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2.09

1928

Coolidge
Rare Plant
Gardens
PASADENA



THE "TOTEM POLE" ROSE
(Budded with "Louise Catherine Breslau")
Made possible by the use of
I. X. L. STOCK



I.X.L. ONE-YEAR PLANTS

cut back to the ground.

Photographed April 1st, 1927

(Three Inches High)

A NEW ROSE STOCK

(Unique and Superior)

D. W. Coolidge, President and General Manager of the Coolidge Rare Plant Gardens, has produced from seed a rose stock, appropriately named the I.X.L., which has no equal for

Vigor,

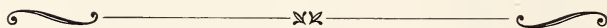
Rapidity of Growth,

Immunity from Rose Diseases,

Length of Stem and Size of

Bloom Imparted to the Buds,

And is Practically Thornless





SAME PLANTS AS SHOWN AT LEFT

Photographed May 1st, 1927

(Three Feet High)

THE vigor of this stock is most notably reflected, not only in the short time salable plants can be produced, but in the length of stem, and size and perfection of flower and foliage. Its vigor makes possible a new style of rose tree which we have named the "Totem Pole." On two-year-old stock, it is possible to produce a column of roses, from ten to fifteen feet high, by budding the stalk from the ground up, and inserting the buds every eight or ten inches. One can readily imagine the striking color effect obtainable by budding either with a single variety, or with several in appropriate combinations.

This stock is almost thornless, which makes it easy and comfortable to handle.





ROW OF STANDARD OR TREE ROSES

Stem and budded top grown between March and October, 1926.

AFTER several years of experimenting and careful inspection by him, it has not shown the slightest tendency to mildew nor any of the diseases prevalent among roses.

Another very valuable feature of this stock is in its comparative freedom from suckers. It has never been known to sucker from the root and the growths coming from the base of the plant are easily removed and kept down.

The I.X.L. has been investigated by some of the most notable horticulturists and rose specialists in America, and they have pronounced it the greatest innovation in the history of rose culture.



TO COMMERCIAL ROSE GROWERS

AN investigation of the statements set forth within should convince you that the I. X. L. rose stock will ultimately supplant the others now in general use. Remember, you can produce a salable No. 1 bush or tree rose in about two-thirds of the time required to accomplish the same results with the other stocks. Consider the saving in quicker turnover, labor, water, heat (where necessary), etc., etc., thus involved.

All progressive nurserymen should now arrange for a foundation stock in anticipation of large future demand for roses budded on this stock.

We have now decided to place on the market, a limited quantity of rooted cuttings and budded standard and totem pole roses, and are prepared to book orders for delivery during January, 1928.

Write for Prices

Coolidge Rare Plant Gardens
(INCORPORATED)

Wholesale and Retail
Growers of Rare Plants and
General Nursery Stock

We have over 4000 species and varieties of
domestic and imported plants

889 NORTH FOOTHILL BOULEVARD
PASADENA, CALIFORNIA

Coolidge
Rare Plant
Gardens

PASADENA



“MME. EDOUARD HERRIOTT”
Budded half way up the stem on
I. X. L. STOCK