

Historic, Archive Document

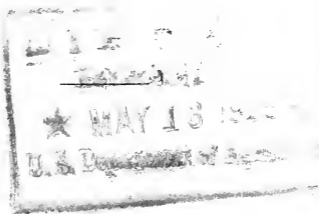
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Chrysanthemum

Price List

1929



Geneva Floral Co.

GENEVA, N. Y.

OUR GUARANTEE:—We deliver Chrysanthemum rooted cuttings by parcel post prepaid up to the 6th zone or 1400 miles from Geneva and guarantee safe delivery. Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock. Outside this territory stock travels at buyers risk and expense.

TERMS, Etc.

Potted stock in season usually goes at \$1.00 per 100 more than hundred rates named in this list. This stock is from 2" packed light and shipped at purchaser's risk and expense.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

25 one variety at 100 rates, 250 one variety at 1000 rates. Where less than 25 of a kind are wanted add \$1.00 per 100 to hundred rates.

We have arranged this list so you can use it for making your order if you so desire and when we acknowledge your order we will send you another list.

—EARLY—

100 1,000

.....	Citronelle —Incurved yellow, medium early.	\$3.50	\$30.00.....
.....	Chrysolora —Incurved early yellow. Perfect stem and foliage.	3.50	30.00.....
.....	Golden Queen —Earliest yellow we offer.	3.50	30.00.....
.....	Oconto —Very valuable early white, always double and sure crop.	3.50	30.00.....
.....	October Rose —Early with mid-season size bloom.	5.00	45.00.....
.....	Smith's Advance — Earliest large flowering white.	3.50	30.00.....
.....	Sun Glow —Bright yellow Bonnaffon type and very popular.	3.50	30.00.....
.....	Silver Sheen —Pure white incurved and best of the earlyies.	3.50	30.00.....
.....	Unaka —Early pink necessary for every florist. Get early bud.	3.50	30.00.....

—MID-SEASON—

.....	Betsy Ross —Very popular incurved white.	3.50	30.00.....
.....	Chas. Razer —Old standard incurved white.	3.50	30.00.....
.....	Chieftan —One of the most popular pinks, easy to grow.	3.50	30.00.....
.....	White Chieftan —White sport of Chieftan.	3.50	30.00.....
.....	J. W. Prince —Dark pink sport of Chieftan.	3.50	30.00.....

	100	1,000
..... Golden Glory —Good yellow for commercial growers....	\$3.50	\$30.00.....
..... Marigold —Old popular variety. Large flower.....	3.50	30.00.....
..... Richmond —Bonnaffon type, easy doer, bright yellow....	3.50	30.00.....
..... Roman Gold —Large golden yellow. Old standard....	3.50	30.00.....
..... Rose Perfection —Bright pink seedling of Chieftan and larger flower.....	3.50	30.00.....
..... White Perfection —Sport of Rose Perfection. Very fine.	3.50	30.00.....
..... White Turner —An exhibition commercial. Easy to grow.	5.00	45.00.....
..... Yellow Turner —Light yellow sport of W. Turner.....	5.00	45.00.....
..... Pink Turner —Pink sport of W. Turner.....	5.00	45.00.....

—LATE—

..... Mrs. R. M. Calkins —Fine large incurved late yellow, new.....	5.00	45.00.....
..... Corneto —Large incurved pink.	5.00	45.00.....
..... Distinction —Large late pink. Darker than Seidewitz....	5.00	45.00.....
..... Golden King —Large incurved yellow.....	3.50	30.00.....
..... Gladys Pearson —Apricot and buff. A very popular sort.	3.50	30.00.....
..... Harvard — Crimson. Old standard.....	3.50	30.00.....
..... Helen Frick —Fine incurved dark pink.....	3.50	30.00.....

100 1,000

.....	White Frick —Sport of Helen Frick.....	\$3.50	\$30.00.....
.....	Mistletoe —Late incurved White—may be had Christmas and later.....	3.50	30.00.....
.....	Golden Mistletoe —Yellow sport of Mistletoe.....	3.50	30.00.....
.....	Pink Mistletoe —Pink sport of Mistletoe.....	3.50	30.00.....
.....	Pink Patty —Drawf light pink. Good for pots.....	3.50	30.00.....
.....	White Patty —White sport of Patty.....	3.50	30.00.....
.....	Siedewitz Pink —Tall incurved pink for Thanksgiving.....	3.50	30.00.....
.....	White Seidewitz — Blush white sport of Pink Seidewitz.....	3.50	30.00.....
.....	Sunbeam —Large Thanksgiving Yellow—very popular..	3.50	30.00.....
.....	Sungold —Seedling of Sunbeam but later. Very large.	5.00	45.00.....
.....	Thanksgiving Pink —Dark pink for Thanksgiving and later.....	3.50	30.00.....
.....	Tekonsha —Thanksgiving Bronze.....	5.00	45.00.....
.....	White Surprise —Very large Thanksgiving white.....	3.50	30.00.....
.....	Whittier —A fine yellow which takes place of Bonaffon...	3.50	30.00.....
.....	White, Good Late —Very similar to Whittier in size, shape and date of blooming.....	3.50	30.00....

—POMPONS, SINGLES AND ANEMONES—

	100	1,000
..... Anna Nanzig —Dark sport of Godfrey	\$3.50	\$30.00.....
..... Blanche —Fine white Anemone	3.50	30.00.....
..... Buckingham —Fine early single pink	3.50	30.00.....
..... Bronze Buckingham —Bronze sport of Buckingham	3.50	30.00.....
..... Cora Peck Buhl —Like Golden Climax but deeper yellow..	3.50	30.00.....
..... Christmas Gold —Very choice late pompon	3.00	25.00.....
..... Clorinda —Best bronze pompon for Thanksgiving	3.00	25.00.....
..... Dainty —Small yellowish pink single daisy flower, very striking	3.50	30.00.....
..... Dainty Maid —Small pink pompon that always attracts the buyer	3.50	30.00.....
..... Diana —Standard mid-season white pompon	3.00	25.00.....
..... Doty, Pink —An excellent pompon, very double, rather early	3.00	25.00.....
..... Doty, White —You cannot go wrong on pink or white Doty	3.00	25.00.....
..... Doty, Red —Similar to White and Pink in habit	3.00	25.00.....
..... El Reno —An excellent Bronze pompon for about Thanksgiving	3.50	30.00.....
..... Fairy Queen —Double light pink mid-season	3.00	25.00.....

	100	1000
..... Godfrey —Single just right for Thanksgiving, very popular	\$3.50	\$30.00.....
..... Golden Climax —Old standard pompon, golden yellow....	3.00	25.00.....
..... Hilda Canning —Small button bronze pompon, old standard.....	3.00	25.00.....
..... Iva —Reddish Bronze pompon mid-season, very excellent sort.....	3.50	30.00.....
..... Izola —True shade amaranth Anemone, very fine.....	3.50	30.00.....
..... LeRoy —Very late light pink pompon, Thanksgiving and later.....	3.50	30.00.....
..... Menza —Single white, very popular, one of the best....	3.50	30.00.....
..... Golden Menza —Single light Yellow.....	3.50	30.00.....
..... New York —Light medium early Bronze. Fine variety	3.00	25.00.....
..... November Gold —Late yellow pompon.....	3.50	30.00.....
..... Nuggets —Fine yellow mid-season pompon.....	3.50	30.00.....
..... Sorona —Anemone, large light yellow cushion white florets shaded pink.....	3.50	30.00.....
..... Uvalda —Earliest white and very profitable to grow....	3.50	30.00.....
..... F. Wilcox or Mrs. Beu —Pleasing shade bronze pompon.....	4.00	35.00.....
..... Red Wilcox —Similar to Wilcox but much darker.....	4.00	35.00.....
..... Western Beauty —Late pink pompon.....	3.50	30.00.....

	100	1,000
..... Yellow Fellow —Fine Yellow pompon, mid-season	\$3.50	30.00.....
..... Yuletide —Very popular late pompon	4.00	35.00.....
..... Yellow Yuletide —A yellow Yuletide	4.00	35.00.....

—CAPRICE FAMILY—

The flowers on these Mums are larger than Pompons and smaller than the Standards. They are very double, dwarf bushy growing and excellent for pots.

..... White , clear white	4.00	35.00.....
..... Yellow , clear yellow	4.00	35.00.....
..... Salmon	4.00	35.00.....
..... Pink	4.00	35.00.....
..... Bronze	4.00	35.00.....
..... Moroon	4.00	35.00.....

MIDGE

You need not fear Midge any more. Cyanogas 1/10 oz. per 1,000 cu. ft. used every night or every other night will completely rid your place of midge, and if house is clean you can use it once or twice a week and keep things clean.

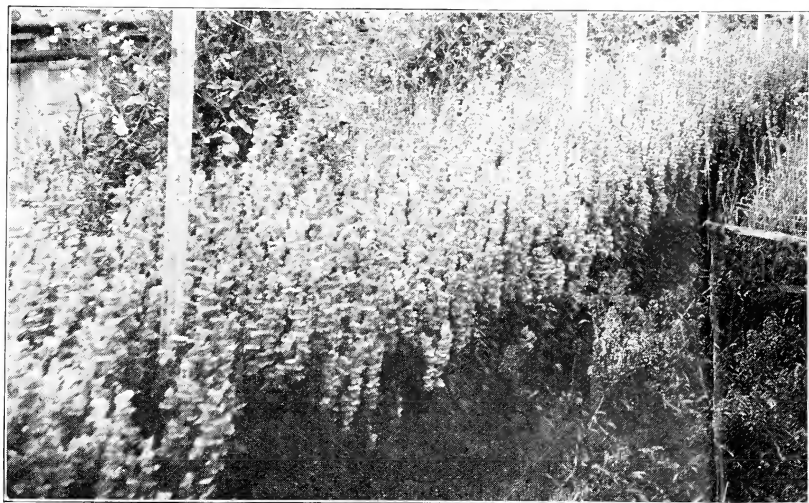
Nico Fume liquid sprayed on plants as strong as they will stand without burning will also keep down Midge, or rid your place of midge if you have it.

Manufacturers of Fume Tobac claim this will also control Midge by fumigation but we have not proved it.

SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.





PRICE-LIST AND RUST CIRCULAR

Snapdragons are becoming one of the most profitable crops and the flowers are used for almost every purpose—even wedding bouquets. Now that rust can be entirely prevented they are practically a sure crop if ordinary judgment is used in growing them.

Snaps are usually planted about 12 in. each way, or given about that amount of room, and in good growing soil. They must be staked or supported in some way so stems will not get crooked. They may be grown wild with good results, but with much better success if trimmed to a certain number of stems and all unnecessary growth removed.

In the year 1920 we had a bed of Snaps that seemed completely destroyed with rust—even the ground under the plants was red with rust. It was discarded as worthless and the bed would be used for another crop as needed. Several weeks passed before it was needed and we noticed strong new growth free from rust coming on the plants. They looked so promising we thought we would experiment with them and did not even wet the soil for weeks. This new growth kept perfectly clean and produced as fine a crop of flowers as we have ever had. To further carry on the experiment for two years after this we grew Snaps in the same bed and same soil—with the addition of manure—and have had two good crops entirely free from rust grown in this “rusty” soil in a “rusty” house and only one condition was different, viz: the plants were never sprayed or foliage wet with water at any time.

Therefore, from actual experience we say **DO NOT WET THE FOLIAGE OF SNAPS AT ANY TIME AND YOU WILL HAVE NO TROUBLE WITH RUST IN GROWING THEM.**

We make a specialty of Snapdragons for the wholesale trade, buy our seed from specialists—using Ramsburg’s seed on all the varieties he grows. We are offering the following varieties from pots for this season, topped and branching, well established and free from rust.

\$5.00 per 100 \$45.00 per 1000

Philadelphia, the most popular clear pink
Keystone, dark pink, taller than Nelrose
Silver Pink, silvery pink, great producer
Garnet, rich velvety red
Scarlet, bright and gay

Nelrose, rose pink
Phelps White
Phelps Yellow
Orlando, lovely bronze
Ramsburg’s Fancy Mixed

\$6.00 per 100 \$55.00 per 1000

Helen, exquisite delicate salmon
Golden Pink Queen, attractive and popular
Hybrid Pink, delicate orchid shade
Jennie Schneider, exceptionally fine

Geneva, glistening rose pink
Chestnut, a novelty in its color
White Rock, new and choice
Penn Orange

It is discouraging to buy a lot of plants and have them arrive all “jumbled together.” We pack in shallow boxes, each plant wrapped separately and all well cleated so they cannot move. This is a part of our business and we have had the experience and know how to do it right.

You cannot go wrong if you plan to give a part of your greenhouse to Snaps. Samples mailed for 25c postage.

GENEVA FLORAL CO., GENEVA, N. Y.

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Horticulture

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M. R. N.