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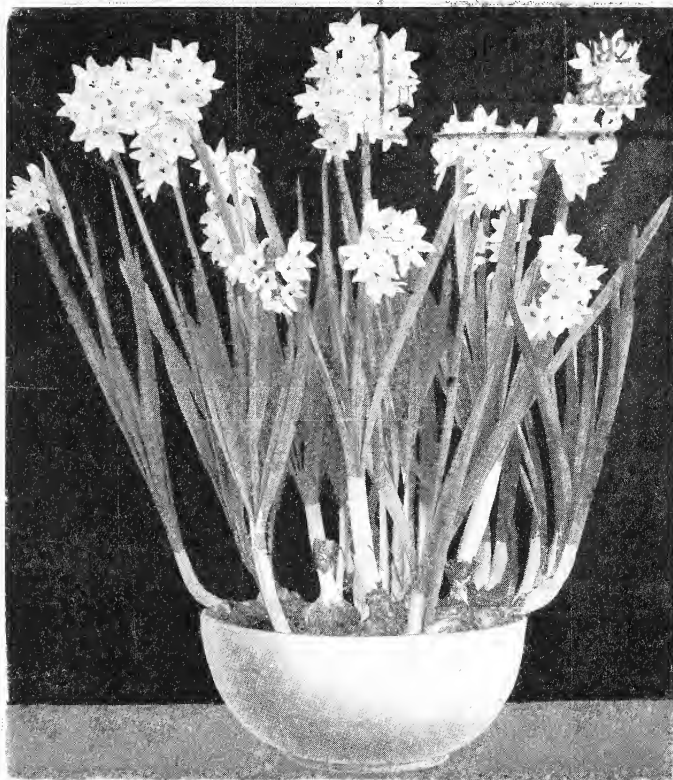
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1927

AUTUMN EDITION

The Roses of New Castle

We Pay All Shipping Charges to Your Door



Giant White Narcissus

Grows in Sand or Gravel or in Soil

This charming winter blooming Narcissus comes in very early and will bloom by Christmas. Sure to grow. Produces in immense numbers lovely clusters of pure white flowers; fragrance like orange blossoms. Does splendidly when planted in sand or gravel, firmly imbedding about half of the bulbs, with balance of bulbs covered with water; also grows in soil like Hyacinths. Grows best in pebbles and water. Several bulbs should be planted together for the best effect. Likes plenty of sunshine. Very popular and beautiful. Strong blooming bulbs, 12c, 5 for 50c, 12 for \$1.00, ppd.

Heller Bros. Co.

P. J. LYNCH, OWNER

NEW CASTLE, INDIANA

Quality Roses and other Flowers for Fall Planting

We Pay All Shipping Charges

This little book's mission is to tell you what to plant now that next spring and summer may bring an abundance of flowers that will fill your heart with joy.



P. J. LYNCH, Owner

First of all are these famous "Roses of New Castle" specially prepared for planting now and up until cold weather. So famous are these pot grown own root Rose plants that they have become their own best advertisement. They have made this city of New Castle known throughout the land as the "Rose City." Grown by our own special methods they are the last word in high grade Rose plants. Plant generously of them; they will prove an everlasting source of satisfaction and pleasure.

Then there are those sweet harbingers of Spring—Hyacinths, Tulips, Crocus, Narcissus and many others. They may be planted in abundance at a trifling cost. Next spring when nature awakens from her winter's sleep, when the robins and blue-birds begin to tell you that spring is here, they will reward you gloriously with their beautiful flowers of every tint and color.

Nothing adds so much to the joy of life, the beauty of your home surroundings and from a practical point of view, nothing adds so much to the value of your property at so little cost as Roses and other flowering plants such as we offer.

Life long experience, an honorable reputation for fair dealing to sustain, personal interest in every order and a guarantee that removes all risk will encourage you to order early and liberally. A very important additional advantage to the purchaser is that *at the prices named we prepay transportation charges on every article offered in this book to your door no matter where you live in the U. S. A. proper, and guarantee safe delivery.* Failing to do so, if you will advise us of any complaint you have to make within 10 days we will duplicate your order or refund the money sent for it, if requested. We strive to have our stock true to name but we do not guarantee it. We reserve the right to select method of prepaid shipment, either by express or parcel post.

Roses should be planted immediately—the earlier the better. Cultural instructions in regard to planting, care, etc., are given elsewhere. The generous patronage extended to us we acknowledge gratefully and your orders this fall will have careful, prompt and personal attention.

Very sincerely,

Heller Bros. Company

P. J. Lynch, Owner.

New Castle, Ind., U. S. A.

W e Pay All Shipping Charges



a 2-year old plant taken out of the pot. Showing how the soil remains on the roots

Our first size Rose plants grown under our own special methods are strong and sturdy—giving wonderful satisfaction. In a class by themselves, there is no comparison to be made, either in price or quality.

Our two year old and star size plants are grown under our own special system and are conceded to be unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on their own roots—the only kind for the amateur—now growing in large pots or crocks—full of strong working roots.

All plants, bulbs etc., are as good as the dealer's reputation—no better.

HOW TO ORDER—IMPORTANT—PLEASE READ

Prices, terms, offers and conditions in this book cancel all previous offers and terms.

TERMS CASH WITH ORDER. Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk. Stamps accepted in small amounts ONLY.

PLEASE USE ORDER BLANK and write name and address plainly. Write letters only when necessary and then on a separate sheet.

ORDER EARLY—The sooner the better. All goods are sent prepaid at our expense. **ALL ORDERS SHIPPED AS SOON AS STOCK IS READY.** Roses shipped immediately upon receipt of order. Bulbs shipped when received from abroad, shrubbery shipped as soon as ripened in the field. This is your notice.

We reserve the right to substitute another variety of equal value if any variety is not in supply, unless we are instructed to the contrary.

Heller Famous Pot Grown Own Root Roses

WE PAY ALL SHIPPING CHARGES TO YOUR DOOR

Specially Prepared for Immediate Planting Outdoors—the Earlier the Better—Or in the House for Winter Blooming

“These famous Roses of New Castle” pot grown and on own roots have been specially prepared for August, September and October planting—anytime up until heavy frost. They have the unqualified endorsement of thousands of amateur Rose planters. Growing now in large pots or crocks they have an abundance of strong, working fibrous roots and are not to be confused with dormant, field grown, wild root plants whose season for planting out doors late in the fall is very brief. These famous pot grown plants equipped as they are with active working roots of their own—not wild—are undoubtedly the best for the amateur planter. They may be set out whenever it suits—the *earlier the better* and quickly they will become established in their permanent location.

“The Roses of New Castle” on their own roots and pot grown are the most enduring Rose plants grown and once planted they practically last a life time, increasing in beauty and size year after year.



2-year old plants wrapped ready for shipment

All Orders Delivered Free of Charge

New and Rare Roses



New Rose, Captain F. Bald

Captain F. Bald

Hybrid Tea—Another fascinating new Rose of bush type. Strong, erect grower bearing in abundance gorgeous deep scarlet-crimson flowers, heavily flushed with blackish crimson. One of the darkest of all roses. Fragrant and a continuous bloomer. Rare and beautiful.

Lafayette

Polyantha—This brilliant new "Baby Rambler" rose has taken the rose world by storm. Flowers large as "Paul's Scarlet Climber". Produced in enormous clusters as many as forty flowers in a cluster, continuously from June until frost. Color brilliant cherry crimson. A most remarkable new rose. As yet very scarce.

Red Columbia

Hybrid Tea—Has a remarkable record as a prize winner. Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading; if anything it is a more constant and freer bloomer than Columbia a feature, that is difficult to imagine because Columbia itself, due to its wonderful root action and vigor of growth, is in bloom all the time. This offspring has the characteristics that has made Columbia the most prized of all garden bush Roses. Very beautiful, strong growing and a sensational New American Rose.

Our offerings in new Roses embrace exquisite varieties, marvelous in form, color and fragrance. It is impossible to find space to describe them properly. They mark the scientific advancement the world over in the realm of Roses. Of necessity our supply is limited, therefore order early. They are essentially garden Roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty.

New Columbia

Hybrid Tea—Sent out by E. G. Hill. An offspring of the greatest of all garden bush Roses, Columbia. Color is a true pink deepening into a glowing pink, lighter than the parent, Columbia, with outer petals reflex opening into a magnificent full flower of most gorgeous appearance. Some claim that it is identical with Silver Columbia but we are not prepared to say that it is, but it is at least a great addition worthy of a place in the list. Any Rose with the characteristics of Columbia, which we regard as the greatest of all pink garden Roses, is a good Rose and the more sports or offsprings we get from Columbia the richer will be the gardens of America. Columbia itself stands out without a peer as the best Rose for the amateur grower. This new variety is different but has all the remarkable characteristics of Columbia.

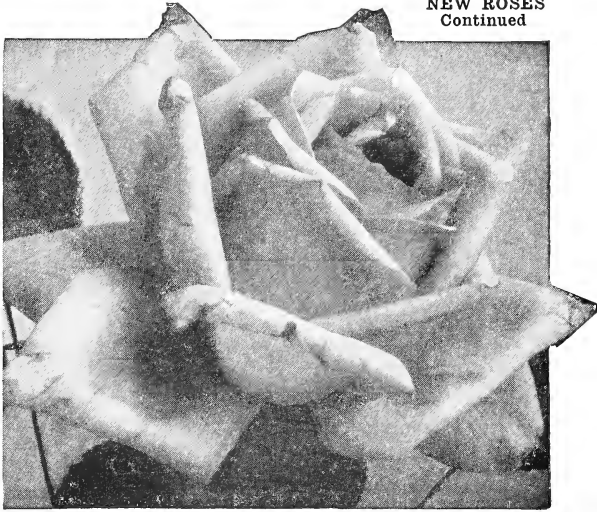
Red Giant

Hybrid Tea—Another very fine new bush Rose of good strong growth, free of insects, because of that fact; bears its lovely carmine colored flowers constantly through the growing season. The color is new, attractive and different, it is well named. You will like this splendid new Rose.

Price of all Roses on this page: Strong first size pot grown plants 40c each; strong two year old pot grown plants, soil on roots \$1.25 each by express or parcel post, prepaid.

America

This new Indiana rose, a Hybrid Tea, is the most beautiful garden rose of its color now known. Immense buds, long and pointed of great substance opening into an enormous double flower on sturdy long stems, almost thornless. Color a rose pink of peach blow shade; deliciously fragrant. Splendid, healthy grower with large, heavy green foliage, practically hardy everywhere and every shoot produces a flower. One of the great roses and well worthy of the name it bears. Until you know this rose you are really unacquainted with the beauty of the modern rose. Include America in your order. Ours is the genuine stock.



Wonderful New Pink Bush Rose, "America"

Pink Hoosier Beauty

Hybrid Tea—This Rose came to us from A. Rassmussen one of the foremost Indiana growers and has every characteristic of Hoosier Beauty, that remarkable deep crimson Rose, but the color is a pure deep pink. There is no other Rose like it. The flowers are beautifully formed, full, deep and double; borne in profusion, constantly and the fragrance is delicious. In limited supply. A Rose we recommend most highly to our customers. Strong growing bush type.

Silver Columbia

The magnificent flowers are borne in great profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower, hardy and a great novelty.

Premier

Premier, in its color, deep rose pink, is the most magnificent Hybrid Tea Rose in the world. Flowers are gorgeous in form, full, deep and double, deliciously fragrant, produced continuously throughout the growing season, on long stiff stems, practically thornless. Growth, healthy strong, clean and free from insect diseases. This great new Rose has largely superseded the famous "American Beauty."

W. Freeland Kendrick

Hybrid Tea—Of the La France type. Buds medium size; flowers large globular, very double, full, lasting and fragrant; color flesh deepening to peach in center, borne singly and several together on medium length stems. Foliage abundant, dark bronzy green, very disease resistant. Very vigorous, semi-climber and a continuous bloomer. Very hardy. Has won numerous prizes.

EDEL Hybrid Tea—Bud very large, flower large double, well built, stately; opens well in all weather; sweet fragrance. Color white with faintest ivory shading toward base, passing to pure white. Foliage very bold and distinct. A very vigorous grower and constant bloomer. A wonderful new bush Rose.

MISS C. E. VAN ROSSEM Hybrid Tea—From Holland and is a beautiful new bush Rose of most vigorous growth with well formed, deliciously fragrant, velvety-red flowers, borne in the utmost profusion throughout the entire growing season. Rare and scarce.

COURTNEY PAGE—This great new Hybrid Tea Rose is destined to take a high and permanent place among the standard Roses because of its fine habit of growth, freedom from insects of all kinds and especially because of its magnificent flowers which attract more attention from visitors than any other rose in our collection.

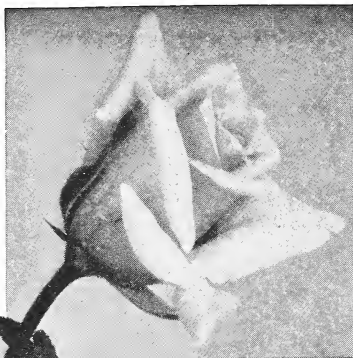
Price, first size pot plants 40c each, 3 for \$1.10, postpaid; strong two year old pot plants \$1.25 each, prepaid by parcel post or express.

Pot Plants Shipped with Soil On Roots

NEW ROSES—Cont.

Kootenay

Magnificent new Hybrid Tea Rose, bearing flowers immense in size, full and double. A strong upright grower, bush type, and claimed to be an improved Kaiserin Augusta Victoria. Color creamy white, a decidedly valuable addition to the white section, still very rare and scarce.



Etoile de Holland

Hybrid Tea. Flower bright, dark red, of medium size, fairly full; deliciously perfumed. Growth vigorous, upright. This novel bush rose comes to us from Holland. A cross between General McArthur and Hadley. A rose of great future.

Victor

Color a deep rose and carmine, edges of petals carmine lake. Buds long and pointed opening full and double on long stiff stems well above the foliage. Delightfully fragrant. Hardy in any location. Foliage dark green.

Mme. Butterfly

Hybrid Tea—All the color tones of Ophelia are intensified, making it a harmony of bright pink, apricot and gold. Ophelia ranks at the top in popularity and Madame Butterfly will surpass it. It averages more petals to the bloom; it produces more bloom to the plant because

it makes more branches, everyone carrying a bud. The tight buds are a lovely shade of Indian oak, yellow at the base; the opening flowers are perfect in form and texture, clear and brilliant in form and texture, clear and brilliant in color and of delicious fragrance.

Amelia Gude

A most charming rose, with dainty buds, and blooms of exquisite form. The colors of yellow-rose, deepening towards the center to peach-yellow, are exceedingly soft, and very pleasingly blended. A strong growing variety, with fine, healthy foliage, and very liberal in its production of blooms from one season's end to the other.



Kootenay

Lord Lambourne

Pernetiana—The sensation of the Rose world. Color deep yellow, each petal heavily margined carmine-scarlet—startling and unique. Enormous flowers of great petalage glorious in their appearance. Foliage bright glossy green mildew-proof. Strong growing bush form of freest flowering habit. The fragrance has a strong fruity flavor. In limited supply and will be sent out in rotation as the orders are received.

Price, Strong Two-Year-Old Budded Plants, by prepaid express or parcel post \$3.25 each.

Commonwealth

Bud large, long, pointed; flower large, open, double, very lasting; deep pink solid color; borne singly on medium strong stem; moderate fragrance. Foliage leathery, disease resistant. Few thorns. Vigorous, upright; continuous bloomer.

Prices—All Roses on this page, except where noted, first size, one-year plants, 40c each; 3 for \$1.10, postpaid; two-year-old plants, \$1.25 each; \$14.00 dozen of one or more varieties, by parcel post or express prepaid with soil on roots.

No Risk Planting Pot Grown Stock

Columbia

Not since the introduction of the glorious Rose, American Beauty, have we been so impressed with any Rose as we have been with "Columbia." A Hybrid Tea of wonderful blooming qualities; as free a bloomer as any tea Rose; blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than an American Beauty. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds, on long, stiff stems well above the foliage. Insect and disease proof. One of the greatest of all outdoor Roses.



Columbia

Heller's Sure-to-Bloom' Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Ever-blooming Tea Roses. From the June Roses they inherit the large, bold handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption the entire growing season, making them the best of all Roses for general planting. Our collection includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

Virginia R. Coxe

(Grass an Teplitz.) For intense and dazzling color there is no other rose to compare with this—fiery crimson, shaded with a dark velvety sheen. The flowers are large and handsome, produced in continuous profusion. Very vigorous, bushy grower, and because of its strong growing habits it should not be placed with other hybrid teas. Extremely hardy.

CRIMSON QUEEN—A wonderful garden or bedding rose—bright, velvety crimson. Strong, vigorous, upright grower, always in bloom and hardy. hardy.

HELENA CAMBIER—Large, double, beautifully formed flowers. The colors are varying, ranging from salmon-rose to coppery rose, very often a handsome saffron hue. As the flowers expand the colors become lighter.

Radiance

A glorious new extra-hardy Hybrid Tea Rose. Awarded Silver Medal as the best bedding Rose. The flowers are a beautiful blending of shades of carmine-rose, with opal and coppery reflections. It is of splendid, sturdy growth, constantly in bloom. A leading garden Rose. We cannot say too much in its praise.

RICHMOND. Wonderfully free blooming, its immense, fragrant, scarlet-crimson flowers are borne on long, stiff stems. Strong grower.

Prices of all Roses on this page: First size plants 35c each; any 3 for \$1.00, postpaid; strong two-year-old plants, \$1.00 each; \$10.00 per dozen assorted, by express or by parcel post prepaid.

Pot Plants Ready For Fall Planting

HYBRID TEA ROSES—

Continued.



Pink Killarney



Rhea Reid



Yellow Killarney

Miss Edith Cavell

Polyantha—Best, bright crimson with white eye; enormous clusters; strong growing; dwarf in growth; extraordinarily beautiful.

Francis Scott Key

This American production, named in honor of the author of our national anthem, is a credit to its name. It is by far the most popular red rose, for its glowing colors, its remarkable size, its fullness, its perfection of form, make it a greatly prized variety. The color is a rich, glowing scarlet, with darker shadings, becoming darker as the flower ages. It is a continuous bloomer, producing its immense blooms on stout stems in great profusion. The growth is excellent and the foliage heavy, little troubled with disease. Very hardy.

Kaiserin Augusta Victoria

The greatest hardy, white Hybrid Tea Rose in existence. A strong, sturdy grower; free-flowering; it has become the most popular of all white Roses for general planting. Continuously from early spring until late fall, with pointed buds, the large, double flowers are glorious in their perfection; borne on long stiff stems; delicate pure white, deliciously fragrant. Unexcelled for cutting; absolutely hardy.

Rhea Reid

Originated here in Indiana. The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite growth hardiness, splendid fragrance, with healthy foliage, color, fragrance and form of flower.

Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

Yellow Killarney

Mme. Jenny Gillemont—A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer.

Baby Doll

Polyantha—Flowers are miniature in size but magnificent in form and produced by the hundreds. Makes a magnificent show in the open ground, always blooming. Fine in pots. The tips of the petals are vivid scarlet, then mellowing down through shades of pink into saffron, lavender and gold, finally into deep old gold.

First size plants, all Roses on this page 35c each; 3 for \$1.00; postpaid; two-year-old plants, \$1.00 each, \$10.00 per dozen, by express, or parcel post prepaid, soil on roots.

We Pay All Shipping Charges

Prince E. C. d'Arenberg

This really great Rose seems to be overlooked. For the years since its introduction it still holds its own. This is a great Rose. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower. Very hardy. Be sure to try it. A real garden Rose.

GEN. ARNOLD JANSEN—Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

RED LETTER DAY—A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming.

Red Radiance

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous branching, grower, each branch terminating in a large, bold, double bloom. One of the best hardy outdoor garden roses known.

MAD. SEGOND WEBER—This wonderful Hybrid Tea Rose is about as satisfactory a garden Rose as we know of. Strong grower, bearing the greatest profusion of large, splendidly formed, cup shape fragrant flowers of marvelous beauty. Color deep salmon pink. A great garden Rose. Very hardy.

F. R. PATZER—Color is a creamy buff with the reserve of petals a delicate warm pink, and as they expand the color becomes a light orange pink, which produces a most charming combination. Strong, vigorous grower.

GEO. ELGER, Polyantha—Produces great quantities of lovely little buds of golden yellow, opening into miniature symmetrical Roses. Blooms all summer. Very hardy.

IDEAL, Polyantha—The darkest of all the Baby Ramblers, an intense, lustrous garnet. Flowers produced in very large trusses. Compact habit of growth. Blooms abundantly.

MARIE PAVIE, Polyantha—Medium size, very full and double; borne in large clusters; white flushed with carmine.

Hoosier Beauty

The rich colors of this marvelous rose have never been equalled—dusky, crimson scarlet, with dark shadings and a depth found in no other rose. Heavy petals of a velvet like texture add to the richness of the colors.

Gruss an Aachen

A Hybrid Polyantha, but looks more like a Hybrid Tea. Low growing, strong and sturdy, fine large foliage. Practically insect proof. Color yellowish rose with salmon pink and rose shadings. Splendid flowers. A remarkable new rose.

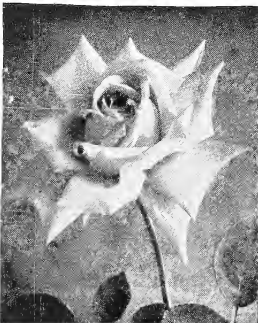
HYBRID TEA ROSES— Continued



Red Radiance



Mad. Segond Weber



Hoosier Beauty

Price of all Roses on this page, strong, first size pot-plants, 35c each, any 3 for \$1.00 postpaid; extra heavy two-year-old plants, soil on roots, \$1.00 each; \$10.00 per dozen assorted, by express or parcel post prepaid.

Prices Quoted are All You Pay



Jonkheer J. L. Mock

American Legion

This rose is an American production, but is not as well known as it should be. The color is a pleasing shade of cerise, which is retained until the petals fall. Well formed buds, produced on long stems, make it a fine rose for cutting. Heavy, disease resistant foliage, little troubled with insects. Strong grower, and free bloomer. Awarded first prize for the best new rose in 1920.

National Emblem

Color a deep crimson, overlaid crimson, shading to vermilion toward the edges. Buds long and pointed, on stout stems, opening full and double, each one coming to perfection, and produced in profusion. Plants make a gorgeous sight, because of the bright blooms and the mildew proof foliage.

Etoile de France

The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. The bushes are blooming constantly, producing large, massive, deep, full cupped flowers of clear red or velvety crimson.

Bessie Brown

The plants are hardy and vigorous, producing flowers profusely in the open ground all through the summer. The color is pure white, flushed with pink; petals large and of fine form.

Jonkheer J. L. Mock

Called the Giant Pink from Holland. Of distinctive merit, being an extremely strong grower, one of the strongest of the Hybrid Tea class, blooming as it does with the greatest freedom, the buds carried on long, stiff erect stems, of the very largest size imaginable to obtain in a Rose bloom and still retain its perfect formation. Very fragrant. Color, clear imperial pink on the order of LaFrance. This Rose has produced a sensation wherever grown.

Sunburst

A magnificent giant yellow forcing Rose, also well adapted for outdoor growing, being a vigorous and healthy Rose. Buds long and pointed, borne singly on long, stout stems, opening full and double. An excellent cut-flower variety, having excellent keeping qualities. A very vigorous grower, reddish-bronze foliage. The color is superb orange copper or golden orange, with a deep orange center.

Crimson Baby Rambler

Polyantha—Color clear, brilliant ruby red; blooms every day in the year, but grows only twenty inches high.

White Baby Rambler

Polyantha—Pure white flowers borne in immense clusters. Most delicious fragrance—Cherry blossoms.

The Lovely Anny Muller

Much the same as the Crimson Baby Rambler except color of flowers, which are a shiny and brilliant pink.

Pilgrim

Size of the bud is enormous, produced on heavy stems of great length, opening up full and double and of great substance and ideal form. The color is a beautiful shade of bright rose-pink with lighter shading on outer edges. Its highly Tea Rose fragrance recommends itself to all Rose lovers. Of strong sturdy heavy growth, producing blooms in great abundance throughout the entire season. Hardy everywhere.

Prices. All Roses on this page, first size, one-year plants, 35c each; 3 for \$1.00, postpaid; two-year old plants, \$1.00 each, \$10.00 per dozen of one or more varieties by Parcel Post or Express prepaid with soil on roots.

Famous Jeannette Heller Rose

Some Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

Always in Bloom—The prime requisite of any rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.

Healthiest of All Roses—Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely.

Grows Luxuriantly Everywhere—Jeannette Heller is not partial to any particular section of the country, it grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

Perfectly Hardy—You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere with protection.

Superb in Color—The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl; then again almost pure pink; buds long and pointed and of immense size.

Strongest Grower—This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

Insect-Proof—No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

Needs no Petting—No matter what kind of soil you plant it in—**It grows!** All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

Grows Where Others Fail—You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

Splendid in the North—You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

Superb in the West—All through the Middle West and southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.



Famous Jeannette Heller Rose

**"WOULD NOT GIVE JEANNETTE HELLER FOR
TEN OTHER ROSES COMBINED!"**

Last Spring I purchased a star size Jeannette Heller rose from you and its growth this season has been wonderful. It has bloomed constantly ever since June and now has more than two dozen nice buds on it. This morning I cut three of the most beautiful roses I ever saw growing on a bush. I have ten different roses of the best I could purchase, but I want to say Jeannette Heller is in a class by itself. I would not give it for all the other ten combined!—M. M. Moser, Hamilton, Ohio.

Price—Strong, first size plants, 35c each, 3 for \$1.00; \$3.00 per dozen. Extra large, two-year-old plants, with soil on roots, \$1.00 each, \$10.00 per dozen, by express or parcel post prepaid, with soil on roots.

We Pay All Parcel Post or Express Charges

Heller's Everblooming Tea Roses

OLDEST AND MOST HIGHLY CHERISHED OF ALL ROSES



Lady Hillingdon

Souv. de Pierre Notting

This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petal shaped carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

THE BRIDE—There is no other white Rose more satisfactory than the Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

MRS. B. R. CANT—Especially recommended for outdoor cultivation as one of the best, if not the best, Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, delightfully fragrant.

RED MAMAN COCHET (Helen Gould)—A Rose will grow and give satisfaction in almost any soil or situation. It produces flowers in amazing profusion, on long, strong shoots. The flowers are very full, perfectly double; buds long and pointed. Color, warm, rosy crimson.

Lady Hillingdon

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage giving a slender and graceful effect. A strong, hearty, healthy grower.

Marie Guillot

The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.

Alexander Hill Gray

We are pleased to offer this lovely yellow Rose to our customers as one of the very best of its class and color. Deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Splendid foliage. Seldom diseased. Strong grower and hardy.

BRIDESMAID—This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea Catherine Mermet, but of a fine, clear, dark pink, much deeper and more constant in color than Mermet.

MAMAN COCHET—A most magnificent snow-white Rose, with sometimes a faint tinge of pale blush. It has the same freedom of bloom as the Pink Cochet, the same magnificent form of buds and flowers, and the same hardiness—standing at the very head of all Roses as the best white kind for open ground culture. Vigorous as an oak and hardy everywhere.

PINK MAMAN COCHET—The Queen of all Pink Garden Roses. The buds are large, full and firm, elegantly pointed, showing depth and richness as they expand. The superb flowers open perfectly double, are extra large and of splendid substance. Hardy in every section of the country; clear, rich pink, changing to silvery-rose.

Price—30c each for all Roses on this page, first size plants; 4 for \$1.00 postpaid; two-year-old plants, 90c each; \$9.00 per dozen, of one or more varieties, by parcel post or express prepaid with soil on roots.

Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the ground, for screening buildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. Can be grown as single specimens like bush Roses. All are hardy everywhere.

BESS LOVETT—Flowers clear bright red, good size, double, cupped form. Fragrant.

DR. W. VAN FLEET—A splendid hardy Rose, large flowers about 4 inches across, full, and cup shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects.

SILVER MOON—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower. The yellow stamens in the center make it attractive.

ALBERIC BARBIER—Entirely free from insect attacks; heavy, waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually full and double sometimes singly, sometimes in clusters.

AMERICAN PILLAR—Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries.

MARY WALLACE—A Dr. Van Fleet production. This sensational Climbing Rose makes a strong upright bush, with large shiny foliage producing for weeks in the spring and also in the summer and fall, its large semi-double flowers, four inches across; color clear rose pink with salmon at base of petals. Hardy everywhere. A very remarkable novelty. Is an advance over any of its kind we have yet had.

EUGENE JACQUET—New, the earliest and most profuse flowering of all climbing Roses. A wonderful grower producing its immense trusses of fragrant, cherry-red flowers in the greatest profusion. Unlike most climbing Roses the color improves with age. Handsome dark green, mildew-resisting foliage. A most remarkable climbing Rose.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright clear pink, almost double; borne in large clusters.

MARY LOVETT—Dr. Van Fleet produced this Wichuriana Hybrid. A cross between a seedling Wichuriana and Kaiserin Augusta Victoria, and has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or where ever an absolutely hardy, white climbing rose is wanted.

PAUL'S SCARLET CLIMBER.—Vivid scarlet shaded slightly crimson, but almost a flaming scarlet, but almost a flaming scarlet, a most pleasing and striking color. Makes a brilliant display for a long time in the garden. The petals do not fade like many climbing Roses, but retain their bright color, and remains in bloom for from two to four weeks. The Rose received the gold medal and cup for the best Climbing Rose at the National Rose Society's exhibit.

KEYSTONE—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower of Keystone is perfectly double, with buds beautifully formed. It is a deep lemon-yellow Rose, similar to Coquette de Lyon. The fragrance is much like that of magnolia blossoms.

TAUSENSCHON OR THOUSAND BEAUTIES—One of the most beautiful climbing Roses. Colors run from delicate balsam to bright rose and carmine.

WHITE DOROTHY PERKINS—A very rampant grower. Flowers are brilliant, glistening white, produced in great trusses.

DOROTHY PERKINS—A brilliant pink rambler Rose, flowers in large cluster, prettily crinkled petals.

EXCELSA—A remarkable grower, free from insects and producing a great quantity of blooms of crimson maroon with the tips of the petals scarlet.

CLIMB. AMERICAN BEAUTY—A real American Beauty of a climbing habit. Sturdy as an oak. Color glowing red.

CLIMBING CLOTHILDE SOUPERT. An off spring of that famous Rose, Clothilde Soupert, this beautiful, hardy, everblooming climber is excellent in every way. The ivory-white color, shading towards the center to silvery-rose, gives an effect that is beautiful.

FORTUNE'S DOUBLE YELLOW. Bronzed yellow or coppery and fawn color. Not hardy in the north.

Green Rose Viridiflora

A most interesting member of the Rose family, grown for its oddity. Petals are small, pointed, set thickly, and of the same color as the foliage—dark pea green.

Price of all Roses on this page: Strong, first size plants, 30c each, any 4 for \$1.00 prepaid; strong, two-year-old plants, \$1.00 each, \$10.00 per doz., assorted, by express or parcel post prepaid, soil on roots.

Pot Grown Roses on Own Roots

Climbing Hybrid Tea Roses

These climbing roses are noted for the exquisite beauty of their flowers, equalling the Hybrid Teas. They are strong growing, vigorous, and bloom freely all summer. They are not as hardy as the climbers described in a former part of this book, yet they survive the coldest winters in the district of Philadelphia without the slightest attention and with protection can withstand very severe weather. In the warmer sections of the country, they fairly run riot in their glory of bloom, and present the most wonderful display of beauty imaginable.

Nowhere can you find a more complete list of these roses. For years we have maintained an exceedingly large stock. And all these plants are on their own roots, which of course means permanency.

Mrs. Robert Peary

CLIMBING KAISERIN AUGUSTA—Strong rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

MADAME CAROLINE KUSTER—Strong habit, beautiful orange-yellow flowers, large, double.

CLIMBING CECILE BRUNNER—Color rosy pink, rich, creamy-white ground. Needs protection.

CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Strong vigorous grower, throwing up canes 15 to 20 feet long in single season.

CLIMBING PINK KILLARNEY—Immense, long pointed buds with massive, petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the Cochet. Will withstand the rigor of the northern winter with protection. Superb pink flowers.

THE CHEROKEE ROSE—The bushes bear large pure white Roses in great profusion. Moderately hardy.

CLIMBING HELEN GOULD—The growth is sturdy, the foliage grand, the flowers warm, rosy crimson, sometimes beautifully striped, flamed and shaded in bright carmine, over pale rose.

CLIMBING ETOILE DE FRANCE—Identical with Etoile de France, save that it is a rampant climber, making it one of the very best dark, velvety crimson varieties. Blooms continuously

CLIMBING COLUMBIA—Has all the desirable features of its parent with a strong climbing tendency growing 10 to 15 feet in a single season. Foliage deep glossy green immune from disease and insects. Hardy in any location. Blooms with the greatest freedom the entire season. Buds and blooms of immense size often measuring six inches in diameter, of perfect formation, borne singly on long shoots. Color clear imperial pink.



Climbing Columbia

Hardy June Roses

This class is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea Rose perfume.

HUGE DICKSON—Flowers large of fine form, opening well. Color brilliant crimson-shaded scarlet. Sweetly scented.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson-maroon, full and of good form and the best of all hardy dark Roses of this class.

HIS MAJESTY—Color deep, dark crimson, shaded deep vermilion-crimson towards the edges. Most remarkable.

MRS. JOHN LAING—Color clear bright, shining pink; exquisitely shaded. Awarded gold medal.

J. B. CLARK—Deep scarlet shaded blackish crimson with rich sheen like a plum. Enormous flowers, beautifully formed. Full, deep, double.

GENERAL JACQUEMINOT—Known every where as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

ULRICH BRUNNER—Cherry red, immense in size, beautifully formed.

CAPTAIN CHRISTY—Delicate peach-blown pink. Deeper in center. Large.

FRAU KARL DRUSCHKI or **WHITE AMERICAN BEAUTY**—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.

Price of all Roses on this page: Strong, first size plants, 30c each, any 4 for \$1.00 postpaid; strong, two-year-old plants, \$1.00 each; \$10.00 per dozen assorted, prepaid by express or parcel post.

Heller's Hardy Chrysanthemums



A Vase of Mrs. Buckingham from a recent Photo

There is nothing so easy growing as a Chrysanthemum. In the autumn when flowering plants are scarce they make a magnificent show commencing to bloom in the early September and continue until they are cut down by severe cold weather in December. If large, specimen blooms are wanted pinch off the buds, except the individual ones you want to develop. Can also be grown to perfection in pots for winter blooming indoors. Autumn planting is desirable, the plants being hardy with protection. Litter, leaves, is a good protection. Plant liberally of them.

The Best Chrysanthemums

Harvard. Magnificent deep crimson.
Chas. Rager. Large incurved, white.
Smith's Advance. Early, habit incurved, beautiful lavender pink.
Unake. Grand incurved, beautiful lavender-pink.
Chrysolora. One of the best yellows, fine, incurved form with perfect stem.
Betsy Ross. Mid-season to late incurved, white.
Robert Halliday. Beautiful true tree pink ball shape.
Yellow Bonaffon. Beautiful in form; bright yellow, standard of its color.
White Chieftain. Pure white, beautiful ball-shaped flowers, good.
Pacific Supreme. Extremely large, rich pink.
Golden Glory. Bright golden yellow, immense perfect flowers, early.
Roman Gold. Superb, early, yellow.
Golden Glow. Clear golden yellow, velvety finish, enormous flowers. Earliest of all.
Oconto. Grand white, perfect in form.
Improved Chieftain. Beautiful incurved, pink.
C. C. Pollworth. Choice early yellow incurved.
Dr. Enguehard. Beautiful shining pink. Ball shaped.

Price of all Chrysanthemums on this page: Strong field-grown, cut back plants, 25c each, any 5 for \$1.00 \$2.25 per dozen, postpaid or strong pot plants 15c each, any 4 for 50c \$1.50 per doz., postpaid.

Pompon Chrysanthemums

These are entirely hardy and produce hundreds of medium size, perfectly double flowers, making an excellent show. Last until late in the autumn.
Klondike. Gorgeous yellow.
Fairy Queen. Clear rose-pink.
Mrs. Buckingham. Single, rosy pink.
Diana. The best pure white; late.
Frau Beu. Fine new bronze yellow.
Golden Feather. Grand golden yellow.

German Iris

Hardy everywhere and permanent, growing larger year after year.
Lohengrin. Flowers immense, of a deep violet mauve, almost pink.
Celeste. Pure celestial blue shading to porcelain; large open flowers.
Chas. Dickens. Stands light violet; falls indigo with white base.
Charlotte Patti. Stands golden, falls light yellow, veined white.
Darius. Stands, lemon yellow; falls light yellow, marbled rosy lilac.
Donna Marie. Stands, azure; falls, indigo, white base, veined with indigo.
Dr. Parnet. Stands, soft rosy lilac; falls, pure lilac shading to white.
H. Cramer. Stands, deep celestial blue; tall habit; blooms early.
Queen of May. Stands, bright rosy lilac; falls, a shade darker. Showy.
Rebecca. Stands golden yellow; falls, mahogany brown.

Price Iris, Strong plants, 20 cts. each; 3 for 50 cents; set of 10 varieties above, \$1.50, postpaid.

Heller's Hardy Plants and Vines

Hardy Phlox

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

Mrs. Jenkins. Pure white. The finest.

Rhineland. Salmon pink.

Mrs. Chas. Dorr. Purple.

Widar. Reddish violet white center.

Richard Wallace. White with red eye.

Pantheon. Bright pink.

Beranger. Light Rose.

Independence. White.

Eclaireur. Purplish crimson.

R. P. Struthers. Carmine.

Prices Hardy Phlox; Strong, vigorous, field grown plants, the only reliable kind for immediate effect, 30c each, 4 for \$1.00; \$2.90 per dozen postpaid. One each, 10 Phlox above, \$2.35, postpaid.

Magnificent Peonies

The Peony is without question the most glorious flower in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Even when not in bloom the Peony is decorative in the extreme and worthy of a prominent place in the garden. Ready for immediate delivery.

SELECT LIST OF PEONIES

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They don't produce the blooms. Ready for immediate delivery.

Caroline Allain. Rose and salmon.

Edulis Superba. Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

Faust. Delicate light pink. Chaste and highly fragrant.

Felix Crousse. Brilliant red. Fine.

Humei Carnea. Light rose, to white.

Insignis. Beautiful violet-pink. Large double.

Jeanne D'Arc. Pure white. Superb.

Nobilissima. Dark violet-red. Beautiful.

Festiva Maxima. White red in center.

Duchess de Nemours. Sulphur-white, changing to pure white. Double. Early.

Candidissima. Creamy-white, with sulphur yellow center.

Rosea Elegans. Soft rose-pink. Large, full, double.



Hardy Phlox

Hardy Climbing Vines

Clematis Paniculata. The flowers are pure white and are borne in great clusters of bloom, fairly covering the plants. It begins to bloom late in August the first year. Hardy in all sections of the country. Strong 1-year plants 25c each. Strong 2-year-old field grown plants, 50c each, postpaid.

Wistaria Magnifica. The finest Wistaria of its color. Extremely vigorous, growing 30 to 40 feet in one season when well established. Flowers are pale lilac, in immense clusters of drooping racemes, which measure 12 to 18 inches in length, are deliciously fragrant. 25c each; 5 for \$1.00; postpaid.

Wistaria Alba. Pure white. 25c each; 5 for \$1.00, postpaid.

English Ivy. A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. 25c each; 5 for \$1.00 postpaid.

Ampelopsis Veitchii. (Boston or Japanese Ivy). It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support. Fine plants, 25c each; 5 for \$1.00; three-year old plants, 75c each, postpaid.

Price of all Peonies on this page, except mixed varieties, in strong, two and three-eyed, large heavy roots, 75c each, \$8.00 dozen, assorted as desired, postpaid.

Mixed Varieties, 50c each, \$5.00 per dozen, postpaid.



Whitmanii Fern

Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They require little care; last indefinitely.

Boston Fern. Long, broad fronds, drooping gracefully and forming an immense plant.

Whitmanii. This is a condensed form of the 'Ostrich Plum e Fern,' with valuable characteristics added which are not evident in the parent.

Teddy, Jr. New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt. New with fronds beautifully frilled and waved.

Scotti. Dwarf growing, compact and a great favorite. Broad petals, strong upright plants.

Price of all Ferns: Strong shapely plants, 25 cents each, any 5 for \$1.00, postpaid, larger size, 4 and 5 in., pot-plant, 90c each by mail, postpaid.

Asparagus Sprengeri. For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. 25c each; 5 for \$1.00 postpaid.

Asparagus Plumosus. Foliage resembles the finest lace. Elegant for cutting. 25c each; 5 for \$1.00, postpaid.

Winter Blooming Carnations

Carnations with their lovely clove-scented flowers, are as easily grown as Geraniums. Instead of paying the high prices demanded for the blooms in the winter, grow your own—you can have an abundance of blooms. Plant in rich, well-drained soil, and give the plants a moderate amount of water and sunlight. A cooler temperature at night of about 50 to 55 degrees will be beneficial.

Alma Ward. Color white, variegated with pink. Large and fragrant flower.

Aviator. The best standard crimson.

Enchantress Supreme. Brilliant pink. Large size. An improved Enchantress.

Matchless. Clear brilliant white. Fine form and very large. Highly scented.

Mrs. C. W. Ward. Deep pink

Radium. A new handsome red. Splendid large bloom.

Price field plants 30c each, any 4 for \$1.00; \$3.00 per dozen, postpaid.

Heller's Choice Geraniums

Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. Fine for winter blooming.

Frau Perkins. Cerise pink, whitecenter.

Mad. Barney. Famous double pink.

A. Brown. Magnificent rosy crimson.

Mrs E. G. Hill. Lovely light salmon.

Beaute Poitevine. Double, shrimp-pink, shading to white.

E. H. Trego. Semi-double, dazzling, scarlet, pleasing velvety finish on saffron ground.

Jean Viaud. Double, bright, clear shade of mauve-rose, with a clear white throat.

La Favorite. Double, pure white. The leader.

S. A. Nutt. Double, dark red. None better.

Marg. de Castellane. Double, beautiful soft crimson, varying to tomato-red.

Price all Geraniums, extra large, thrifty plants, for immediate effect, 20c each, 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.

SPECIAL OFFER

One each of the 10 Geraniums above in extra large, thrifty plants, \$1.50 postpaid.

American Wonder Lemon

Pure white flowers, as large as tube-rose blooms, fragrant as orange blossoms. Large fruit, full of rich juice. Plant in ordinary soil, in a pot or tub, will bear each season a fine crop of superb Lemons. Immense plants or trees, \$5.00 each postpaid.

Shrubs for Permanent Planting

Absolutely hardy, and once planted, last indefinitely, increasing in size and beauty year after year. For cold climates where hardy plants are needed, they stand without an equal. Plant in clumps, masses or use for hedges, screens, or for filling unsightly corners. Ready for delivery about October 15th.



New Everblooming Hydrangea

Hydrangea Paniculata

Attains a height of 5 to 7 feet; hardy. Blooms in July and August, and continues in bloom, for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, changing from original pure white to pink, and finally to rich, coppery-red.

Deutzias

Valuable shrubs which vary considerably in height but bloom alike in dainty bell shaped flowers borne thickly in wreaths along their branches, in June. The taller sorts are useful for specimens, groups; dwarfers, for borders or for near the house.

Deutzia Crenata. 4 to 6 feet; double white, tinted rose.

Deutzia Fortunei. 4 to 6 feet; pure white

Deutzia Gracilis. 2 to 2½ feet. Drooping, snow-white.

Deutzia Pride of Rochester. 3 to 4 feet. Pure white, with a faint blush.

Deutzia Lemoinei. 2 to 3 feet. New immense. Purest white.

Weigela

Beautiful shrubs that bloom in May, June and July. The flowers produce in great profusion.

Weigela Candida. Snow-white.

Weigela Lavellei. Deep red, beautiful.

Weigela Rosea. Flowers large pink.

Weigela Variegated Leaf. Green leaves margined pure white.

Ever Blooming Hydrangea

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage Hardy everywhere.

Price, Ever-blooming Hydrangea, strong vigorous plants, well rooted, 50 cts. each. 6 for \$2.50, postpaid; large, field grown plants with several branches, \$1.00 each; \$10.00 per dozen postpaid.

Double Japan Snowball

Blooms in early June, when the whole bush is loaded down with great compact balls of pure white, double flowers. The tree grows erect and bushy 6 to 8 feet high, with deep green leaves.

Berberis Thunbergi

Barberry. Grows 3 to 4 feet high; small, perfectly shaped, rich green leaves, turning in autumn to bright scarlet. Flowers a delicate shade of coppery yellow, followed by beautiful brilliant red berries, clinging all winter.

Spireas, Meadow Sweet

All the Spireas bloom with a riotous extravagance which makes them quite striking.

Callosa Alba. Dwarf white-flowering variety.

Prunifolia. (Bridal Wreath) Double, pure white flowers.

Reevesii. Single, pure white; blooms latter part of May; attains a height of 4 to 6 feet.

Van Houttei. The bushes form fine, Callosa Alba. Dwarf white-flowering Perpetual Blooming Crimson Spirea,

Anthony Waterer. Compact bush, 15 to 18 inches high. Large umbles of deep crimson flowers.

Price all Shrubs except where noted, one-year-old, plants, 40c each; 3 for \$1.00, postpaid; strong, two-year-old, field grown blooming plants, \$1.00 each by parcel post prepaid. Delivery about October 15th.

All Bulbs Sent Postpaid

Heller's Sure-to-Bloom First size Hyacinths

The favorite spring-blooming flower is the Hyacinth, with its gigantic spikes of bell-like flowers, its exquisite coloring and rich fragrance.

Our growers in Holland recommend our list of varieties, and color mixtures as absolutely the best of all known kinds. They are truly magnificent in gorgeous beauty. For bedding, outdoors, for forcing in pots, or for growing in glasses they are without peer. All large first class blooming bulbs. Delivery about October 15th.

CULTURE OF HYACINTHS

Outdoors.—Follow the same general directions as for Tulips, but plant the bulbs any time in the fall before the ground freezes, covering them with 4 inches of soil and setting them 6 to 7 inches apart. An inch of sand under each bulb will be a great benefit.

Indoors.—Pot the bulbs singly in 5 or 6-inch pots, or three bulbs in a 7-inch pot. Mix the soil with sand and set the bulbs so that one-third of it is above the surface. Give them weak manure-water when the flower-spikes appear.

In Glasses.—Set the bulb so that it just touches the water. Set away in a cool, dark cellar, until the glass is full of roots, then bring to the light and heat. Change the water every three or four days.

Price Named Hyacinths, 27 cts. each, 5 for \$1.25, \$2.75 per dozen, postpaid.

Blue and Purple Shades

Grand Maitre. Deep lavender blue; extra large and well filled spikes.
King of the Blues. Deep purplish blue; close spike. Most remarkable.
Queen of the Blues. Exquisite azure blue; Handsome with flowers of immense size.

Red and Rose Shades

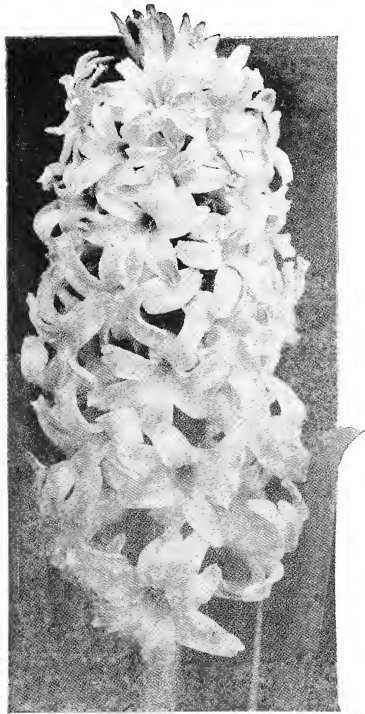
Lady Derby. One of the finest pink Hyacinths; bright light pink.
La Victoire. Beautiful clear dark red; best of its color.
Gertrude. Bright rosy red; excellent spike; very distinct and striking.

Yellow Shades

Yellow Hammer. Considered the best pure golden-yellow by far; fine spike and bells; a beautiful flower.

White and Blush Shades

Albertine. Pure white; fine large bells; splendid spike; late season.
La Grandesse. Fine pure white; Well shaped; mid-season.
L'Innocence. Pure white; large. This is the earliest of the whites.



Hyacinth, King of the Blues

MIXED HYACINTHS

In following separate colors

Pure White and Blush	} \$2.00 per doz. postpaid
Red and Rose	
Blue and Purple shades	
Yellow Shades	
All Colors Mixed	

Orders for 6 of a kind filled at dozen rates

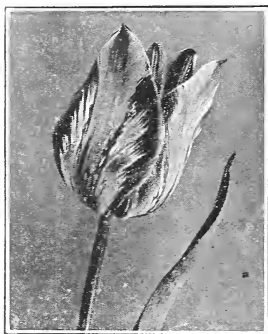
SPECIAL OFFER F-13

Complete set of 10 superb named Hyacinth Bulbs, first size, sure to bloom, for \$2.50, postpaid.

Giant Persian Cyclamen

The most decorative of all pot plants. The foliage is dark olive-green, variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The plants grow on for years, producing more and more flowers as they increase in age and size. The flowers, which are of odd form embrace every delightful shade of color. We offer medium size, 3-inch pot plants at 35c each, 3 for \$1.00, postpaid.

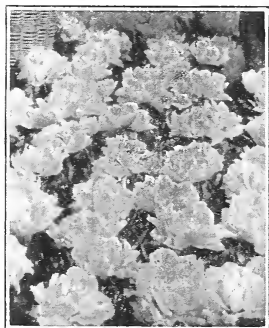
Safe Delivery Is Guaranteed



Single Tulip Keizerkroon.



Single Tulip.



Double Tulip.

Mixed Early Double Tulips

In Separate Colors, Scarlet, White, Yellow or Pink, 75 cts. per doz.; \$6.00 per 100; and All Colors Mixed, 65c. per dozen; \$4.50 per 100, all postpaid.

Heller's Quality Tulips

The dazzling beauty of the Tulip family has no equal. No such brilliancy in colors will be found in any other flower. When arranged in masses in the gardens, on the lawn or grown indoors in pots or boxes. Tulips are the most satisfactory of all flowering bulbs. They are so inexpensive you can plant plenty of them. In early spring their gorgeous flowers come almost before the last snows are gone. Perfectly hardy everywhere.

Plant about 4 inches deep and 4 inches apart. For pot culture plant in pots or boxes about 3 inches deep. Put away in a dark, cool place for three weeks or more, then bring to the sunlight and treat the same as other plants.

There are no better varieties, no better qualities than those we offer. All guaranteed to bloom bulb of first size. Plant plenty of them. Tulips delivered about October 1st.

Single Early Tulips

Extra strong, guaranteed bulbs, 10c each; \$1.00 per doz. ((except where otherwise noted); \$6.00 per 100 postpaid.

Belle Alliance. Rich, glowing scarlet.

Chrysolora. Rich, golden yellow.

Cottage Maid. White, edged with rose. 15c each, \$1.50 per dozen.

La Reine. Grand pure white.

Pottebaker, Scarlet. Brilliant scarlet.

Dina. Pure white.

Queen of the Netherlands. Beautiful globular form, color a soft rose, flushed white.

Yellow Prince. Bright yellow; sweet-scented.

Keizerkroon. Crimson-scarlet flowers which are edged with yellow.

SPECIAL OFFER F-14

Set of 9 Tulips named above for 80c; 6 of each, 54 in all, \$4.50, postpaid

Mixed Early Single Tulips

In following separate colors; Scarlet, White, Yellow or Pink, 75c per dozen; \$5.00 per 100. All colors mixed, 65c per doz.; \$4.00 per 100, 6 at dozen rates. All postpaid.

Early Double Tulips

Magnificent bulbs, 10c each; \$1.00 per doz.; \$8.00 per 100, in one or assorted varieties, by mail, prepaid.

Titan. Brown and yellow.

Ma Cousine. Violet and white.

Gloria Solis. Deep crimson, bordered with a broad gold band.

Boule de Neige. Grand pure snow white.

Murillo. Beautiful light rose.

Rex Rubrorum. Finest deep scarlet.

Salvator Rosa. Grandest of all pink Tulips, flamed white; magnificent.

La Matador. Rich glowing scarlet.

Tournesol Red and Yellow. Red edged yellow.

Tournesol Yellow. Handsome orange-yellow.

Couronne d'Or. Best golden yellow.

SPECIAL OFFER F-15

Set of 11 Early Named Tulips above for 90 cts.; six of each, 66 in all, \$6.00, postpaid.

We assume all Risk - Pay Shipping Charges

Heller's Giant Darwin Tulips

Well named the Giant Tulip. Coming into bloom after other varieties are gone, by planting these one may have a continuation of bloom for several weeks. They produce giant bowl-shaped flowers on tall stems from 2 to 3 feet high. The brilliancy and variety of coloring is beyond description. The most beautiful of all Tulips. Excellent for cutting. Plant liberally of them, they are so inexpensive. We offer the choicest of all varieties. Planting instructions opposite page. Delivery about October 15th.

Magnificent extra-large bulbs, 10 cts. each; \$1.00 per doz., by mail, prepaid.

Baron de la Tonnaye. Carmine-rose pink, fading to soft pink.

Pride of Haarlem. Brilliant deep salmon, shaded with scarlet.

Gretchen (Margaret). Large-flowering; outside soft bluish-rose.

Kate Greenway. Big flower of white, suffused lilac.

Harry Veitch. Dark brown-red. Very large and beautiful.

The Sultan. Large flower of maroon-black.

Glow. Scarlet; a strong, lasting flower.

Dream. Lilac; large attractive blooms.

Europe. Bright rosy-red; white center.

Clara Butt. Soft salmon-pink, tinged blush.

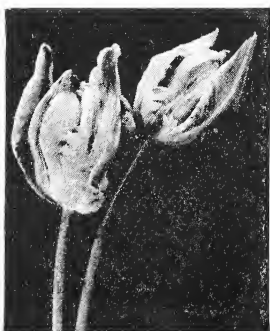
Psyche. Bright rose. (5).

Yellow Darwin. Pure buttercup yellow.

SPECIAL MIXTURE of unnamed varieties, including a wide diversity of shades. 75 cts. per doz.; \$6.00 per 100, postpaid.



Darwin Tulips



Parrot Tulips

SPECIAL OFFER F-16

One each of twelve Heller's Giant Darwin Tulips, \$1.00

Parrot Tulips

Have the most distinct shapes and markings of any; the striking beautiful colors range through shades of golden yellow, green, crimson-striped, deep crimson, yellow, etc.

Fine large bulbs, sure to bloom, 10c each; \$1.00 per doz., prepaid.

Belle Jaune. Pure yellow.

Cafe Brun. Coffee color, yellow.

Constantinople. Handsome red.

Markgraaf von Baden. Red and orange.

Feu Brilliant. Glossy crimson.

Monstre Rouge. Deep crimson.

Perfecta. Yellow and red.

Superfine Mixture. All colors. 8c each; 80c per doz., postpaid.

SPECIAL OFFER F-17

Set of 7 Parrot Tulips, one of each, postpaid, for 65c.

SPECIAL OFFER F-18

Set of 9 May-Flowering Tulips, 85c six of each, 60 in all, \$5.00, postpaid

May Flowering Tulips

(Cottage Garden)

Good sound bulbs, of the largest size; 10c each; \$1.00 per doz., postpaid.

Blooming late, after all others are done. Flowers borne on long, stiff stems, ideal for cutting.

Bouton d'Or. Golden-yellow, long stems.

Elegans, Red. Long petals. Crimson, yellow center.

La Merveille. Salmon-rose, shaded orange-red.

Inglescombe. Buttercup yellow.

Picotee. Recurved petals, white, margined pink.

York and Lancaster (Shandon Bells or Isabella). Silvery-white suffused carmine rose.

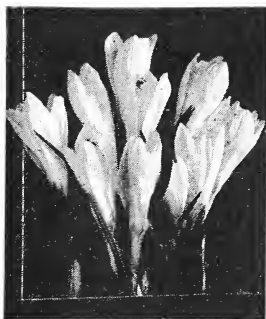
Tulip Gesneriana (Red Gesneriana). Intense, dazzling, glossy crimson, center of deep blue.

Persian Yellow. Clear golden-yellow; pointed petals.

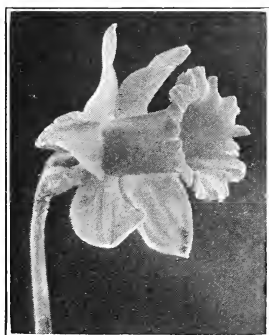
La Candeur. Pure white.

GRAND MIXTURE. Made up of dozens of the best varieties. 80c per doz., \$6.00 per 100, postpaid.

Plant in Fall for Spring Blooming



Crocus



Narcissus



Calla Lily

Jonquils

A branch of the Narcissus family, requiring the same treatment. Twelve bulbs in a 6 inch pot will make a wondrous show.

Campernelle Mixed. Large yellow flowers; rich and very striking. 80c per doz.; \$6.00 per 100, postpaid.

Early Blooming Crocus

The first to bloom in the Spring. Lasts for years. Hardy. 35c per doz.; \$2.50 per 100, postpaid, except where noted.

Albion. Fine striped; large and good.

Caroline Christholm. The best white.

David Rizzio. Magnificent dark purple.

Lord Byron. Superb blue.

Queen Victoria. Splendid pure white.

Cloth of Gold. Golden orange suffused brown. 50c per doz., postpaid.

Cloth of Silver. Color is beautifully silver-shaded. 50c per doz., postpaid.

Saffron. Violet colored, variously striped. 50c per doz., postpaid.

Scotch. White Striped in various colors.

Versicolor. Shades of purple to white, veined purple. 50c per doz., postpaid.

Sir Walter Scott. Striped, very distinct.

Amazonne. Light blue, fine.

Purpurea Grandiflora. Blue. Extra-large.

Monster Yellow. Very large bulbs producing great profusion of bloom. 50c per doz.; \$4.00, per 100, postpaid.

King of the Whites. Pure white of immense size and magnificent form. 50c per doz.; \$4.00 per 100, postpaid.

All Colors, Mixed. Different varieties. 35c per doz., \$3.00 per 100, postpaid.

Narcissus or Daffodils

These are the earliest of the spring flowers. Entirely hardy. Plant in rich soil about 4 in cutting. Splendid for indoor culture.

Price of Narcissus, 20c each; 4 for 75c; \$2.00 per doz., postpaid.

Golden Spur. Large, spreading, full, deep, rich yellow perianth and trumpet. Early.

Emperor. Trumpet large, rich yellow, surrounded with deep primrose petals.

Bicolor Victoria. Perianth creamy-white, trumpet rich yellow.

White Lady. White perianth, yellow cup.

Glory of Sassenheim. Fine large flowers; the perianth snow-white, trumpet rich yellow.

Will Scarlet. Famous scarlet Narcissus.

ALL COLORS MIXED. Grand assortment all colors. 15c each, 4 for 50c, 9 for \$1.00, postpaid.

Calla Lillies

Grand Winter-blooming pot plant. Easy to grow, free bloomers and superb flowers. Good at all seasons of the year.

New Yellow. Large, rich flowers, similar to the old white Calla in form; very fragrant. Color golden-yellow. Large bulbs. 40c each; 3 for \$1.00, postpaid.

Everblooming Calla Godfrey (Dwarf). In bloom all the time. Fine. 25c each.

Lily of the Nile. The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; replot in good, rich soil, using 6 to 8-inch pots; give water, light and heat in abundance. **First-size bulbs,** 25c each; 5 for \$1.00. **Large-size bulbs,** 40c each; 3 for \$1.00, postpaid.

SPECIAL OFFER F-19

One each of Godfrey Yellow and White, largest size bulbs, postpaid, for \$1.00

All Goods Sent Prepaid

Bermuda Easter Lily

The Easter Lily is a vigorous grower with ordinary attention. Flowers pure white and delightfully perfumed. Unexcelled as a window plant. Fill a six-inch pot closely with soil to the top, plant the bulb, water moderately and put away in a dark, cool place until the roots begin to form. Then transfer to the warmth and light. Bermuda Easter Lilies may be planted outside. They are hardy in the Southern States and will survive Northern winters if protected with leaves or litter. They flower in three months from planting. When planted in a large pot can be placed outdoors in spring after all danger of frost is past, and they will bloom during the summer months.

The bulbs we offer are the true Bermuda Easter Lilies (*Lilium Harrisii*), secured direct from our Bermuda growers, and are the best to be had. Large and healthy bulbs, which will make a vigorous growth and give an abundance of magnificent flowers, five to eight on each plant. Can be supplied any time after August 15th.

Large Bulbs, Popular Size, producing 2 to 3 flowers, 25c each; 5 for \$1.00, postpaid.

Extra-large bulbs, producing 4 to 8 flowers, 40c each; 3 for \$1.00, postpaid.

Bulbs of Enormous Size, producing 12 to 15 flowers, 75c each; two for \$1.25, postpaid.

Formosa Easter Lily

An improved type of the well-known *L. Longiflorum*. The plants are healthy, strong growth, about three feet high, and produce beautiful snow-white, trumpet-shaped flowers six to eight inches long. It is perfectly



Bermuda Easter Lily

hardy, blooming in the open in June and July. Also a very important winter-flowering type. First or largest size bulbs, 25c each; six for \$1.25.

Heller's Freesias

The most interesting of all winter-blooming bulbs growing well in ordinary soil, and one of the best kinds for growing in the house. When cut, the flowers last three weeks in water and fill the house with most exquisite perfume. Plant them early, the earlier the better. Order them as soon as you receive this book.

New Freesia, Purity

Color pure white, lower petals touched with yellow.

First size monster bulbs, 3 years old, 6 for 55c; \$1.00 per doz., postpaid.

Second-size mammoth bulbs, about one-half inch in diameter, 6 for 35c, 60 cts. per doz., postpaid.

Third-size extra large, selected bulbs 30c per doz., postpaid.

Colored Freesias

Splendens. Delicate blue or lavender.

Buttercup. Lovely shade of yellow.

Rainbow Mixture. Price of above 3 varieties, 6 for 45c; 80c dozen, postpaid.

Winter Blooming Oxalis

The variety of Oxalis we offer at this season is entirely suitable for winter-blooming under pot culture, hanging baskets, flowering continuously.

Price 6 for 25c; 40c per dozen, postpaid. Bermuda Buttercup. New, large-flowering, yellow.

New Winter-blooming Oxalis, Grand Duchess. The finest winter-blooming variety yet introduced, of splendid size and color. Three colors, rose-pink, lavender, and yellow.



Freesias

10 Famous Heller Roses for \$2.00

Every year we receive hundreds of letters asking us to name a collection of roses — of best kinds for general garden culture.

In our vast collection the ten varieties named below are, in our opinion, among the best garden roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower, make them a most desirable collection for amateur planting. They bloom with the utmost freedom and all are bush roses except the great Paul's Scarlet, a climber, which comes into bloom the second year. No two alike, in this collection we include our magnificent Jeannette Heller, the one best garden rose in America. All labeled. Safe arrival guaranteed to any point to the United States proper. Price for the 10, \$2.00 postpaid.



Famous Jeannette Heller Rose

Safe arrival guaranteed to any point to the United States proper. Price for the 10, \$2.00 postpaid.

“Jeannette Heller Collection” of Roses

JEANNETTE HELLER. An exquisite blending of pink and cream color. Extra strong, hardy and vigorous.

VICTOR. Beautiful, large full flowers of great depth and richness; produced on long, stiff stems. Fragrance enchanting; color rich, deep pink.

MRS. B. R. CANT. Handsome crimson pink Rose of fine form and fragrance. Exceedingly hardy and everblooming.

GRUSS AN TEPLITZ. One of the most brilliant of all deep crimson Roses. A great garden Rose.

KAISERIN AUGUSTA VICTORIA The handsomest of all cream white Roses. Very hardy and constantly in bloom; sweet-scented.

PAUL'S SCARLET CLIMBER. Produced in immense clusters. Flaming scarlet. Strong vigorous climber; hardy everywhere.

ETOILE DE LYON. Strong-growing, healthy and wonderfully free blooming. Magnificent golden yellow.

PRINCE E. C. d'ARENBERG. Vigorous as an oak. Superbly formed flowers, bright scarlet, shaded maroon; always in bloom. A real garden Rose.

BRIDESMAID. A most beautiful fragrant pink Rose. A splendid grower. Massive flowers on long, stiff, heavy shoots. Color brilliant, sparkling shell pink. Superb.

THE BRIDE. So well known, needs no description. A queen among white Roses. Superb flowers of immense size. Fragrance delicious.

Full description of all these Roses will be found elsewhere in this book.

SPECIAL OFFER

One each strong, vigorous, first size plants, of the 10 superb Roses offered above, postpaid, for \$2.00. The complete set in strong, two-year-old plants, on own roots, 10 in all, \$8 by parcel post, or Express, prepaid.

HELLER BROS. COMPANY
New Castle, Indiana. U. S. A.