette. Color effect of the whole flower is Indian yellow. 25c; 2 years, 50c.

MRS. CHAS. RUSSELL—Pink American Beauty, enormous in size, which lines into beautiful shape in flower, stem and foliage. 35c; 2 years, 75c.

NATIONAL EMBLEM—Dark crimson, of perfect shape, habit and inflorescence; as a bedding, massing and cutting Rose it is unique. Buds long and pointed, opening to large, full, handsome flowers of great beauty, flowering freely and continuously. 25c; 2 years, 50c.

OPHELIA—Salmon-flesh, shaded with rose; large, and of perfect shape; of excellent habit, the flowers standing up well on long, stiff stems, and produced in great profusion. 25c; 2 years, 50c.

PREMIER—Already too well known to need description. A magnificent novelty in the class with Russell. Deep rose; fragrant; thornless; free bloomer. 25c; 2 years, 50c.

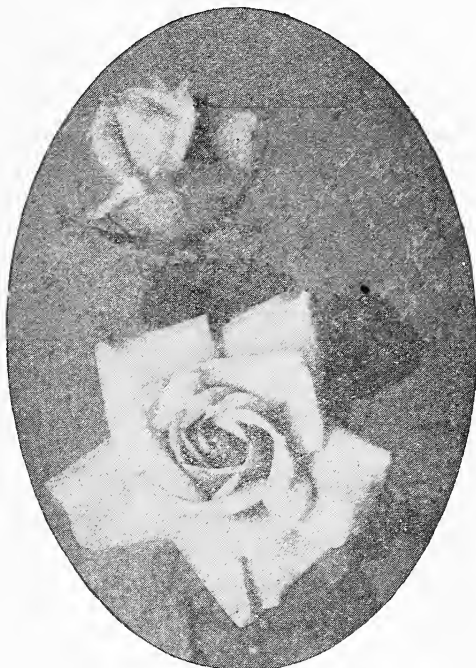
RADIANCE—A splendid and popular rose; deep pink in color. Will produce three-foot breaks without pinching. Almost mildew proof, and a wonderfully fine rose. 25c; 2 years, 50c.

REBA REID—Flowers large and double; very free-blooming and exquisitely fragrant; rich, dark velvety red. The best of all red garden roses to date. 25c; 2 years old, 50c.

RED RADIANCE—A glowing crimson sport of Radiance with all the magnificent qualities of the parent; the enormous globular flowers on heavy canes are a sight to be long remembered. The color is dazzling crimson-scarlet. 25c; 2 years, 50c.

RED LETTER DAY—Cactus-flowered blooms of curious formation. An exceedingly beautiful Rose of infinite grace and charm. Its velvety, brilliant, glowing scarlet crimson buds and fully opened cactus-like flowers never fade, as the reflex of the petals is satiny crimson-scarlet. One of the freest blooming Roses extant. Makes a fine decorative subject and equally desirable for bedding. Price, 25c; 2 years, 50c.

SUNBURST—A magnificent giant yellow rose, well adapted for outdoor growing, being a vigorous and healthy rose. Buds long and pointed, borne singly on long, stout stems. The color is



Duchess of Albany

superb orange copper, with a deep orange center. It has proven invaluable for bedding and garden purposes. This rose creates a sensation wherever grown. 25c; 2 years, 50c.

WHITE KILLARNEY—An offspring of the famous pink Killarney as described on page 4, identical with it except that the flowers are pure white. 25c; 2 years old, 50c.

WILLIAM E. SMITH—Creamy-white with shadings of pink; a seedling from Maman Cochet and Kaiserin Augusta Victoria. Beautiful in form and color; glossy foliage; long stiff stems; vigorous in growth; a superb summer bedder. 25c; 2 years, 50c.

Clarendon, Va., April 18, 1925.

Mr. J. E. Jackson, Gainesville, Ga.

My Dear Sir: I again want to express my appreciation for the wonderful roses I ordered from you last spring. When I tell people at this time that those rose bushes were but 8 months old when I got them from you and they only cost me \$1.00 a dozen, I think they have put me in a class with Ananias. Those little bushes produced some mighty pretty blooms last fall and I am looking forward to some beauties this year. I do not know just why I did not order chrysanthemums earlier this spring but the fact remains I did not. If you still have a supply on hand kindly reserve for me \$5.00 worth of the 15 for \$1.00 class. I will leave, of course, the color, etc., to you, but I will appreciate if you can supply me with those which bloom early, as the frost gets our stuff before it hits Gainesville. Please advise by return mail if you have these mums on hand and I will send money order for the \$5.00.

You will recall that I sent you a list of names last year with the request that you furnish catalogues. I have seen some of these people and those who ordered are more than satisfied.

Yours very truly,

F. W. W.

Jackson's Rose Plants

Combine the best of plants, producing beautiful blooms and are furnished you at a moderate price. You will be more than pleased with them.

Select, New, Rare and Scarce Roses

All Nice, Strong, Well-rooted Plants, from 2½-inch and 4-inch Pots.

PRICE: 15c each; \$1.25 doz. Strong 2-year-old plants, 35c each; \$4.00 per doz. Our selection, labeled, 12 2½-inch pot plants for \$1.00.

AUGUSTINE GUINOISSEAU (White La France)—Sport from La France, identical in habit, form and vigor, but in color it is a delicate blush.

BESSIE BROWN—A rose of transcendent beauty, and one of the largest and fullest we have ever seen, color pure white, sometimes faintly flushed pink; petals enormous, shell shape.

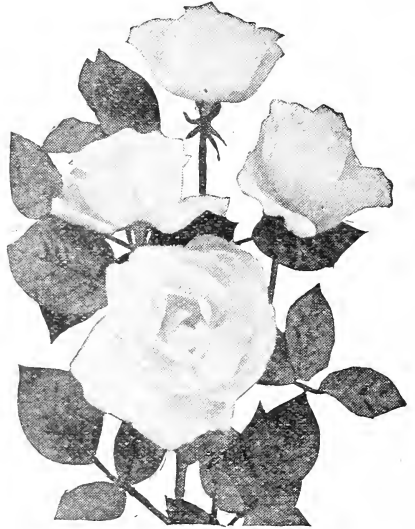
BLUMENSCHMIDT—Pure, citron-yellow, outer petals edged tender rose. A sport from Mad. Francisca Kruger.

BRIDE—White with delicate flush on outer petals; very beautiful in bud or open flowers; blooms profusely.

BRIDESMAID—A fine, clear, dark pink.

BURBANK—A free-flowering everbearing rose, raised by Mr. Luther Burbank, known the world over as the "Wizard of Horticulture." Color deep pink.

CORNELIA COOK—This beautiful rose is in great demand for its magnificent buds, which are large, perfect and pure white.



Cornelia Cook.

DUCHESS DE BRABANT—Soft, rosy pink; good bloomer. A general favorite.

CATHERINE MERMET—Bright flesh color, full and finely formed.

ETOILE DE LYON—Beautiful chrome yellow, deepening at center to pure golden yellow.

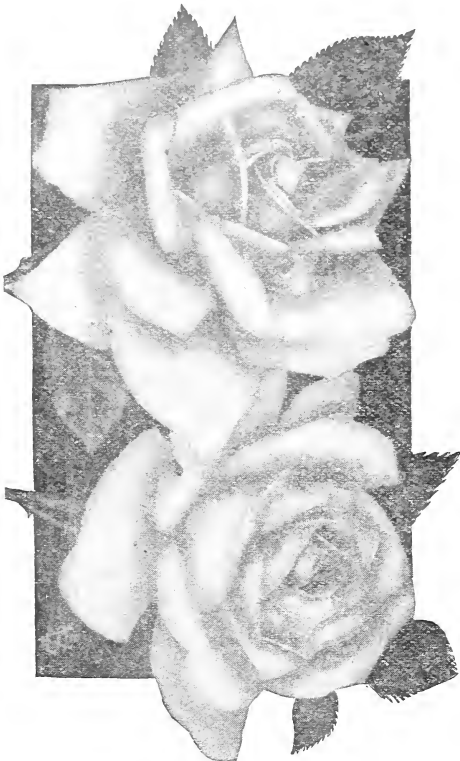
F. R. PATZER—A most beautiful and distinct rose of very free-flowering character. The color is creamy-buff, back of petals delicate warm pink. Valuable for garden culture.

GENERAL DE TARTAS—A first-class rose for bedding, brilliant carmine, large size; very double, full and fragrant.

GOLDEN GATE—Flowers are large, very double and full. Color rich creamy white, tinged and shaded with yellow; petals large, broad and frequently bordered with clear rose.

GRUSS AN TEPLITZ—As a bedding rose this is one of the finest. Color scarlet, shaded to velvety crimson.

HELEN GOOD—Helen Good is a genuine Cochet, being a sport from the world-famous variety, Maman Cochet. A delicate pink, each petal edged deeper, is totally distinct from Maman Cochet.



Wellesley (Page 8).

We are the largest growers of Roses in the South. Our years of experience are plainly visible in the character of plants we furnish our customers.

Roses—Cont'd

HELEN CAMBIER—Flowers large and full, varying from rosy-flesh and salmon to copper; an extra fine and showy variety.

IVORY or WHITE GLOD-EN GATE—Pure white.

ISABELLA SPRUNT—Bright canary yellow; beautiful buds.

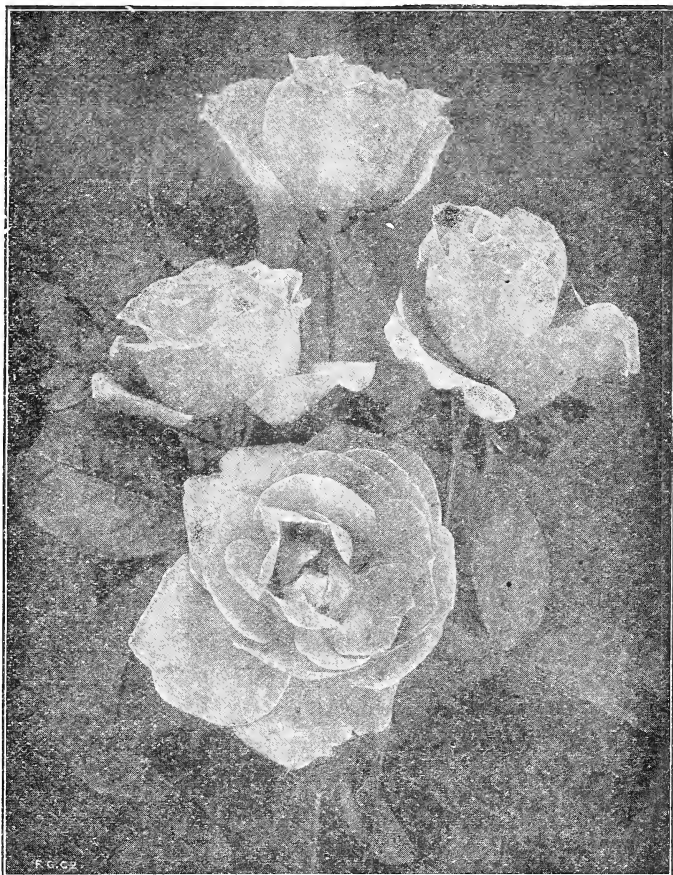
JULES FINGER—Extra large and finely formed flowers; full and fragrant. Color rosy scarlet, beautifully shaded with crimson.

LA FRANCE—The oldest and best of the Hybrid Teas; deliciously fragrant; very large, full, round, globular form; color true pink.

LOUIS PHILLIPPE—Rich, dark, velvety-crimson; profuse bloomer.

LUCULLUS (The Black Rose)—Splendid, large, rich crimson; extra full and fragrant, very double and a constant and profuse bloomer.

Due to extreme carelessness and delay in the Parcel Post system, we can recommend shipping only small orders by mail. See "Mail," page 1.



Mad. Francisca Kruger

MAD. CAMILLE—Delicate rosy-flesh, changing to salmon-rose; immense double buds.

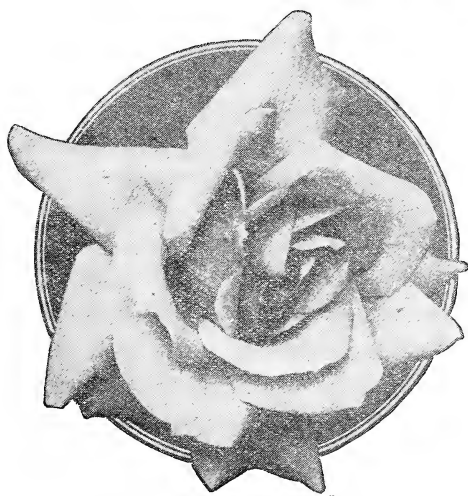
MAD. FRANCISCA KRUGER—Deep yellow, sometimes rich and glowing, and at other times dark, with shadings of copper and rose; large and double.

MADISON—A greatly improved Bride, and when we say improved we mean a genuine improvement. Best feature of Madison is the foliage does not mildew. After being well established, Madison will cut as many flowers as Killarney.

MAD. JEAN DUPUY—A lovely high-class rose; color fine creamy pink with golden center; outer petals edged with red; a constant and abundant bloomer; almost thornless.

MAD. LAMBAUD—A first-class rose; extra full flower, double; beautiful rose color; tinged salmon and buff; buds and reverse of petals crimson.

MAD. DE VATRY—One of the very best and most satisfactory roses for general planting. It makes big clear buds and opens well, showing to great advantage. The color is a rich crimson-scarlet.



Meteor

Roses—Cont'd



Bride (Page 6).

QUEEN SCARLET—A constant and profuse bloomer; color rich velvety-scarlet.

SOUVENIR DE PIERRE NOTING—A seedling of M. Niel and Maman Cochet, with beautiful closely set foliage. Bloom is very large, perfectly full, of elegant form, and has a beautiful long bud; the colors make a very gorgeous effect; orange-yellow, bordered in carmine-rose.

SOUVENIR DE PRESIDENT CARNOT—An ideal rose, combining strong, vigorous growth with long-stemmed, large flowers of great substance. A grand garden rose. Color light pink; edge of petals, flesh color.

SAFRANO — Bright apricot yellow, tinged with rose; valued for its beautiful buds.

WHITE MAMAN COCHET—Identical with Maman Cochet, except the color is white; very desirable. Best white rose grown.

WELLESLEY — Bright, clear, salmon-rose, reverse of petal silvery-rose.

MALMAISON—Rich, creamy flesh, changing to lovely fawn with rose center; very large, perfectly double.

MAMAN COCHET—One of the best. It is of strong, vigorous growth; the flowers are large, of perfect form and produced on long, stiff stems. Color deep rose pink, the inner side of the petals being of silvery rose.

MARIE GUILLOT—One of the standard varieties of Tea Roses; splendid for any use; especially desirable for summer rose beds; color pure white.

MARIE VAN HOUTTE—A lovely rose; color white tinged with yellow; delicately shaded with pale rose on outer petals; full and double; sweet tea scent.

METEOR—A rich, velvety-crimson, bright and striking; a constant bloomer.

MRS. B. E. CANT—A splendid garden rose; solid even color; clear, bright rosy pink; large size, perfectly double and full; heavy bloomer, particularly fine in the fall, and is a clean, handsome grower.



Mrs. B. E. Cant



Etienne Marie Henriette, the Everblooming Climber

Climbing Roses

The Noisettes and Climbing Teas are included in this class, which is especially valuable in the South for covering porches, arbors, trellises and the like.

The plants obtain great luxuriance in our climate.

All nice, strong plants, well rooted, from 2½-inch pots. Price, 15c each; \$1.25 per dozen. Strong 2-year-old 40c each; \$4.50 per dozen, except where noted.

AMERICAN PILLAR—The flowers are of enormous size, three to four inches across, of a lovely shade of apple-blossom pink, with a clear white eye and cluster of yellow stamens. These flowers are borne in immense bunches. They last in perfection a long time, and are followed by brilliant red hips or berries, which are carried late into the winter. 20c; 2-year-old, 50c.

CLIMBING KILLARNEY—Climbing sport of the famous Irish Rose Killarney. Vigorous growth and free blooming. Identical with the parent, beautiful shell-pink color. Finely shaped buds. 20c; 2 years, 50c.

CLIMBING METEOR—A rich, velvety-crimson; very bright and striking; a continuous and profuse bloomer; very sweet.

CLIMBING MAD. C. TESTOUT—An exact counterpart of C. Testout, except that it is a very vigorous climber.

CLIMBING WHITE MAMAN COCHET—If there is one rose that stands out in the affections of the people more than another it is White Maman Cochet. Here we have a climbing form that will become as popular a climber as its parent has as a bush rose. Grand, huge white flowers. 2 years, 50c.

DOROTHY PERKINS—Flowers are borne in large clusters, are very double, with prettily crinkled petals; beautiful clear shell-pink in color, lasting a long time without fading.

DR. W. VAN FLEET—Flowers when open run four inches and over in diameter. The color is a remarkably delicate shade of flesh-pink on the outer surface, deepening to rosy-flesh in the center. The flowers are full and double, of delicate perfume; buds pointed.

GARDENIA (The Hardy Marechal Niel)—This rose has proven itself hardy in Virginia and Tennessee. It is a deep cream-yellow of vigorous growth.

HIAWATHA—Flowers are produced in long, pendulous sprays. In color it is brilliant, ruby-



Thousand Beauties

carmine, with a clear white eye and a mass of golden stamens; strong, vigorous growth, with bright green, glossy foliage, which is retained all winter.

Climbing Roses

LAMARQUE—Pure white, with lemon-colored center; a good grower. An old favorite.

MADAM JULES GRAVERAUX—A splendid rose of highest value. Makes long-pointed buds and extra large, double flowers of excellent substance. Color a pretty shade of chamois yellow, with rosy-peach center.

MARECHAL NIEL—The grandest rose of any kind or color. The immense size and dark yellow-golden color of Marechal Niel flowers are familiar to all. 15c, 25c, 35c and 50c, up to \$1.00 each.

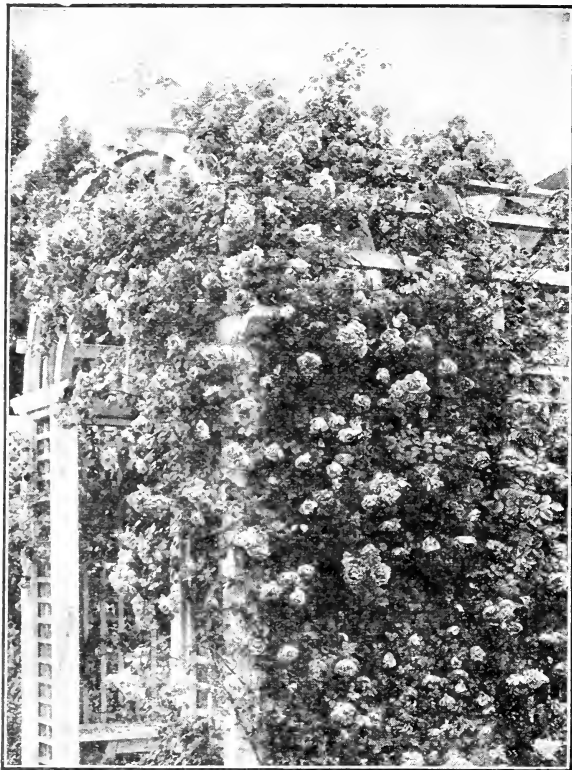
CLIMBING MAMAN COCHET—No Rose we grow is so popular as Maman Cochet. Here we have an exact counterpart of that popular variety, except that it is a vigorous climber. All will welcome this new Rose. Clear pink.

CLIMBING AMERICAN BEAUTY—A seedling from American Beauty with Wichuraiana and Tea blood in its veins. Same color, size and fragrance as American Beauty, with the addition of the climbing habit. Good foliage and better blooming qualities.

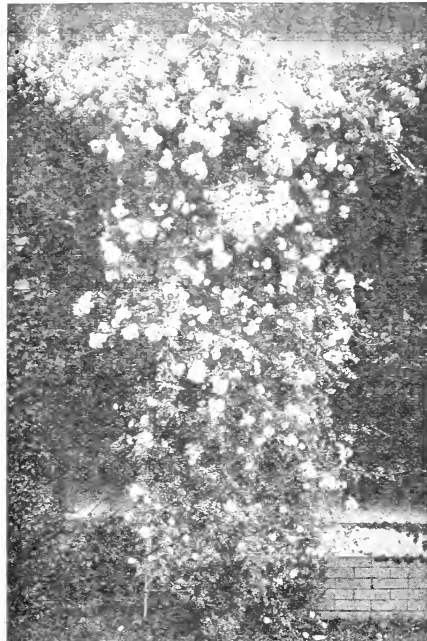
CLIMBING KAISERIN, or MRS. ROBERT PEARY—A most remarkable rose of recent introduction. An offspring of that grand variety Kaiserin Augusta Victoria.

CLIMBING MARIE GUILLOT—Of a semi-climbing habit, and is identical in bloom with Marie Guillot, the loveliest of all white roses in bloom.

MARY WASHINGTON—Flowers pure white; very sweet and produced in large clusters from early spring till frost. It is a strong grower and quite hardy.



Climbing American Beauty



Dr. W. Van Fleet

PAUL'S SCARLET CLIMBER—Vivid scarlet, shaded crimson, makes a brilliant display for a long period of time in the garden. A wonderful new climbing Rose. Received the gold medal and cup for the best new climber at the National Rose Society's exhibit. Price, 20c each; 2-year-old plants, 50c.

RED DOROTHY PERKINS, or EXCELSA—Same as Dorothy Perkins with crimson flowers.

REINE MARIE HENRIETTE—Clear cherry red. A strong, vigorous grower and free bloomer.

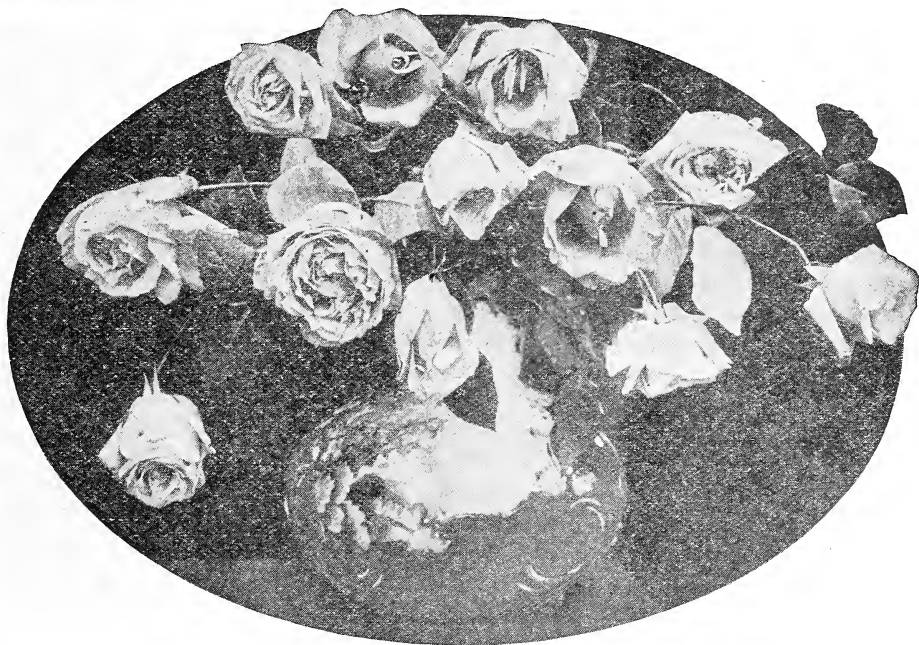
SILVER MOON—Flowers very large, 4½ inches and over in diameter. Pure white in color; petals of great substance, beautifully cupped, forming a clematis-like flower. The large bunch of yellow stamens in the center adds to its attractiveness. These flowers are borne on strong stems 12 to 18 inches long, and are delicately scented. Is strong grower, with large, glossy, bronze-green foliage.

SOLFATERRE—Sulphur-yellow, large, full, handsome.

TAUSENDSCHOEN, or THOUSAND BEAUTIES—A beautiful new climbing Rose which has leaped into popularity by its inherent merit and beauty. The name, "Thousand Beauties" refers particularly to the wonderful variety of colorings found on any one plant. The flowers are soft pink at first, but as they age the most beautiful shades of carmine-rose, cerise, blush and soft white with a gleam of light yellow, soft crimson and intermediate tints; a combination of charming coloring, which is bewildering.

WILLIAM ALLEN RICHARDSON—Orange-yellow; outer petals lighter, center coppery yellow; strong grower; good bloomer.

WHITE DOROTHY—Among Rambler Roses none has justly gained greater popularity than the beautiful pink Dorothy Perkins. The White Dorothy is a duplicate except in color, which is white.



Maman Cochet. See Page 8.

Hybrid Perpetual Roses

All Roses of this class are perfectly hardy. The flowers are very double and of the most gorgeous and dazzling colors, but they do not bloom perpetually as their name would lead one to suppose. They will give one grand crop of bloom in the spring, and some sorts bloom occasionally in the summer and fall.

Price, from 2½-inch pots, 25c each; 2-year-old plants, 50c each.

GENERAL JACQUEMINOT—Crimson, scarlet; large, full; very fragrant; excellent.

JUBILEE—Rose of wonderful beauty, bearing large flowers 5 and 6 inches across; very full and double; buds long and graceful; color glowing velvety-crimson; fragrance delicious.

J. B. CLARK—The color is unique among Roses being deep scarlet shaded blackish-crimson, with rich bloom like a plum; flowers are large and beautifully formed. Awarded the gold medal N. R. S.

MADAM CHARLES WOOD—A true perpetual bloomer; flowers large, very double and full, and quite fragrant; color bright cherry-red. One of the best roses ever introduced for general planting.

MAD. MASSON—Flowers as large as American Beauty, and same color. A deep rose or bright red; highly perfumed; a constant and free bloomer. Fine.

PAUL NEYBON—Flowers immense; probably the largest rose grown, and one of the finest; color deep pink; very double and full; finely scented, with no suspicion of coarseness.



J. B. Clark

You will be thoroughly pleased with

Jackson's Rosebushes

They are sturdy plants with fine root systems. You will be surprised and delighted with the beautiful blooms, too.



Chrysanthemums

How An Amateur May Grow Chrysanthemums

It is a mistake to set out plants too early. The results at blooming time are great tall plants, inclined to be spindling and not of that sturdy, stocky nature which invariably produce the better blooms. Besides you have worked a month or more at your plants which is wholly unnecessary.

The first important step in growing potted Chrysanthemums is the proper preparation of the soil. One-third manure and two-thirds sod stacked together and rotted (must be thoroughly rotted), and run through a coarse sieve is best. To one bushel of this soil add a double handful of pure "bone-meal," one handful of lime and one of wood ashes, and you are ready for potting. Drainage is of utmost importance, for without it the surplus water will sour the soil, the root will decay, and all your labor will have been in vain. From April 15 to June 25, according to the locality, get good, healthy plants from some reliable florist and repot them at once in 3½ or 4-inch pots, and when the pots are filled with roots, repot into 6-inch pots, and from these when filled with roots, into 9 or 10-inch pots.

In making the final shift, leave 1½ or 2 inches of space at the top of the pot to receive water, and later on, when the buds appear, this space can be filled with manure to act as a stimulant. Immediately after the last potting, plunge your pots in the ground up to the rim, place your pots in rows 2 feet apart by 1 foot, and water only when it is needed. Never allow the soil to become dry enough to wilt the plant. With a soft cord fasten the plant to a small neat cane-stake plunged deep enough to make steady, and if the branches are inclined to fall over, tie around the plant a cord which will act as a hoop and keep it in shape.

If a bushy plant is desired, when the plant is about 6 inches high, pinch out the top, this will cause other branches to appear, and when these branches are 4 or 5 inches long, pinch the top out, and so on until July 15, when you must give the final pinching. At this season you can

begin to feed your plants with manure water, made by putting a shovelful of cow manure into a half-barrel of water. Give this once a week until the buds begin to form; then you can increase to twice a week. As the buds begin to swell, give it three times a week until the buds begin to show color; then give it once a week and as the buds begin to unfold withhold all stimulants. It should be said that soot water is good, given, say, once in two weeks in place of manure water.

Now to grow fine flowers on long stems, you must watch the plant, and as soon as the buds are large enough you must remove all as fast as they appear, except the largest and strongest bud on the end of each branch; also remove all growth that appears at the junction of the leaves, and fine, large flowers will be your reward. Disbudding should be done as soon as the buds are of sufficient size to do the work without injuring the one retained, and should be confined to the early hours of the day as far as possible, at which time the growth is more brittle and easily removed with the thumb and finger.

As to the plants grown in the open ground, it is best not to have it too rich; prepare as you would for your vegetable garden. In case you have some plants that have stood over winter and which come up in clumps, you must take them up and plant them, only one sprout in a place.

Let me tell you how I grow some of my finest blooms: I prepare the ground as above stated, and then plant in rows 2½ feet apart and 6 or 8 inches apart in the rows, and train plants to one flower each. Place stakes 1x1 inch thick and 4 feet high, 17 feet apart in the rows, and fasten to these stakes by giving a cord one turn around each stake. Three cords, 12 inches apart will be necessary, the first one 12 inches from the ground. Stretch them from one end of the row to the other, and tie the plants to these cords as fast as they grow up to them. Keep up a high state of cultivation, and water if

needed during dry, hot weather. When the buds appear take all off except one to each plant as fast as they appear, following directions for disbudding as given above. At this time give them manure water same as used for pot plants, about every ten days until they show color, then leave off the manure water, and use soft water. Watch for insects closely and at the first indication of them spray with tobacco tea to prevent them getting a strong foothold.

Baldwin, Ga., July 14, 1925.
Piedmont Greenhouses, Gainesville, Ga.

Gentlemen: You are to be congratulated on the manner in which you pack and ship your plants. They arrived in beautiful condition and every one is living and growing. It is a pleasure to buy such stuff and something you can do things with when you get it. Very truly yours, L. B. V.

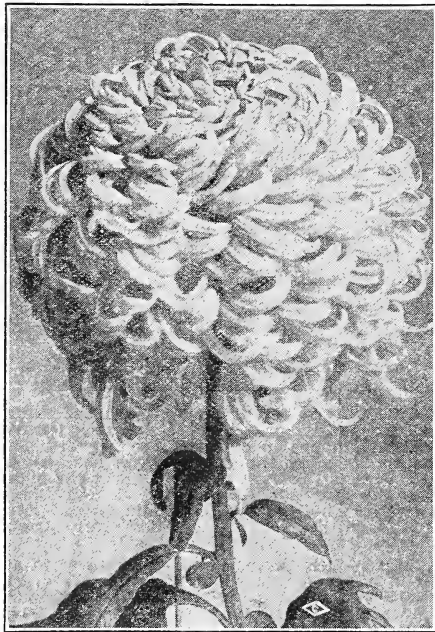
La Grange, Tenn., April 18, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: I am including my mum order in this one. My Chrysanthemums ordered from you are always a pleasure to everyone who sees them in the fall, and I am asked by all where I get my slips.

I am, very respectfully, MRS. W. B. C.
Greenville, S. C., May 11, 1925.

J. E. Jackson, Gainesville, Ga.
Dear Mr. Jackson: I received the Dahlia and Chrysanthemum plants in good condition and they are growing off fine. The first plants you sent are blooming now and are beautiful. I appreciate your kindness in selecting the plants and I shall be ordering from you again in the near future.

Sincerely yours, MRS. R. L. W.



Nagirroc

Cream of the New Chrysanthemums

BETSY ROSS—One of the finest whites yet produced. Its perfect incurved form, purity of color and sturdy upright growth are qualities most essential. It produces a very high percentage of perfect blooms regardless of the date of planting. Maturing about November 5. Height, 4 feet from June planting. Date of bud, August 25. 15c.

CHADWICK IMPROVED—A pure white sport from W. H. Chadwick. Japanese incurved. Height, 5 feet. Date of bud, September 15. 25c.

EARL KITCHENER—Amaranth, with a silvery reverse. An enormous flower in a color not too plentiful in exhibition 'Mums at the present time. Stem, foliage and flower are alike tremendous. There will never be any question about weak neck or poor foliage with this variety. Bud August 20th. 15c.

FLORENCE FULLMAN—A good commercial variety, snow white and perfect in form, round as a ball, of very fine finish; can be planted close; stiff stems, of moderate height. 15c.

GOLDEN GLOEY—Bright golden yellow, slightly incurved. Early mid-season. Semi-dwarf, easy grower. Strong stems with foliage up to the flower. 15c.

GLORIA—An immense exhibition variety of bright pink color, and wonderfully beautiful in form. Has won innumerable prizes and medals. Splendid in stem and foliage. The largest of its color. 15c.

G. F. MOSEMAN—Fine old favorite; crimson with gold reverse. 15c.

GOLDEN MISTLETOE—A light yellow sport from Mistletoe. Height 5 feet. Date of bud, September 30th. 25c.

GOLDEN CHADWICK—A yellow sport from W. H. Chadwick. By planting late this may be had for Thanksgiving. Height, 5 feet. Date of bud, September 15. 25c.

MRS. J. LESLIE DAVIS (Pink Turner)—It is absolutely identical with Turner in every respect except color, which is a clear lavender-pink. The growth and habit are a duplicate of the original parent and no other description is necessary. Pink Turner will find a premier place on its own merits. Height, 5 feet. 25c.

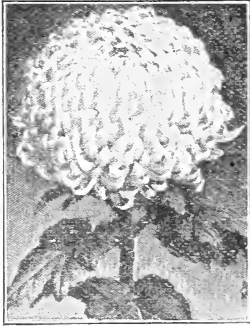
MRS. O. E. KAHN—A fine bronze; should not be overlooked by growers. Dwarf. Date of bud, August 20. 15c.

MRS. G. G. MASON—Very distinct variety; color blood red, with a gold reverse, though very little of the gold reverse appears. Its marvelous color will make it eagerly sought for in making collections. Height 4 feet. Crown bud August 20th. 25c.

MRS. G. M. FULLMAN—Extra large, deep yellow, fine form and a prize winner wherever staged. 25c.



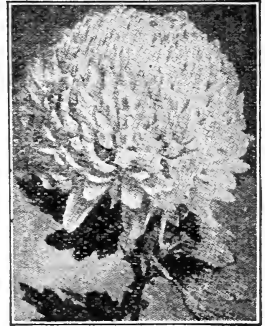
Mrs. J. Leslie Davis



Sun Glow



Mrs. O. H. Kahn



Rose Perfection

NAGIBROC (Golden Champion)—Finest exhibition bronze; color, deepest glowing orange bronze, 45 inches in circumference; every petal reflexing showing the color to the best advantage. This is the variety exhibited at the shows under the provisional name of Golden Champion. Every bud makes a splendid flower. Stem and foliage perfect. Any bud after August 15th. 25c.

NERISSA—Bright, rosy mauve. Fine form and stiff, upright growth, with rigid stem. 15c.

NAGOYA—Fine late yellow; can be grown for Thanksgiving if desired. 15c.

NAKOTA—Owing to its immense size has become very popular for exhibition purposes. Orange buff. Semi-dwarf. Date of bud, August 25th. 25c.

ORANGE QUEEN—Admired by everyone and coming at Thanksgiving time, its color is in keeping with the season. Habit, dwarf, 3 to 3½ feet from June planting; short jointed; dark green foliage, extending up close under the bloom. Loosely incurved form, maturing November 20th from September 10th buds. When treated as an exhibition variety, securing a bud the first of August, it produces a wonderful flower. 50c.

ROSE PERFECTION—A seedling from Chieftain. Is brighter and more constant in color. Can remain uncut after full maturity without impairing its beauty. An easy grower, maturing the first week in November. Bud about September 10th. 15c.

SMITH'S ENCHANTRESS—The color is bright rose pink of a very even shade. Produces a higher percentage of fine blooms than any other early pink. Select early September bud. 50c.

SUNGLOW—A bright yellow of the Maj. Bonnafon type, producing a high percentage of perfect blooms. Select buds August 15 onward. Matures about October 25. 25c.

TIMOTHY EATON—An enormous, globular Jap. incurved variety of perfect form and growth. Color pure white. It captured every prize for which it was entered; also C. S. A. certificate. 15c.

TIGER—There is no yellow which possesses so many points of excellence, especially for those who cannot give the highest state of cultivation. It is always double with very sturdy stems; a good bright yellow regardless of date of planting or when the bud is selected. Date of bud, September 5. 15c.

THANKSGIVING PINK—Strong grower. A late, dark rose pink for Thanksgiving use. 15c.

VERMONT—It is a most welcome addition to our exhibition list of pinks. The flowers are of enormous size reminding one very much of the old variety M. L. Rosseau. Every bud produces a perfect flower and we feel sure Vermont will rank as one of the very best pink varieties in cultivation. Bud August 1st to 15th. Height, 5½ to 6 feet. 25c.

WM. TURNER—This variety has created a sensation as exhibited at several shows. Makes a perfect ball of the purest possible white. 15c.

WHITE FRICK—Identical with Helen Frick, excepting in color it is snow white. One of the best. 15c each.

WHITE SURPRISE—White as the name implies. We are certain this variety will become a peer among the Thanksgiving white, occupying the same exalted place as Betsy Ross among the mid-season. The growing plants are red-stemmed with wonderful tenacity when mature, and small, dark green foliage. Four to 4½ feet, maturing November 20 from buds selected September 20. 25c.

WM. VERT—Bright crimson of large size; form reflexed; growth strong. Semi-dwarf. Date of bud August 20. 15c.

YELLOW WM. TURNER—Same as Wm. Turner, its parent, except that it is a beautiful lemon yellow. A monster. 15c.

New, Scarce and Desirable Chrysanthemums

Plants in this list 10c each; \$1.00 per dozen. Our Selection, not labeled, 15 for \$1.00.

CHIEFTAIN—A beautiful incurving pink of perfect shape. Perhaps the finest incurved pink commercial variety in cultivation today.

CHRYSOLOBA—This new variety can be briefly described as an early Col. D. Appleton, coming in fifteen days earlier; is of larger size, stronger stem, not quite as tall and in color is intermediate between this variety and Major Bonnafon. Best buds are those selected August 1st to 15th.

CHAS. RAGER—Flower nicely incurving in form; pure snow-white with a grand stem, and foliage as handsome as "Eaton;" a very easy doer.

COL. D. APPLETON—A large Japanese incurved yellow, of fine finish and form. The color, a deep yellow, is of an even shade. Excellent stem with foliage to the flower. Mid-season.

CALUMET—One of the very finest exhibition bronzes; large bloom, perfect in form and one of the easiest doers.

DR. ENGUEHAED—A beautiful true pink, without the slightest trace of purple. Stem and foliage perfect. Equally valuable for exhibition or commercial purposes. Perfectly double.

GOLDEN QUEEN—Fine, incurved yellow; form very double from any bud; a suggested improvement on Golden Glow.

GOLDEN WEDDING—Richest Golden yellow, intense and dazzling in color.

GLENVIEW—An enormous incurving globe of dark bronze and clear red. Dwarf grower with stiff stem; easy doer; a magnificent sort for exhibition or for commerce, as the color is very pleasing.

HARVARD—A particularly attractive flower and fine for exhibition; color is very dark crimson; grand stem and foliage. November 15th. Good from any bud.

LYNNWOOD HALL—Pure white. One of the largest in size; perfectly incurved.

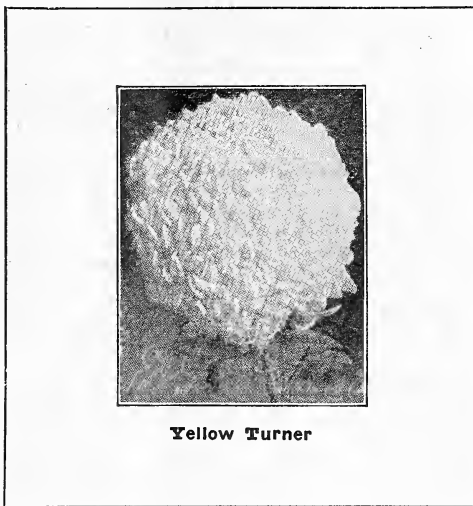
MRS. E. A. SEIDWITZ—A very late variety, of beautiful incurving form, quite full, brilliant pink, good enough to follow Chieftain. It is a fine addition to the list of commercial varieties. Flowers November 15th and later.

MARIGOLD—A monster yellow; flower unsurpassed both in size and color in its season; our first flowers of this variety were cut October 5th this year. Must be secured on an early bud.

MAJOR BONNAFFON—Grand, incurved yellow of large size, full to the center; stem dwarf and erect.

MISS HELEN FRICK—A pure soft pink. Very perfect shades; very perfect in form. Grand Thanksgiving variety.

MRS. HENRY ROBINSON—Ready to cut October 14th and increases in beauty until November 1st. Immense, incurving, broad-channeled petals of great substance and of the purest white. Bud August 20th.



Yellow Turner

MEUDON—An immense flower of bright pink. Habit of plant absolutely ideal. One of the strongest growers we have ever sent out. Dwarf grower, with beautiful foliage right up to the flower. Bud August 20th.

OCONTO—Very popular as an early mid-season white. The large blooms are produced on strong upright stems. Height, 4 feet. Date of bud, August 25th.

ODESSA—A seedling from Merza, but much freer in growth and better in every way. Splendid incurved form, bright-yellow. It eclipses all the yellows in size and finish. Equal to William Turner. Tall. Date of bud, August 30th.

RICHMOND—A new golden yellow; noticeable for its long blooming season, fine form, perfect fullness and silky finish.

ROMAN GOLD—From September buds; a Japanese incurved and darker yellow. From August bud it produces a large reflexed flower, very suitable for exhibition tables but not so intense in color. Best bud for August 15th.

SMITH'S SENSATION—A fine variety of soft cameo-pink. Largest and attracted more attention than any variety in my entire collection last fall.

SILVER WEDDING—Purest white, very broad petals reflexed, forming a bold, handsome flower. Equal to all the yellows in size and finish.

UNAKA—The long sought early October pink Chrysanthemum. A broad-petaled Japanese incurved of great depth and size for so early a variety.

WHITE CLOUD—A large, deep Jap, 8 inches in diameter; white on the edge, cream at the center, finishing almost pure white.



Improved Hardy Chrysanthemums

Improved Hardy Garden Chrysanthemums

Splendid collection in Red, White, Pink, Bronze and Yellow. Both pompons and singles. Price, not labeled, 10c each; \$1.00 per doz.; \$6.00 per 100.

Geraniums

Double and Semi-double Varieties

10c each; \$1.00 per dozen.

ALPHONSE RICARD—Large, semi-double flowers of bright vermillion; borne in enormous trusses, on long flower stems. Continue in bloom the entire season.

BEAUTE POITEVINE—One of the best semi-double bedders among the light salmon shades. The color is a beautiful shade of shrimp pink, delicately shading to white.

DOUBLE GEN. GRANT—A vigorous grower, free blooming, splendid foliage, large trusses, color intense orange-scarlet.

EDMOND BLANC—One of the most handsome and brilliant Geraniums; color is a bright carmine shaded around a white eye, and on upper petals with bright scarlet.

HELEN MICHELL—The most brilliant and finest scarlet Geranium ever put on the market. The blooms are gigantic, the number of flower heads on the individual plant is remarkable.

JEAN VIAUD—An attractive, bright, clear shade of mauve rose, fading to a distinct white throat. The flowers are large and trusses enormous, sometimes measuring six inches in diameter.

LA FAVORITE—One of the finest double whites in this class; pure in color. Unsurpassed as a white bedder.

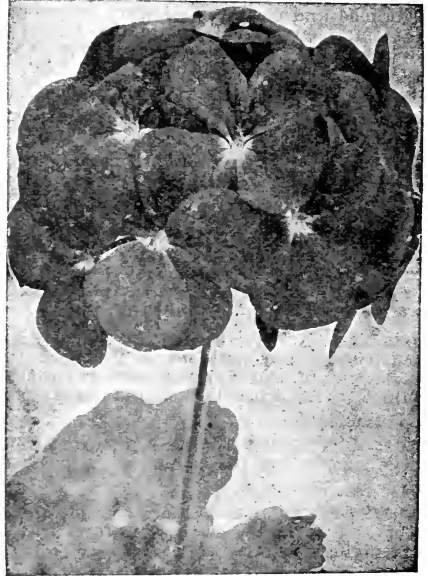
MARQUISE DE MONTMORT—Deep crimson-carmine; a very novel and beautiful shade.

MISS F. PERKINS—An exquisite shade of deep rose pink with a distinct white throat; large, handsome flowers.

MME. JAULIN—Color delicate peach pink, shading to a shade of Daybreak pink in the center.

MME. LANDREY—Distinct salmon pink, with slight shading of scarlet; habit semi-dwarf, vigorous, broad, heavy deep zoned foliage. It has all the best points of a Bruant Geranium.

MRS. LAWRENCE—Without exception, the finest geranium of this color; clear, healthy foliage; splendid dwarf, compact habit of growth; wonderfully free flowering; indispensable as a pot plant, being strongly recommended for winter blooming. The color is an artistic shade of bright satiny salmon-pink, slightly tinged white.



Mrs. E. G. Hill

M. ANATOILE ROSELEUR—A most beautiful shade of deep rose pink, rivaling in beauty and freshness the color of the Paul Neyron rose. The flowers are large, semi-double, showing a distinct white center, enormous trusses, borne on long stems well above the clean extremely handsome foliage.

S. A. NUTT—This is a standard dark red geranium, more generally used than any other, both as a pot plant and for bedding. Brilliant deep scarlet, with narrow shading.

Single Varieties

GRANVILLE—A fine bedding variety, with large flower trusses. The color is a clear pink. One of the best.

JEAN PABON—Robust and free-flowering, enormous trusses held well above the foliage; grand round flowers, blood red color, small white eye.

MRS. E. G. HILL—The center of each petal is a soft light salmon, bordered with rosy salmon and veined deep rose. Frequently throws six petals. Resembles a rare begonia bloom more than a geranium.

NUIT POITEVINE—A remarkably strong and vigorous variety, which we have no hesitation in recommending to those who wish a handsome dark single geranium; color beautiful rosy-purple; lower petals feathered rich scarlet; splendid habit and growth.

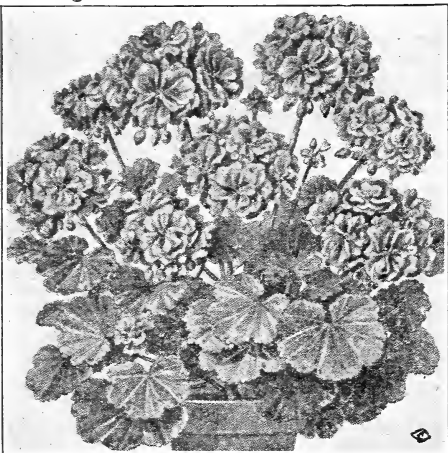
PAMELA—Immense round flowers, with a large, pure white center shading through a manulated effect to a broad distinct outer margin of crimson-lake.

Ivy Leaved Geraniums

Price, 15c each; \$1.50 dozen.

GARDEN GLORY—Double. Fine deep scarlet; best red.

SOUV. DE CHAS. TURNER—Deep bright carmine pink; full and double; fine.



S. A. Nutt

Scented Geraniums

10c each; \$1.00 per dozen, except where noted.

APPLE SCENTED—An old favorite. A plant of it will fill a room with its delicious odor, which is precisely like the fragrance of apple blossoms. 15c.

LEMON SCENTED—Small leaves strongly scented.

BALM—Large flowers, upper petals light lilac, lower petals dark; large leaves with very strong fragrance.

NUTMEG—Very fragrant.

OAK-LEAVED—Shape of oak leaf; almost black.

ROSE—The old fragrant variety. Always a favorite.

STAGHORN—Finely cut foliage; strongly scented. 15c.

Peonies

We offer strong, healthy, quick-blooming Peonies in the very best kinds. Peonies do best in soil put in condition of good rich garden soil. If clay soil, or mixed with clay, so much the better. Fertilize with thoroly rotted cattle manure, thoroly mixed and spaded into the soil 2 feet below the surface. Then in the top foot of soil, mix liberal quantity of bone meal. Having thus prepared your bed, plant the divisions so the eyes will be 2 or 3 inches below the level of soil. Keep them well cultivated which will do more good than further frequent fertilizing. If these directions are carried out the result will be most satisfactory. Plant during Fall and early Spring.

FELIX CROUSE—Most reliable red peony for the South. Vigorous grower. Late. Fine form and color.

EDULIS SUPERBA—One of the best early pinks. Crown type.

FESTIVA MAXIMA—Very large. Pure white, flecked crimson. Early. Rose type.

QUEEN VICTORIA—Midseason white. Ignores abuse. Buds in clusters. Very old and reliable variety. Bomb type.

All four varieties are very fragrant and free blooming. 75c each; \$3.50 dozen.

UNNAMED PEONIES—In separate colors, pink, white and red. 50c each, \$5.00 dozen.



Gladioli

Price, 10c each; 3 for 25c; 75c per dozen.

AMERICA—A most popular Gladiolus. Immense spikes, color delicate peach-blossom pink.

HALEY—An extra early bloomer with large open flowers. Color delicate salmon-pink. One of the best.

MRS. FRANCIS KING—A most beautiful flame-pink with vermilion shadings. Immense flowers in spikes, 3 to 4 feet high. A magnificent variety.

MRS. FRANK FENDLETON—A spectacular variety producing large well expanded flowers. Light pink, heavily blotched with blood-red on lower petals. One of the most beautiful varieties.

WILBRINK—Immense blooms of a delightful flesh pink, on a graceful spike. An early and profuse bloomer. A few spikes make a splendid decoration.

General Collection of Plants

Asparagus

No other green mingles with cut flowers as well as Asparagus.

PLUMOSUS—An excellent plant for window culture, the lacelike texture of the foliage excelling that of Maiden Hair Fern in grace and daintiness. It is fine as a pot plant, and in floral decorations and sprays is almost indispensable. Price 10c, 25c and 50c.

SPRENGERI—Useful for fine cut flower work with roses, etc. Pretty decorative house plant. Fine for hanging baskets. Price, 10c; 15c, 25c and 50c.

TENUISSIMUS—We cannot praise too highly this beautiful plant. If desired it can be grown like smilax or on a trellis; a great acquisition for decorative purposes or cut flower work. Price, 15c, 25c and 50c.

Achillea Alba (The Pearl)

THE PEARL—A hardy perennial. Its flowers are perfectly double, pure white and are produced in great profusion throughout the summer. Valuable for bouquets and designs. Also unsurpassed for cemetery planting. 10c each; 7 for 50c; 75c per dozen.



Asparagus Plumosus

Acalypha (Chenille Plant)

SANDERL—This is the most sensational new plant introduced for many years, and very ornamental. It is of strong, free growth, with large, dark green leaves, from each axil of which rope-like racemes of velvety crimson flowers, 1 to 2 feet long and nearly 1 inch thick, are gracefully suspended. 10c, 25c and 50c. (See cut.)

TRICOLOR—Foliage broad, mottled, and blotched crimson scarlet and rose; always of bright color; neither fades nor burns during our warmest weather; bushy plant; fine bedder. (See cut.) 10c, 25c and 50c.

Ageratum

STELLA GUERNEY—Compact, even habit; color a fine, deep blue, and literally a sheet of bloom the entire season; finely adapted to winter blooming in the window-garden or conservatory. Price, 5c each; 6 for 25c; 50c per doz.; \$4.00 per 100.

Aloysia Citriodora

LEMON VERBENA—A well-known plant, noted for its delightful fragrance; indispensable for bouquets. 10c.

Alyssum

Similar to the single variety, but far preferable. 10c each; 75c per doz.

Asters

Separate or Mixed Colors, White, Blue, Pink and Crimson. 50c per doz.; \$4.00 per 100.

Abelia

ABELIA GRANDIFLOEA—Beautiful, satisfactory broad-leaved evergreen. Graceful, drooping stems and branches are covered with dark, glossy leaves which in winter assume a metallic sheen. From the middle of May until frost this plant produces an immense quantity of small bell-shaped white flowers borne in clusters. During the growing season it is advisable to pinch off the ends of the long shoots. This will make the plant dense and compact. For single specimens or for massing we strongly recommend this plant. Hardy. Price, 25c and 50c each.



Acalypha Tricolor



Acalypha Sanderl

AGERATUM

For a border in a beautiful shade of blue, or in your porch boxes, plant Ageratum. It blooms the summer long. For description see this page.

Alternanthera

Price, 5c each; 50c per dozen; \$3.50 per 100.

Beautiful dwarf plants of compact habit, growing about six inches high, admirably adapted for edgings, beds or ribbon lines. Attractive and ornamental.

AUREA NANA—Bright golden-yellow and green.

BRILLIANTISSIMA—Crimson scarlet and pink. Its gorgeous color gives it the name of "Rainbow Plant."

Achyranthes

ACHRYANTHES—Yellow variegated crimson, also the deep solid crimson. Fine for baskets, vases and boxes. 5c; 50c doz.; \$3.50 per 100.

Dawson, Ga., March 14, 1925.

J. E. Jackson, Gainesville, Ga.

Dear Sir: I ordered some Dahlia plants from you last year for myself and friends. Of those ordered for myself I grew only four and Patrick O'Mara and George Walters were a show to everyone. People came in bunches to see them. I had over 100 blooms on the George Walters within 18 days. I put a temporary cover over them and budded and disbudded them for long stems and they were all as large as saucers and larger. I am ordering 13 more to be sent at once and hope I will be as well pleased as I was last year.

Yours very truly, MRS. E. S. L.

April 2, 1925.

J. E. Jackson, Gainesville, Ga.

Dear Sir: The Chrysanthemums arrived in good time and condition and thank you for packing them so carefully. Enclosed please find 12c in stamps to cover postage. Thanking you again, I am,

Respectfully, MRS. A. A. A. J.

Get acquainted with

JACKSON'S ROSES

by ordering our special Rose collection on page 2. A real bargain in high grade plants.



Beefsteak Begonia



Begonia Ione

Begonias—Flowering Varieties

ALBA PICTA IMPROVED—Same as *Alba Picta* except that it has larger foliage and flowers which are twice the size of the old one. This fine variety originated here with me many years ago and has proved worthy of a place. 10c and 25c.

ARGENTA GUTTATA—An elegant begonia. Rich green leaves, spotted with silver; produces white flowers in bunches, on ends of growth stems; very handsome. 10c and 25c.

BEGONIA, IONE—This beautiful little gem originated with me, and attracts more attention than anything in my houses on account of its beautiful compact form and pretty blooms. The foliage is a glossy-green, touched with orange, flowers pink—an entirely new shade of begonia. A true everbloomer, being entirely covered with blooms all the year. 15c, 25c and 50c.

CORALLINA LUCERNA—Immense trusses of bronzy red flowers. Blooms almost continually. This is the choicest of the flowering type. 25c and 50c.

FEASTII (Beefsteak Begonia)—The old-fashioned "beefsteak" Begonia. Thick, rounded leaves of deep green, with red on reverse side. 15c and 25c.

GLORIE DE CHATELAINE—There is no equal to it as an outdoor bedder; very prolific bloomer. It is continually covered with large rosy-pink flowers, a good substitute for *Cincinnati* as a Xmas pot plant. 15c and 25c.

GRACILIS LUMINOSA—As the name implies, it is one of the most symmetrical and yet graceful plants we have ever known; very strong and robust, but still keeping its shape so as to make a very attractive winter house plant. Its foliage is rich glossy green, often shaded deep bronze. The flowers, when first opening, are bright cherry, changing to a clear coral red. 10c and 25c.

MANICATA—Large smooth, bright green leaves, hairy on stem and under side of leaf; large panicles of pink flowers high above the foliage; a strong grower and one of the best of recent introductions. 10c and 25c.

MCBETHII—Foliage fern-like and distinct from other begonias. Flowers of waxy texture. 10c and 25c.

RICHARDSONII—Flowers white, foliage finely cut. 10c and 25c.

EUREA—A magnificent Begonia. Bright, clear red in large trusses; beautiful, attractive, handsome glossy foliage; constant bloomer. 15c, 25c and 50c.

THURSTONII—A beautiful stately plant with remarkably handsome glossy foliage. The under side of the leaves is a rich purplish red, the veinings very prominent, while the face or upper side is a bronzy-green, shaded with crimson and olive, with a peculiar glossy metallic luster over all. Flowers rosy-white, in large clusters well above the foliage. 10c and 25c.

MAPLE BEGONIA—The old original kind with pink flowers. 15c, 25c and 50c.

METALLICA—A fine erect-growing Begonia, with dark, rough leaves. The surface is a lustrous bronze-green with a metallic hue; flowers pure waxy-flesh. 10c and 25c.

MME. DE LESSEPS—A decided improvement on *B. Argenta Guttata*, the leaf being four times the size seen in that variety, while the silky texture is the same. It is beautifully spotted with silver. A very strong, free-growing variety; will succeed with ordinary care. 10c and 25c.

NITIDA ALBA—A strong growing, profuse blooming variety, producing immense panicles of pure white flowers, standing well above the foliage. 10c and 25c.

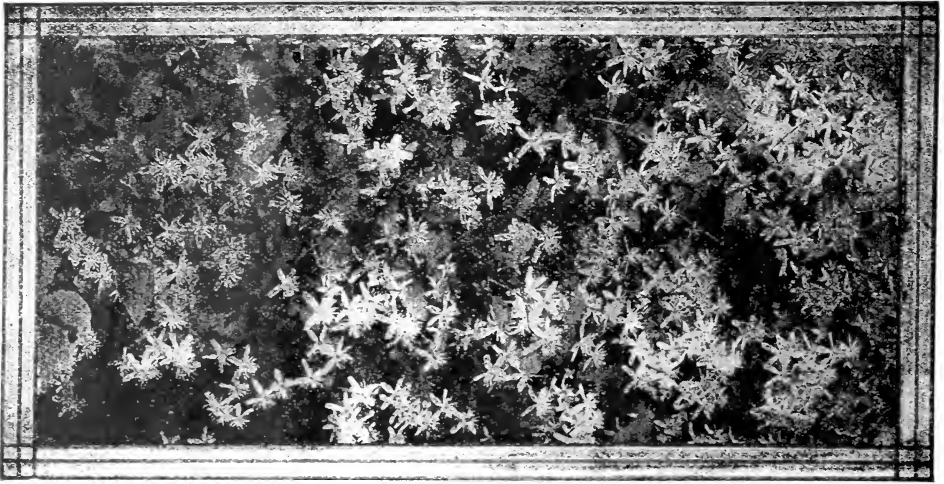
OTTO HACKER—In a class by itself. A strong vigorous grower, of fine upright habit, with large shining deep green leaves eight to ten inches long. Flowers bright coral red, borne in immense clusters eight to ten inches across. 25c and 50c.

PRESIDENT CAENOT—A strong growing variety of stiff, upright habit; foliage large, somewhat in style of *B. Rubra*, but more than twice as large; upper side deep green, under side purplish red; flowers beautiful coral red, in pendant panicles. 10c, 25c and 50c.

Due to extreme carelessness and delay in the Parcel Post system, we can recommend shipping only small orders by mail. See "Mail," page 1.

CHATELAINE SUPREME—A flowered pink, free branching, and always in bloom. Grand pot plant that will thrive under ordinary dwelling room treatment. 25c and 50c.

BEGONIA REE (Ornamental Leaves)—This class, with so many of the shades combined with an endless variety of markings and richness of color, stands unrivaled for beauty and elegance. Price, 25c. Large 3-Inch pot plants, 50c.



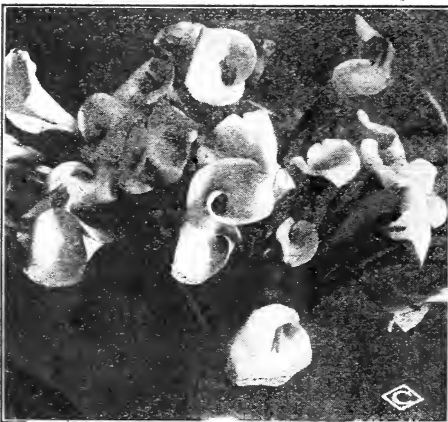
Spray of Clematis Paniculata

Buddleia

"BUTTERFLY BUSH" (Summer Lilac)—One of the most admired and sought after shrubs in the trade. Of quick bushy growth; when the lovely bloom-spikes appear in July, the shrub which had probably died down nearly to the ground during winter, is now a perfect specimen of about five feet; radiating a delightful perfume and glowing with the tints and flower-shape of the Spring Lilacs. 10c; \$1.00 per doz.; 4-in. pot size, 25c; \$2.50 doz. Open ground plants, 50c and 75c.

Coleus

These make the showiest and cheapest bedding plants we have. There is such an endless variety in their color and markings that, with a little taste in planting varieties, the most gratifying results can be obtained at a trifling cost. They are easy of cultivation and make fine specimens in a very short time. Plants should be set about a foot apart, so that it is easy to figure out how many plants are needed. We grow them in large supply of best sorts. 5c each; 50c per doz.; \$3.50 per 100.



Calla Lily

Trailing Queen Coleus

An excellent variety for hanging-baskets and vases on account of its trailing habit; center of leaves fiery crimson surrounded with deep maroon; deeply serrated edges of bright olive-green. 5c each; 50c per doz.; \$3.50 per 100.

Yellow Trailing Queen Coleus

Same as Trailing Queen except center of leaves a bright yellow bordered with olive-green, with deeply serrated edges intermingled with yellow. 5c each; 50c per doz.; \$3.50 per 100.

Clematis Paniculata

The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plant, so that it is a mass or sheet of fleecy white. The fragrance is delicious, resembling the English Hawthorne blossom. It begins to bloom early in August, when other hardy climbers are out of bloom. Grows quickly and strongly, reaching a height of 15 to 20 feet. Hardy in all sections of the country. There is no better hardy vine. Strong plants, in pots, 15c each; 50c for 4; 2-year-old plants now in pots, 25c each; \$2.50 per doz.

Callas

CALLA ETHIOFICA—Lily of the Nile. Blooming plants, \$1.00 and \$2.50 each.

Coleus and Cannas

Make very beautiful flower beds either for foundation planting or circular beds in lawn. Plant the cannas in back with the Coleus in front of them.

**Our Plants Are Well
Rooted**



Cannas

In beds, borders or foundation plantings, the Cannas are indispensable on account of their beauty and low cost.

New Dwarf French Cannas

Few flowering plants combine so many good qualities as the modern cannas. Nothing equals their combination of bloom and tropical effect, and the low prices, for the very choicest, place them within the reach of all.

ALLEMANIA—A splendid variety. The outer petals are bright scarlet with a broad yellow border, the inside colors being scarlet and dark red, beautifully mottled and variegated. Height 5 feet. Dormant roots. 10c each; \$1.00 doz. Started Plants, 25c.

AUSTRIA—Grows to 6 feet high, with leaves 15 to 18 inches broad. Flowers 6 to 7 inches across; color pure golden yellow; a vigorous grower. 10c each; \$1.00 doz. Started Plants, 25c.

CITY OF PORTLAND—3½ ft. Glowing pink, deeper in color than its parent, Mrs. Alfred F. Conrad; profuse bloomer. 15c each; \$1.50 doz. Started Plants, 25c.

EUREKA—In our opinion the best white-flowered Canna. The immense trusses of substantial flowers are borne upon very vigorous plants in greatest profusion. 4½ ft. 15c each; \$1.50 doz. Started Plants, 25c.

FIERY CROSS—This new variety is one of the most successful flaming reds obtainable in the taller growing kinds. The foliage is full and healthy, a rich bluish green; plant and flower spikes attaining a height of 5 to 6 feet. Flowers large, 15 to 20 showing at one time. Color crimson scarlet. 15c each; \$1.50 per doz. Started Plants, 25c.

GLADIATOR—The big, round flowers of bright yellow petals are thickly spotted with pure crimson, smaller center petals are solid crimson, rich and glowing; blooms profusely. Heads are unusually large and borne on large strong stalks, with tough, deep green foliage. Gladiator will stand the storms much better than any other canna. Height 4 to 5 feet. 15c each. Started Plants, 25c.

GAETY—Reddish orange, mottled with carmine and edged with yellow. The tongue is yellow spotted with carmine. A magnificent, bright bedder. 10c; \$1.00 doz. Started Plants, 25c.

HUNGARIA—Flowers large, in good-sized trusses, freely produced. The color is a beautiful rose-pink, which has been compared to that of the Paul Neyron Rose. It impresses one with its refinement. 3½ feet. 15c each; \$1.50 doz. Started Plants, 25c.

KING HUMBERT—Has flowers as large as the largest of the orchid flowering cannas. Bright orange-scarlet, streaked with crimson. Foliage is bronze with brownish-green stripes, large, thick and leathery. A strong, robust grower. Height 4 feet. 15c each; \$1.50 doz. Started Plants, 25c.

MRS. ALFRED CONARD—The best pink canna ever introduced and unsurpassed for planting either singly or in large beds. The exquisite salmon-pink flowers are of largest size and so freely produced as to keep up a superb showing for months. 4 feet, 15c each; \$1.50 doz. Started Plants, 25c.

STATUE OF LIBERTY—6 to 7 ft. Foliage bronze and half as large again as its nearest rival. Color, flame red. Price, 25c; \$2.50 doz. Started Plants, 40c.

THE PRESIDENT—The flowers are produced in immense trusses of the most brilliant red. It possesses all the good points of Fire Brand enhanced by extraordinary vigor and perfectly healthy foliage. 15c; \$1.50 doz. Started Plants, 25c.

WINTER'S COLOSSAL—Colossal indeed are the flowers and bloom-heads of this magnificent Canna. The effect produced by the vivid scarlet flowers is very striking. It is the largest-flowered Canna yet introduced, also the earliest, most persistent, and most prolific bloomer. 15c each; \$1.50 doz. Started Plants, 25c.

YELLOW KING HUMBERT (Queen Helen)—This is a sport of the well-known bronze-leaved variety, but this sort has green foliage; makes an attractive, symmetrical plant, growing about 4 feet high, surmounted with masses of golden yellow flowers, dotted red; occasionally some will be streaked red. It is of strong, vigorous habit, and makes a splendid variety to bed with the bronze-leaved King Humbert where a combination of red and yellow is wanted. 15c each; \$1.50 doz. Started Plants, 25c.

Carnations

Price 15c each; \$1.50 per dozen.

The great improvement made in this grand race the past few years has directed popular attention to them until now they are exceeded by the rose alone in the number annually grown for cut flowers. Our collection contains only sorts of approved merit and our plants are in the finest possible condition.

BEACON—Fine scarlet variety, in front of the class of "reds." The color is brilliant and a variety of strong, sturdy growth; a very free blooming sort.

ENCHANTRESS—A beautiful shade of light pink, deepening towards the center. Immense, attractive flowers.

ROSE PINK ENCHANTRESS—A pure clear pink flower without markings, having the extra large size and other good qualities of Enchantress.

WHITE ENCHANTRESS—This needs no further description than to say that it is just what its name implies, a white sport from Enchantress.

Cineraria—White Leaved

DUSTY MILLER—These are called "Dusty Millers." Fine for bedding, ribbon-beds and margins; prized for their beautiful downy, silvery foliage; half hardy perennials. 10c each; 3 for 25c; 75c per doz.; \$5.00 per 100.

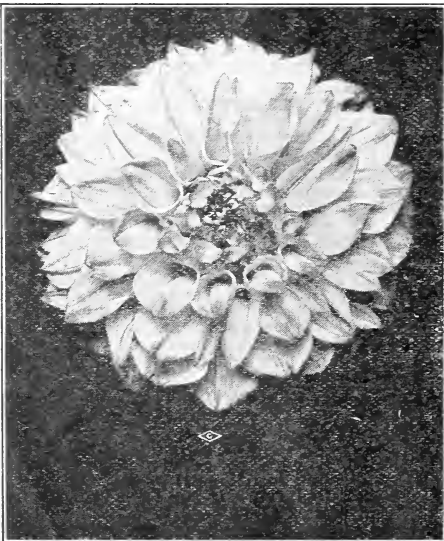


Cissus Discolor

A well-known climber, with leaves shaded dark green, purple and silver, the upper surface of the leaf having a rich, velvet-like appearance. In a warm place it is an extremely handsome and notable plant. Eight of these vines, planted as late as July 15th, completely covered my veranda and was the admiration of the whole town. Price, 15c; \$1.50 per doz.

Jackson's Dahlias

Plants Ready April, May and June. Dahlias are Fall flowers; the later you can reasonably set them out the finer blooms you produce in the Fall, besides saving a month or more of unnecessary labor and care.



Delice

Select Dahlias

ATLANTA (Cactus)—Creamy, white, extra large flower. Bulbs, 25c; plants, 10c.

A. D. LIVONI (Show)—Beautiful, soft pink, with quilled petals. The standard pink for cutting. Bulbs, 25c; plants, 10c.

AYESHA (Show)—A wonderfully handsome, clear light yellow dahlia, that has attracted great attention. The flowers are of immense size; beautiful regular form, with large shell-like petals, and borne on long stiff stems. The plant is a strong, vigorous grower and a most profuse bloomer. Excellent for garden, exhibition and commercial purposes. Bulbs, 35c; plants, 15c.

ATTRACTION (Cactus Type)—The real flower and the habit of the plant must be seen to fully appreciate this splendid variety. The flowers measure invariably over 6 inches in diameter and are made up of gracefully twisted petals still uniform in shape; an exquisite shade of orchid. Bulbs, 50c; plants, 25c.

BESSIE BOSTON (Decorative)—Cardinal red, finely cut petals. A very handsome dahlia. Bulbs, 35c; plants 15c.

Dahlias—Continued

BIANCA (Hybrid Cactus)—A magnificent new hybrid cactus, of giant size and splendid form. The color is soft orchid shading to lighter center. A strong vigorous grower of splendid habits and a very free bloomer. The flowers are facing and held erect on long stiff stems. 35c; plants, 15c.

BREAK O'DAY (Hybrid Cactus)—A new giant flowered Dahlia that should be in every collection. Its immense size is relieved by a beautiful irregular formation and its soft color. A delicate clear sulphur yellow, tinting to sulphur white at the tips. The petals are of great substance, illuminated by a satiny sheen, giving the flowers a waxy appearance. A strong vigorous grower and free bloomer with long erect stems. An acquisition. 35c; plants, 15c.

COUNTESS OF LONSDALE (Cactus)—A pleasing blend of salmon, pink and amber; the freest bloomer of all the Cactus Dahlias. Bulbs, 25c; plants, 10c.

CUBAN GIANT (Show)—Very large ball shaped flowers of a bright maroon, free and early. 35c each; plants, 15c.

DREER'S WHITE (Show)—Pure white, large ball-shaped flower with closely quilled petals, free flowering. 35c each; plants, 15c.

DOROTHY PEACOCK (Show)—Large, perfect shaped flowers of a bright sea-shell pink color; very early, free and continuous blooming. 25c; plants, 10c.

DELICE (Decorative)—A beautiful new shade of pink; large flowers on long, rigid stems. 35c; plants, 15c.

EMILIE (Show)—Rosy lavender, white at base of petals; excellent for cutting. 35c; plants, 15c.

EDITH CARTER (Cactus)—A soft bright yellow, suffused and heavily tipped bright rosy carmine. Of fine form, good size and produced freely on long stiff stems. An unusually lovely variety. The plant is an early, free and continuous bloomer. 25c; plants, 10c.

GEORGE WALTERS (Hybrid Cactus)—Another large flowering Dahlia with extra strong stems. Color, salmon and shrimp-pink shades. 35c; plants, 15c.

GOLDEN GATE (Cactus)—One of the very best Dahlias ever introduced; a grand flower of immense size, measuring 7 to 9 inches in diameter. Color a deep golden yellow, overlaid bronze. 35c; plants, 15c.

GOLDEN WEST (Decorative)—The finest Dahlia ever shown, clear, yellow, large elegant flower, on long stems. 35c; plants 15c.

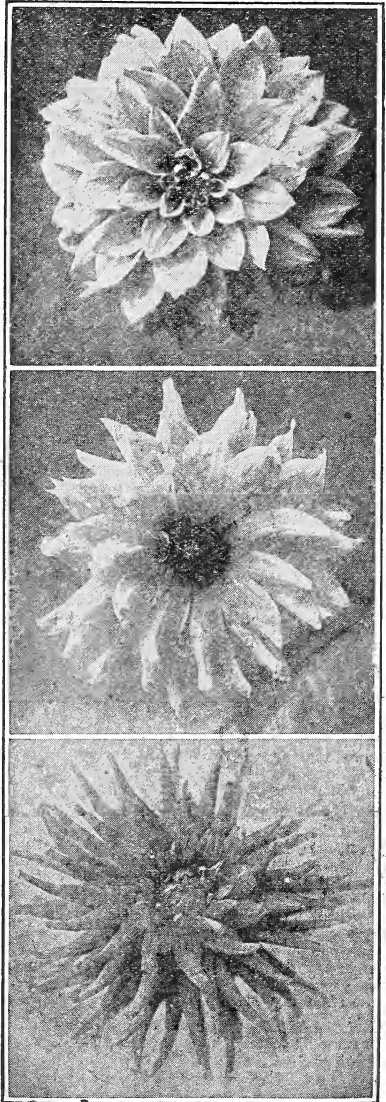
GRAND DUKE ALEXIS (Show)—White, quilled, slightly shaded lavender. 35c; plants, 15c.

HORTULANUS FIET (Decorative)—A colossal flowered variety with blooms over eight inches in diameter, of the most delicate shade of shrimp-pink, the tip of each petal barely touched with gold. The entire flower has a suffusion of delicate tints of red and yellow; which gives a glow yet softness of color difficult to describe. 50c; plants, 25c.

INSULINDE—The finest and most artistic Dahlia, of distinct form with petals twisted and curled. Stems are two to three feet long, and flowers 9 to 10 inches across. Color, a rich saffron yellow shaded russet orange. One of, if not the grandest of Holland's introductions. Plants only, 50c.

JOFFA (Decorative)—Large flowers, held very erect on woody stiff stems, dark salmon rose, combined with apricot and gold flowers, eight to ten inches across. Plants only, 50c.

JACK ROSE (Decorative)—A brilliant crimson-red with fiery tones in the center of the flower, the whole overlaid with a soft violet-maroon. 25c; plants, 10c.



Queen Mary

Blanca

Thos. Oberlin

KALIF (Cactus)—A truly majestic flower, frequently measuring 8 to 9 inches in diameter; a perfect Cactus form, in color a pure scarlet. 35c; plants, 15c.

L. KRAMER PEACOCK (Decorative)—The flowers are pure white of splendid form, with slightly cupped petals, something of the shape of Ayesha and of the greatest substance, being thick, leathery and keeping longer than any other white. 35c each; plants, 15c.

Dahlias—Continued

MADONNA (Decorative)—White. Shown in our fields this year as Mrs. Pillow. Petals of extreme length and artistically arranged, making it a very attractive flower. 50c; plants, 25c.

MINA BUEGLE (Decorative)—Another year has again demonstrated that this is the best red Dahlia in the world. The plant is a strong, vigorous grower, with dark glossy foliage and an early free and continuous bloomer. The flowers are of large size, perfect form and produced on long stiff stems. The color is a vivid vermilion-red. It has no faults, and requires no special care or attention. 25c; plants, 10c.

MARJORIE CASTLETON (Cactus)—The best standard pink cactus Dahlia. It is much softer than most of the pinks, and is an early continuous bloomer. The color is soft pink, tinting lighter toward the center. It is a very rapid grower, with good stems and keeps well after cutting. 35c; plants, 15c.

MRS. J. GARDNER CASSATT (Decorative)—A large-flowered variety of elegant shape, mauve-pink of a shade that is very pleasing in a Dahlia; a fine cut flower. 35c; plants, 15c.

MRS. ROOSEVELT (Decorative)—One of the quaint flowered type, with broad flattish flowers which keep well. An exquisite suffusion of white and shell pink. 50c; plants, 25c.

MAUD ADAMS—A very free-flowering white with delicate lavender suffusion. Long stems and a lovely Show Dahlia. 25c; plants 15c.

NIBELUNGENHORT—Rich golden apricot, suffused old rose. The plant is very strong and vigorous, producing massive flowers early and freely on very long stiff stems. It is a fine exhibition variety. 50c; plants 25c.

OREGON BEAUTY (Decorative)—A brilliant gorgeous flower that attracts much attention on account of its rich color, an intense Oriental-red with golden sheen and garnet suffusion. Produces its large flowers on long stems in the greatest profusion. A splendid garden variety. Bulbs, 25c; plants, 10c.

PATRICK O'MARA (Decorative)—The flowers are eight inches or more in diameter and borne on long, strong, erect stems. They are firmly set at right angles close to the stem. The color is an unusual soft and pleasing shade of orange-buff, slightly tinged with Neyron rose. An autumn shade in great demand. Plants only, 75c.

PERLE DE LYON (Decorative)—A most valuable white Decorative Dahlia, and one of the best whites of any class for cut flower purposes; its flowers are of good size, and held erect on long, stiff, wiry stems. 25c; plants, 10c.

QUEEN MARY (Decorative)—Exquisite New Decorative Dahlia. This is a stronger grower than Delice. A large flower with full, rounded center. The color is a soft shade of pink. 35c; plants, 15c.

RUTH GLEADELL—Lemon-yellow, shading to buff, suffused and tipped pale lilac rose. 35c; plants, 15c.

THOS. OBERLIN—Very large fine flower, with long incurved petals. Color intense scarlet. 25c; plants, 10c.

WM. AGNEW (Decorative)—The most popular standard red. 25c; plants, 10c.

YELLOW KING (Hybrid Cactus)—One of the finest and largest of all cactus Dahlias, being of gigantic size. Color light yellow, tinting to cream at the tips, giving it a most pleasing effect. Immense flowers are borne on long stiff but slender stems. It is a strong sturdy grower and a free continuous bloomer under all conditions, making it one of the most reliable for all purposes. Should be in every collection. 50c; plants, 25c.



New Shasta Daisy

In growth the plants are as strong as a common field daisy, very tall, well branched with huge white flowers borne in profusion on long stiff stems. The flowers are pure white with gold center, petals very long and center soft and velvety. It is a very pretty hardy plant and one of the novelties that has come to stay. 10c; 6 for 50c; \$1.00 per doz.

Jackson's Ferns

The popularity of ferns has increased wonderfully. In the past few years I have added greatly to my collection, which is now the largest in the South. Ferns are indispensable in all choice table and house decorations. Where there can be a little moisture and shade all varieties listed will do well. They delight in a good leaf mold. Good drainage must be provided, as stagnant water allowed to remain about the roots is fatal to ferns as well as other plants.

ADIANTUM CROWEANUM (New)—This is not only the best and most profitable Maidenhair to grow for cutting but it is also the best variety to recommend to the retail buyers for house culture, standing the dry atmosphere of the room better than any variety we have yet tried. Strong 2½-inch pot plants, 25c; 4-inch, 50c.

A. CUNEATUM—The Maidenhair. This variety is a general favorite. 25c and 50c.

A. CAPILLIUS VERNERIS—Handsome, hardy Maidenhair Fern. 2½-inch plants, 10c; strong 3-inch plants, 25c to 50c, according to size.

The Boston Fern and Its Varieties

NEPHEROLEPSIS BOSTONIENSIS (The Boston Fern)—The fronds grow 6 feet long. It has been commonly called the Boston Fern. Nice young plants, 10c; 3-inch pots, 25c; 4-inch pots, 50c; 6-inch pots, \$1.00 to \$2.50 and up.

NEPHEROLEPSIS NORWOOD—The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical; best of all the ostrich plume types; a vigorous, healthy grower. All are invited to inspect it at our greenhouses. Strong 2½-inch pot plants, 20c; 4-inch, 35c up to \$3.00.



Asparagus Sprengerii



Boston Fern

NEPHROLEPSIS WHITMANI—In this we have a most valuable Nephrolepsis of the Ostrich Plume type. Not only is it of more dwarf and compact habit than the *N. Elegantissima*, but the plume being more deeply divided, gives the plants a more graceful appearance. Strong 2½-inch pots, 15c; 3-inch pots, 25c; 4-inch pots, 50c; and 6-inch pots, \$1.00 to \$1.50.

NEPHROLEPSIS SCOTTI (The Dwarf Boston Fern)—This is the best house plant of all the Sword Ferns, identical with the celebrated Boston Ferns, except that it is smaller in all its parts, more compact and makes a nice specimen in a short time. 2½-inch pots, 15c; 3-inch pots, 25c; 4-inch pots, 50c.

NEPHROLEPSIS MACAUI (New)—One of the grandest ferns of late introduction; far superior to any we have yet grown; it stands erect, a wonderful fern for the home. 2½-inch pots, 15c; 3-inch, 25c; 4-inch, 50c.

NEPHROLEPSIS VERONA (New)—Ostrich Plume. This is far superior to Whitmani; a wonderful fern that we strongly recommend. We have had it for several years and it pleases us very much. (Give it a trial.) 2½-inch pots, 25c; 3-inch pots, 50c; 4-inch pots, \$1.00.

Hydrangeas

NEW FRENCH VARIETIES—HARDY

AVALANCHE—Large corymbs of pure white flowers; a splendid advance on all white sorts. 25c and 50c.

E. G. HILL—Trusses of immense size; color a most pleasing shade of pink which does not fade; growth vigorous. 25c and 50c.

OTASKA—The well-known garden variety, producing immense heads of bright pink flowers. 25c and 50c.

PANICULATA GRANDIFLORA—Continues to be one of the best and handsomest hardy ornamental shrubs grown. It blooms finely the first year and gets better and grows larger with age. The flowers are pure white. In great demand for lawn, cemetery and park planting. 50c and 75c each.

Heliotropes

Below we give a list of choice and distinct varieties of this popular and indispensable plant, so much valued for its fragrant flowers and successive bloom. Price 10c each; \$1.00 doz.

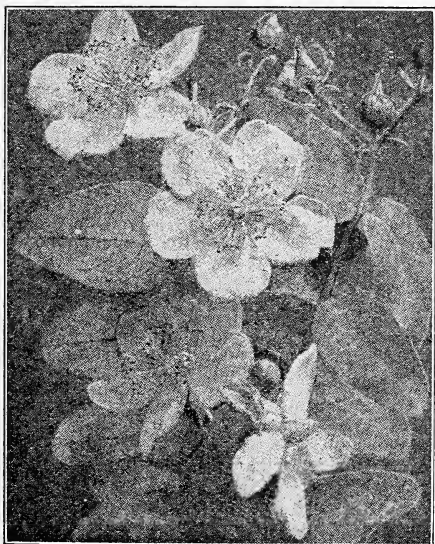
QUEEN OF THE VIOLETS—Deep violet purple, with large almost white center; very fragrant; has recently become very popular.

MAD. BRUANT—Plant dwarf and exceedingly free bloomer. Immense panicles of very large flowers, rich purple with a large white eye.

SNOW WREATH—The nearest approach to pure white; large trusses, compact growth.

Hypericum

HYPERICUM MOSERIANUM (Golden St. John's Wort)—A beautiful dwarf shrub, attaining a height of one to two feet. In this section usually an evergreen; leaves dark-green; large, single, golden-yellow flowers two inches in diameter resembling a wild rose; most effective when planted in masses. Blooms from early May throughout the entire summer. 4-inch pot plants, 25c; open ground plants, 50c each.



Hypericum

Hibiscus Rosa—Sinensis

These plants are becoming very popular as bedding plants, being almost continually in bloom and very effective, either planted out or cultivated in pots. The greater the heat the more numerous and beautiful are the large and magnificently colored flowers.

PEACHBLOW—This is one of the finest plant novelties offered in recent years. The flowers are double and from 4 to 5 inches in diameter, and of a charming, rich, clear pink color with a small deep crimson center. It blooms abundantly and continuously even on small plants; may be easily wintered in greenhouse or dwelling. 15c, 25c and 50c.

JOAN—Double yellow. 15c, 25c and 50c.

RUBRA—Double red. 15c, 25c and 50c.

CRIMSON PEACHBLOW—A sport from Peachblow. Identical with the parent except in color, which is a beautiful cerise red. Strong grower and wonderfully free bloomer. Originated in 1911 in my house No. 6. We are the only growers of this variety. 15c, 25c and 50c.

CRIMSON EYE—A remarkably showy and handsome hardy plant. Robust grower. The color is of the purest white with a large spot of deep velvety crimson in the center of each flower. It will succeed anywhere and is perfectly hardy in all sections of the country. Plant in open ground. 10c and 25c.

SOUTHERN BEAUTY—A wonderfully, beautiful herbaceous Hibiscus, a remarkable bloomer and so fine as to be generally cultivated by all. It forms pyramidal-shaped specimens, lower branches slightly reclining, clothed with five-cleft leaves, segments toothed and crimson margined, presenting a fine appearance. In open ground it is covered with handsome deep crimson flowers, shaded darker to throat till almost black. Entirely hardy and of the easiest culture. Plant in open ground. 10c, 25c and 50c.



Peachblow Hibiscus

Impatiens Sultani

This is one of the most distinct and beautiful pot plants in winter or for summer bedding, of compact, neat habit, and always in bloom; the flowers are bright and contrast finely with the glossy, lovely green leaves. We have this plant in all shades of pink, salmon pink, delicate apple blossom pink, also purple and bright orange scarlet. Price 10c each; \$1.00 per doz.

Parlor Ivy

A very rapid grower, with smooth, glossy light green leaves; fine for baskets, vases, etc. (See cut, page 27.)

Price, 10c each; 7 for 50c; 75c doz.

Jasmine

GRANDIFLOREM (Catalonian Jasmine)—Flowers pure white, star-shaped and very fragrant. Blooms from October to May. 15c and 25c.

Lantanas

One of the best summer flowering plants for our climate; equally fine in dry or wet weather. There are few bedding plants that bloom more continuously or afford a greater variety of color. Price 10c each; \$1.00 per doz.

COUNTESS MOYNY—Flowers lemon color.

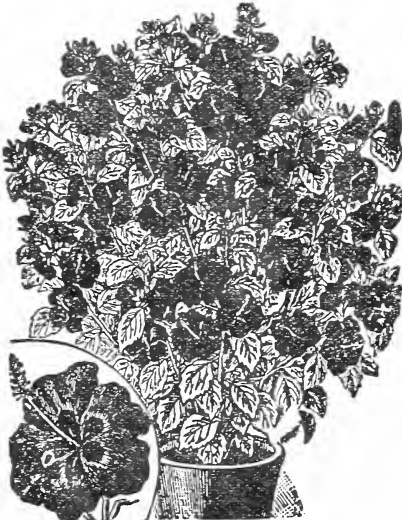
FAVORITE—Yellow, merging into crimson.

FRANCINE—Flowers large and rosy lilac.

JAVOII—Purest white; very large flowers.

HARKETT'S PERFECTION—A new variety, with beautiful flesh and yellow flowers, and golden variegated foliage.

MRS. MCKINLEY—This charming new weeping Lantana is admirable for baskets, vases or boxes and is, if possible, more beautiful still when bedded out. Lavender pink flowers; in bloom all the time.



Southern Beauty Hibiscus

The Wonderful Giant Moon-Flower

(Ipomoea Maxima)

"A Giant in Growth and Flowers, and Wonderfully Fragrant"

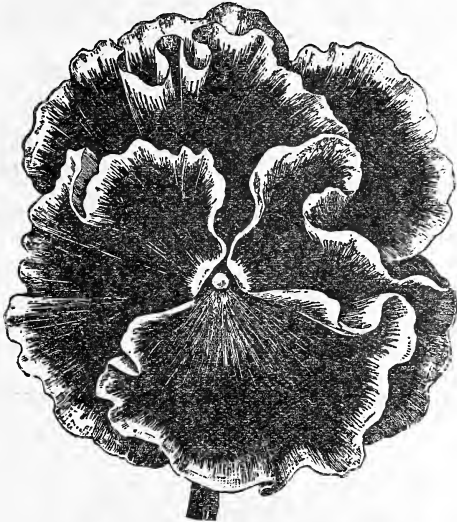
This grand new Moon-flower is a decided improvement over the well-known variety Ipomoea Grandiflora. The flowers are more than twice the size of the old variety, often measuring from 6 to 7½ inches across, and produced in such wonderful profusion that they completely cover the vine with a veil of glistening white. Its growth is very rapid when planted in good rich light soil, nothing to equal it as a tender vine for porch and lattice shading. 15c each; \$1.50 per dozen.

Moon-Flower

(Price 10c each; \$1.00 per dozen.)

IPOMOEA GRANDIFLORA—Large Moon-flower, or Evening Glory. Flowers pure white, 4 to 5 inches in diameter. Very rapid grower and free bloomer.

IPOMOEA LEARII—The Blue Moon-flower. This is a grand companion for the white variety. It is similar in all respects except the color, which is a lovely satin blue with crimson bars. When grown with white the effect is grand.



Pansies—Giant Mixed

The ground must be rich, using only well decayed manure, and avoid planting in a dry, exposed place. They delight in partial shade and moisture. 5c each, 50c per doz., \$3.50 per 100.

Get acquainted with

Jackson's Roses
by ordering our special Rose collection on Page 2. A real bargain in high grade plants.



Fancior Ivy



Impatiens Sultanii

Double Petunia

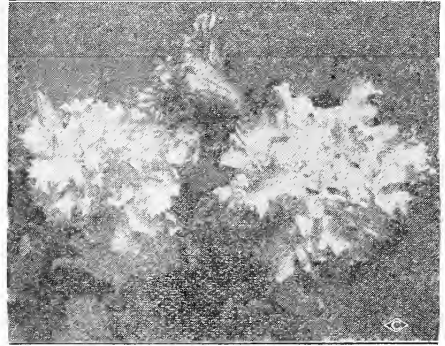
The collection offered this season is particularly rich in color. Flowers of the largest size; fine in form and double. Price, 10c each; 12 for \$1.00.

PETUNIA, PINK BEAUTY—Large, clear pink.

GEM—Variegated, white and crimson.

MAJESTIC—Rich deep purplish crimson.

SEAFOAM—Best of deep double whites.



Plumbago

These Plumbagoes are desirable on account of their beautiful shades of flowers, which they produce abundantly the whole summer. They stand the sun admirably.

CAPENSIS—Light blue; very free-flowering. 10c each; \$1.00 per doz.

CAPENSIS ALBA—The exact counterpart of Capensis except in color, which is a creamy white. It is constantly in bloom through the season. 10c each; \$1.00 per doz.

Russelia Multiflora

Profuse bloomer, a well-known plant, bearing a perfect shower of bright coral-red flowers; the most dainty basket plant extant. 10c each; \$1.00 per doz.

Umbrella Palm

One of the most useful of our house plants. It is exceedingly hardy in constitution, and if given plenty of water will thrive where others would die. Being semi-aquatic in its nature, it is very pretty when grown in a bowl and kept filled with water above the soil. 15c, 25c and 50c.

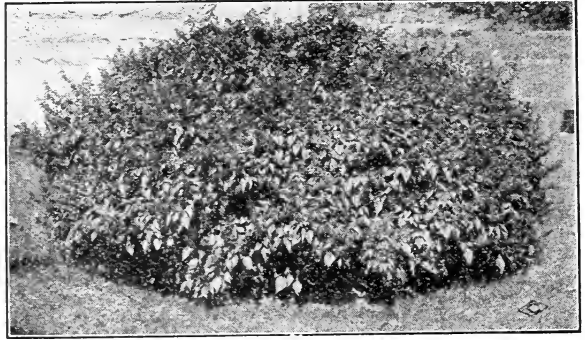
Salvia

Excellent summer blooming plants, especially brilliant in the fall months; fine for bedding and of easy culture. Price, 5c each; 50c per doz.; \$3.50 per 100.

NEW DWARF SALVIA BONFIRE—Forms a compact bush completely covered with rich scarlet flowers all summer; grows 12 inches high.

SPLENDENS (Scarlet Sage)—Long flower spikes of the most dazzling scarlet.

AMERICA—A new variety that will supersede all other dwarf kinds on all-round merit. The growth is vigorous and healthy, but dwarf and compact. It commences flowering early and continues a mass of glowing scarlet until heavy frosts occur. Can also be flowered in pots from Christmas on. 10c each; 7 for 50c; 75c per doz.



Wandering Jew

Two distinct varieties. Green striped white or cream and bronze striped pink and silver. Also plain green. 10c each; 7 for 50c; 75c per doz.

Vinca

MAJOB (Variegated-Leaved)—An elegant climbing vine, glossy green leaves, widely bordered creamy white; always bright and pretty; extra nice for pots, vases, baskets, window boxes and rockeries; good everywhere; always wanted. Price, 10c each; 12 for \$1.00. Larger plants, 15c and 25c; \$1.50 and \$2.00 doz.

PERIWINKLE—Everblooming bedding plants, flowers phlox shaped. In separate colors, rose or white. 10c; \$1.00 per doz.; \$7.00 per 100.

Mammoth Verbenas

With the exception of the geranium the verbenas is the most popular and useful of our bedding plants. Colors run from the purest white to scarlet and maroon through all shades of blue to deepest purple; some have white or cream centers; others are striped, etc. 5c each; 50c per doz.; \$3.50 per 100.



Snapdragon

Sanserviera Zealanica

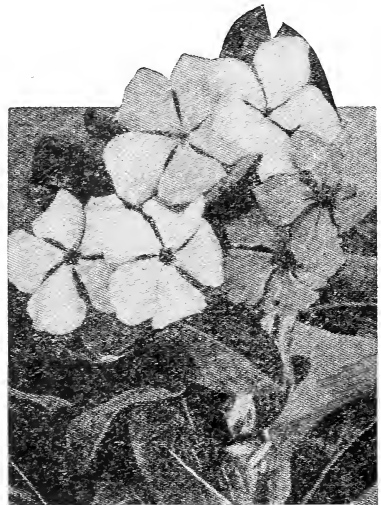
A decorative plant of great beauty and value. Splendidly adapted for the decoration of drawing rooms or halls, as it stands drought or dust with impunity and requires scarcely any water. The leaves grow to a length of 3 to 4 feet and are beautifully striped crosswise with variegations on dark green ground. 10c, 25c and 50c.

New Semi-dwarf Antirrhinums (Snapdragon)

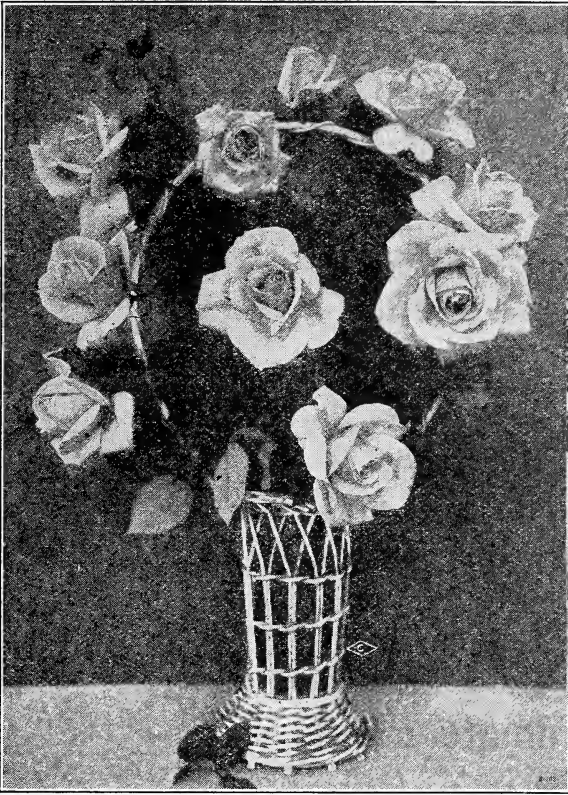
This type is becoming very popular for bedding purposes owing to their dwarf and compact habit of growth; height about 18 inches. 10c each; \$1.00 per doz.

JACKSON'S PLANTS

Will produce beautiful blooms and colorful foliage. The result of careful growing.



Vinca Periwinkle



Cut Flowers and Design Work

In design work and cut flowers we are better than ever prepared to care for your wants. We carry on hand a large stock of seasonable cut flowers. We ship only the finest, freshest flowers. Frequently, persons are undecided what to order and at such times you may leave the selection to us, stating what you wish to use them for and the price you wish to pay.

HOW TO ORDER. Give us as much time as possible. Do not be afraid to order even a week or two ahead. Then you are sure of getting just what you want.

Please notice that orders for early morning shipment must be in the night before. Our postoffice closes at 7 p. m.

When time is limited, always order by telephone or telegraph. Don't trust the mails, trains are often late and we often do not receive orders on time. If order by mail is for immediate shipment, please affix a special delivery stamp.

HOW WE SHIP. All cut flowers, designs, corsages and bouquets, packed to carry long distance safely, either winter or summer.

TERMS. All cut flowers and design work strictly cash.

RESPONSIBILITY. While we exercise the greatest care to have all flowers reach their destination on time, and will not ship unless we are reasonably sure they will reach you on time, we cannot be responsible for delays in trains, wrecks, or express agents' negligence. Should your flowers reach you too late, accept them under protest, do the best you can with them. If for a funeral, lay them on the grave, we will share the loss with you and take care of any claim against express company.

J. E. JACKSON

PIEDMONT GREEN HOUSES

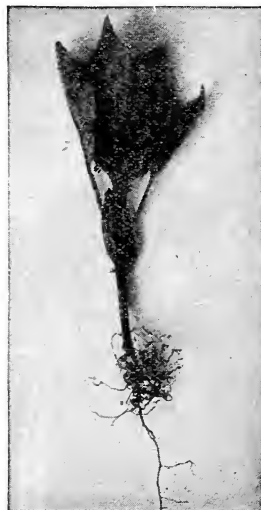
GAINESVILLE, GA.

Vegetable Plants

ALL POT GROWN

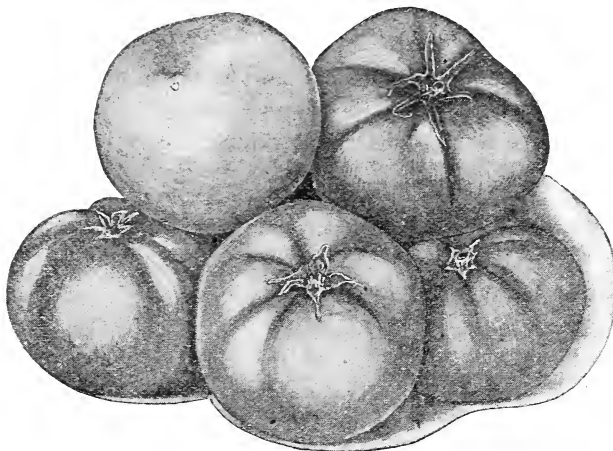


EGG PLANTS
Black Beauty—From
2½ inch pots.
5c each, 50c doz.



PEPPERS
Chinese Giant—From
2½ inch pots.
Glory or Pimento,
5c each, 50c doz.

Tomato Plants



From 2½ inch pots
5c each, 50c dozen,
\$3.50 per 100.

Mortgage Lifter, the
best Red Tomato we
ever grew, and few-
er seeds.

Ponderosa.
Trucker's Favorite.

WE DO NOT SEND OUT ANY REPRESENTATIVES

Spring, 1926

J. E. JACKSON

PIEDMONT GREENHOUSES

Gainesville, Georgia

The Largest Rose Grower in the South

M. O. Cash
Ex. M. O. Stamps
Draft. Total
Opened by Date
Addressed by Packer
O. C.

DO NOT WRITE IN THIS SPACE

Name
Street and No.
Post Office
County State
Express Office
How to be sent (Mail or Express)
Date of Order

Amount enclosed

P.O. Order \$
Draft on N. Y. or Atlanta \$
Cash (in registered letter) \$
Check including exchange \$
Cash (by Express) \$
Express Money Order \$

Money sent in either of the above ways is at my risk; if sent in any other way, it is your risk.

Please fill in the above blanks with your full name, address, etc., plainly written, and state in what way plants are to be sent. Carry out the Catalogue price of each item and carefully add up the full amount. Use this sheet for ordering only, and do not write letters on it. Careful observance of these directions will oblige me, and enable me to fill order with greater accuracy and dispatch. Always sign your name the same and plainly.

Do not send personal checks on your local bank unless you add exchange, as it costs 10c to collect each one, except on Atlanta banks.

Table with 3 columns: Quantity, ARTICLES WANTED, PRICE. The table contains multiple rows of dotted lines for data entry.

If you want plants by mail to carry to the very best advantage, include postage at rate of 15c per dozen plants. See "Mail," inside back cover of Catalogue.

WHAT OTHERS SAY

Nashville, Tenn., June 6, 1925.
J. E. Jackson, Piedmont Greenhouses,
Gainesville, Ga.

Dear Sir: Your shipment of 15 plants received in the very best condition. I have now had these plants in the ground over two weeks, all are growing fine and giving off new shoots. Many thanks.
M. J. O'O.

Dahlonega, Ga., Oct. 14, 1925.
Dear Mr. Jackson: By this mail a small package to show what Jackson's plants will do even in a dry summer. Yours very truly,
J. C. B.

Washington, D. C., April 23, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: I wish to thank you for your letter of the 20th in reply to mine of the 18th. Such letters of appreciation not only hold customers but make them boosters for Jackson, and I assure you it will be my continued pleasure to bespeak a good word for your flowers whenever the opportunity presents. Relative to the order for "mums," please find enclosed U. S. Money Order in the sum of \$5.00 for which kindly send me some of your 15 for \$1.00 varieties. I am sure your selection will more than please me. The date of shipping I will leave to you. Next year I may be in position to order some of the higher priced varieties. Trusting for your continued success, I am, yours very truly,
F. W. W.

Pulaski, Tenn., May 13th, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: I am enclosing a small order and leaving same for your own selection. Send what you think best. Your plants are always beyond my expectations and I am very successful with them. I am always willing to risk your judgment. Very truly yours,
MRS. F. Y.

Demopolis, Ala., June 13, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: The plants received in wonderful condition. Many thanks. Sincerely yours,
MRS. D. F. J.

Monroe, N. C., April 3, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: On the success and advice of numerous friends who have grown your plants I am sending you a P. O. order for two dollars for which please send me the enclosed order. Thanking you for your prompt attention, I am, Yours very truly,
MRS. H. C. W.

Durant, Okla., Nov. 2, 1925.
Dear Mr. Jackson: Enclosed you will find \$6.05 money order for which please send at the proper time for Fall planting, plants as ordered. I am also sending you the names of four of my friends as I feel satisfied those who order from you will not be disappointed. I expect to send you another order in the spring. Yours very truly,
MRS. T. F. A.

Anderson, S. C., Jan. 19, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: I want to express my thanks to you for the flowers ordered from you. They came in good shape. Those ordered last year all made fine plants and I did not lose one. Don't forget to send me your 1925 catalogue as I will want to order more plants from you. Yours very truly,
M. W.

Spartanburg, S. C., April 21, 1925.

Dear Mr. Jackson: I am enclosing \$2.05 for dahlia plants and chrysanthemum. Several of our club ladies bought rose plants of you last winter and were delighted with them and your quick delivery. I did not lose a single dahlia plant bought of you last spring. Thank you. Also every one was true to name—thank you again. Good luck to you. Sincerely,
MRS. S. T. D. L.

Greenville, S. C., May 8, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: The dahlia plants arrived in perfect condition and I am giving them good care. I expect to have some fine blooms from them. Thanking you, I am, Very truly,
MRS. H. W. P.

Richland, Ga., March 9, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: Please send me the following list of plants. I have bought flowers from many greenhouses but have never had any that equaled yours. I prefer them to any others. Yours very truly,
MRS. M. P. P.

Gaston, S. C., March 30, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: Enclosed find order for plants and money order to cover same. The Hyacinths I ordered from you last fall are beautiful now and admired by all who see them. The roses I ordered from you two years ago are fine, and full of large buds almost open. Thank you for the nice collection and fine plants.
Respectfully,
MRS. J. F.

Savannah, Ga., April 4, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: Enclosed you will find order for sixteen rose bushes and money order to cover same. Mrs. W. L. C. kindly let me have your catalogue. She says she has always been so well pleased with everything she has bought from you. I am hoping to get good results from these plants. Thanking you in advance, Very truly yours,
MRS. H. V. J.

Trion, Ga., April 14, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: Enclosed you will find an order for plants. The roses I ordered earlier in the spring are growing beautifully, all lived except the one you sent gratis. Please send me another catalogue as I gave mine to a lady in Chattanooga, Tenn. She was so well pleased, my plants and the prices so much cheaper. Respectfully,
MRS. W. P. T.

Elberton, Ga., March 24, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: I am enclosing an order for plants. I just wish to say that I have always been pleased with your flowers—they always prove satisfactory. Another thing I like is your prompt attention in sending out the orders, and your flowers are not so high but that most anyone can afford to buy them.
Yours truly,
MRS. E. H.

Greenville, S. C., October 29, 1925.
J. E. Jackson, Gainesville, Ga.

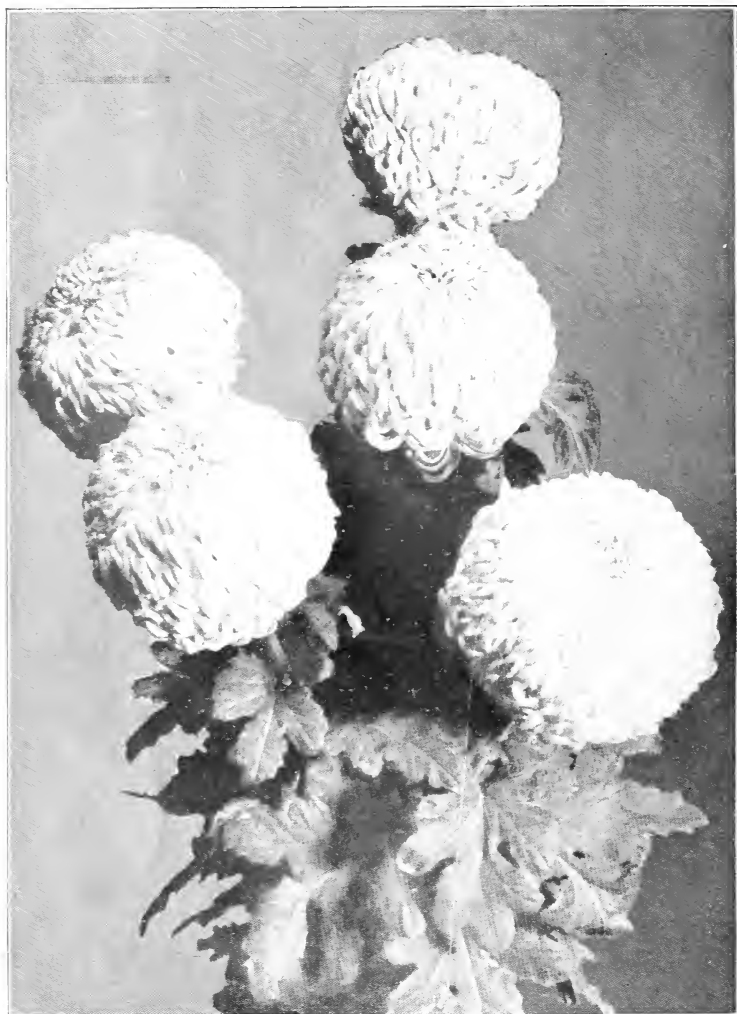
Dear Sir: Will you kindly fill enclosed order at your earliest convenience. Check to cover same enclosed. I have some beautiful roses among those bought last spring from you.
Yours truly,
MRS. A. F. M.

Greenville, S. C., April 20, 1925.
Mr. J. E. Jackson, Gainesville, Ga.

Dear Sir: Referring to my order 14th, beg to advise you that box of plants was received O. K. Everything was in splendid condition. Thanks for the ageratum. I am enclosing you another order to which I ask your prompt attention. Yours truly,
J. L. H.

Olney, Pa., April 10, 1925.
J. E. Jackson, Gainesville, Ga.

Dear Sir: I wish to thank you for the nice plants you sent me. I am delighted with them. * * * Please answer as soon as possible as I wish to order some others. Wishing you much success, I am, Yours very truly,
MRS. G. S.



Betsy Ross

For description see page 13.

Chrysanthemums and Roses are Our Specialties

J. E. JACKSON, Gainesville, Georgia