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1929—FALL WHOLESALE TRADE LIST—1929

TO FLORIST AND NURSERY TRADE ONLY

Economic and Systematic Botany  
Economic Collections  
JAN 30 1930

# Azaleas and Camellia Japonicas

Choice Commercial Varieties

Rare Exotic Flowering Plants from the Orient

Regal Lily Bulbs

RECEIVED  
JUN 1 1936  
U. S. Department of Agriculture



Entrance to Japanese Garden at "Longview"

## "Longview"

Country home of Robt. O. Rubel, Jr.

Crichton, Ala.

(A Suburb of Mobile)

"Longview" is not affiliated with any nursery or florist establishment located on the Moffatt Road or having the same Post Office Address (Crichton, Alabama)

# Azalea Indica

The Azaleas offered below are the large single flower, evergreen variety, easy to grow and flower profusely. Many of these little plants will bloom early next spring. "Cultural Hints" folder accompanies each shipment. These plants may be shipped to California.

Lot No.	Color	Size	How Grown B&B indicates lath house grown	Price per 10	Price per 100
1-A	White, Alba indica,	8-10-inch high,	6-8-inch spread, B&B bushy	\$ 6.00	\$ 50.00
3-A	Light pink,	6-10-inch high,	well branched, 3-inch pots	5.00	45.00
5-A	Watermelon pink,	6-10-inch high,	well branched, 3-inch pots	5.00	45.00
* 5-A	Watermelon pink,	5-8-inch high,	B&B	6.00	50.00
5-A	Watermelon pink,	10-12-inch spread,	budded, B&B	12.50	110.00
* 6-A	Deep rose,	6-10-inch spread,	budded, B&B	9.00	80.00
11-A	Orehid,	6-8-inch,	very bushy, 3-inch pots	5.00	45.00
*11-A	Orehid,	6-8-inch spread,	B&B, very bushy	6.00	50.00
11-A	Orehid,	three-year-old,	12-18-inch high, B&B	15.00	---
*12-A	Lavender pink,	6-8-inch high,	well branched, B&B	5.00	45.00
*13-A	Purplish carmine red,	6-8-inch spread,	very bushy, B&B	6.00	50.00
17-A	Old Rose,	4-6-inch spread,	B&B, many branches of graceful spreading prostrate habit while young, making a large compact plant in a few years	5.00	45.00

SAMPLE COLLECTION, TWO EACH OF FIVE VARIETIES B&B PLANTS AS MARKED WITH (\*) BEFORE LOT NUMBER, VALUED \$6.20, NET, DELIVERED PREPAID FOR \$5.00 CASH WITH ORDER.

### (Only One Collection to a Customer)

Larger specimen azaleas, in bud, can be furnished in the following:

2-A Ruffled White	10-A Brick Dust (Burnt Orange)
3-A Light Pink	11-A Orehid
4-A Salmon Pink	12-A Lavender Pink
5-A Watermelon Pink, known also as "Pride of Mobile"	14-A Variegated
6-A Deep Rose	15-A Variegated
7-A Flame Pink	16-A Salmon
8-A Vivid Crimson	17-A Old Rose

We have many other varieties not catalogued, including new introductions of Japanese Kurume Azaleas.

## Regale or myriophyllum Lily Bulbs

This well-known lily seems to be hardy from Canada to the Gulf; is easy to grow in practically all well-drained soils, and large size bulbs are easily forced.

We offer clean stock, full count, liberal grade, packing bulbs in peat moss without cutting off the fleshy roots.

### BLOOMING SIZE BULBS

	Per 10	Per 100
4 to 5 inches in circumference	\$1.50	\$12.00
5 to 6 " " "	2.00	16.00
6 to 7 " " "	3.00	28.00
7 to 9 " " "	5.00	40.00

If interested in planting stock, 50,000 to 500,000 bulblets for immediate shipment, write for prices.

Read U. S. Department of Agriculture Department Bulletin No. 1459, entitled "The Regal Lily," costing 10c, for interesting data on this subject.

# Azaleas and Camellias



Lot 31  
"Longview"

## File This Catalogue For Future Reference

It is the only illustrated, descriptive catalogue of Camellia japonicas published in the United States.

Ninety years ago, there were 576 named varieties of Camellias. Today, hardly any nurseries offer these fine plants, except as white, pink, red and variegated; or separate and mixed colors.

Don't buy a "Cat in the Bag." Careful propagators know their stock and buying from a careful propagator will save you money and disappointment.

Each Camellia from "Longview" has a water-resisting label attached, indicating the variety, and it will be found true to description.

In 1930 we expect to have ready for distribution 100 distinct, double flowering varieties of Camellias, representing the largest single collection this side of Europe.



FROM

# "Longview"

Country home of Robt. O. Rubel, Jr.

Crichton, Ala.

(A Suburb of Mobile)

## FOREWORD ON CAMELLIAS AND TERMS

**I**N describing the camellias offered in this circular, each variety is given a lot number, which is equivalent to a catalog number, and where the name of the variety is known, it is given, together with descriptions as to color, formation, size and type of flower, period of blooming and character of growth.

Color definitions are as accurate as it is possible to make them, but local soil conditions and individual opinion vary so considerable that no guarantee is possible.

Here at "Longview" we have gotten together more than 50 distinct, double flowering types of Camellias, propagated by cuttings, from trees that were imported into the South, 25 to 75 years ago. These trees have stood the test of time, and are apt to be the best suited, on account of their vigor.

It might be of interest to note, most of the camellias in this section of the South, were imported from Andre Leroy, at Angers, France, by C. Ravier (a florist) of Mobile, prior to Quarantine 37. These Camellias, together with the large flowering semi-hardy Azaleas, were sold as winter-blooming pot plants instead of Cyclamen and Begonias that have now taken their place.

After the blooming period of these plants, many of them were planted in the yards of the home grounds. In this manner, Mobile and the surrounding country accumulated many fine and rare varieties of Camellias that survived quite a few disagreeable cold winters in the past 75 years. Some of the plants we offer are propagated from trees located on grounds of historic old Southern homes.

The magnificent form and appearance of the Camellias, the rare elegance of its foliage, the beauty and size of the flowers, with their pure and brilliant colors, the season in which they bloom, their variety, their abundance and duration, are qualities which no other shrub possesses, in such an eminent degree.

As a pot plant for a conservatory or cool greenhouse, or an ornamental shrub to be planted in the open ground in mild winter sections, the Camellias are incontestably the most beautiful of ornamental flowering shrubs or trees.

**To Florists:**—Growing Camellias for cut flowers, in a small way or commercially, it offers an opportunity for furnishing both retail or wholesale customers, tried and tested novelties of marvelous beauty.

For cut flowers from November to April, Camellias are easy and economically handled, at a 42 to 50 degree night temperature.

One hundred years ago, Camellias were the favorite winter flowers of this country and Europe. Retail prices even in those days brought upward of \$1.00 per blossom.

Today, these flowers are scarcer than orchids, on the wholesale markets, yet, easier to produce.

On the following pages, are offered descriptions and unretouched photographic reproductions of some of the magnificent varieties propagated at "Longview".

**PRICES:** In ordering, refer to our current price-list which is issued from time to time, showing inventory of stock and net prices.

**TERMS:** Strictly cash with order, or 25% deposit, balance C. O. D. No orders for less than \$1.00 solicited.

**PACKING:** No charge for packing when full remittance accompanies order. Otherwise, packing charges added at cost.

**SHIPMENTS:** We recommend shipment via American or South Eastern Express on all distant orders. Express and freight shipments are made from Mobile, Ala. Parcel post orders shipped from Crichton, Alabama.

**SUBSTITUTION:** Please state when ordering whether substitution will be permitted with other varieties as nearly similar as possible. Where the selection of varieties is left to us your interests will receive every consideration. **WE DO NOT SUBSTITUTE UNLESS AUTHORIZED.**

### BOOKING ORDERS

**FOR FUTURE DELIVERY:** On account of the scarcity of cuttings on some varieties of Camellias, comparatively few plants are offered each season, and our stock of these rarer sorts is often sold before the cuttings are well rooted in the propagating beds.

To avoid disappointment, we accept orders for delivery of any variety listed, shipments to be made within 12 months or earlier. On such orders an advance deposit must accompany specifications, for 10% of the amount of the order, with the mutual understanding of usual **subject to crop**, or causes beyond our control. Failure on our part to propagate the quantity and varieties ordered, your deposit in full, plus 6% interest per annum, will be refunded.

**GUARANTEE:** All stock furnished, to be inherently healthy, well rooted, well grown, true to description, free from disease and insect pest, properly packed and shipped according to instructions. Our liability under the foregoing guarantee is limited in amount to the original price received, and our responsibility ceases on delivery in good order to transportation company.

**STATE QUARANTINES:** If your state imposes serious restrictions on greenhouse grown Camellias and Azaleas shipped from Alabama, tell us when you order. We try to keep posted on all State quarantines and abide by their regulations.

Plants delayed or damaged by State quarantine regulations are at customer's risk.

Our greenhouses are regularly inspected by State Nursery Inspectors, and all shipments are accompanied by Alabama Certificate of Inspection.

**VISITORS** always welcome at any time, but no business will be transacted on Sundays.

"LONGVIEW" is located opposite the Bienville Reservoir, three and two-thirds miles West of the city limits of Mobile, on the Moffat Road, known as Florida-Mid-West Highway; also known as State Highway No. 25.

We have occupied these premises since 1915, and visitors will have no difficulty in locating us.

Member  
Mobile



Club

### Reference:

Merchants National Bank, Mobile  
Commercial Agencies.

Many satisfied customers from Coast to Coast.

# "Longview"

ROBT. O. RUBEL, Jr., Proprietor

This catalogue written and photographs taken  
by Robt. O. Rubel, Jr.  
Printed by Powers Printing Co., Mobile, Ala.  
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## DO YOU APPRECIATE GOOD PACKING?

When orders come from "Longview" you can expect it. From Coast to Coast, our customers write us.

"Camellias arrived yesterday in perfect condition. Your packing could not be improved, plants are fresh and very healthy in appearance".

—From California.

"The camellias arrived in fine condition, being most carefully packed."

—From California.

"I received the plants (camellias) some ten days ago in mighty good condition."

—Another from California.

"The camellias came in fine and dandy shape and I will order more later."

—From Oregon.

"My compliments on the packing of plants sent. They arrived in perfect order."

—From South Carolina.

"Received the camellias in perfect condition and I am very much pleased with them."

—From Ohio.

"The shipment of plants to hand in excellent condition and we certainly appreciate the way they were packed."

—From Alabama.

Names and addresses of these writers, furnished on request.

All orders are packed with the same care we would expect you to give them, if we were buying from you.

**"LONGVIEW"**

CRICHTON : : ALABAMA





**Lot 1, SARAH FROST,** Handsome wax-like crimson flower, full double, excellent rose form, 3 to 3¼ inches in diameter; petals compact and even, occasionally a few of the circumference petals are penciled with white stripes, a thrifty, upright grower, very hardy, free flowering; most satisfactory for cut flowers, conservatory or for planting outdoors in mild winter sections. Blooms from Christmas through February in latitude of Mobile. This is the most popular double red variety grown on the Gulf Coast; and many thousand plants of this variety are shipped to all parts of the U. S. every year. (See illustration).



**Lot 2, Name unknown,** a full double, deep clear pink, flowers 2½ inches in diameter and larger, of rose form, wax-like texture, many petals, solid and compactly built, producing an abundance of flowers, oftimes there are 7 to 10 buds in a cluster on a short stem. A vigorous erect grower. This is an old favorite, blooms easily from Christmas through February, a choice variety suitable for commercial cut flowers as well as for outdoor landscape planting.

**Lot 3, Name unknown,** a very beautiful variable type, flowers 3 or more inches in diameter, the parent plant produces pure white to deep clear pink blossoms, often on the same stems; petals incurved and concaved, flowers depressed, full double, reminding one of a water lily. Blooms from middle of January through February. The parent plant is a compact spherical grower. Stock of this variety will remain scarce four or five years as we have but one tree to propagate from. Lot 26 is a companion flower in deep crimson color.

**Lot 4, Fimbriata Alba,** similar in every respect to Alba Plena, Lot No. 6, except the petals are gracefully imbricated and deeply fringed on the edges. Not as vigorous a shrub as the Alba Plena. Buds large, round, scales of a dark yellow; flowers 3½ inches in diameter, full double, depressed. A superb flower, blooming easily for Christmas and through January. Stock of this variety very scarce. This Camellia was imported to England in 1816 from Japan and was one of the most popular conservatory varieties of a hundred years ago.



**Lot 5, Name unknown.** A variegated, variable, double peony formed flower, 3 inches in diameter. Some petals are shell pink with rose stripes and white splashes, while others have rose colored petals with white blotches and no stripes. A very handsome variegated flower, blooming from the first of January through February. There are usually five sets of short stamens dispersed among the petals. The parent plant is a vigorous grower in spite of its being planted in a raised bed, and gets full sunshine throughout the year.

**Lot 6, ALBA PLENA,** Pure porcelain white, of extremely elegant form, full double, deprived of sexual organs which are replaced with numerous petals, thick, spiral, imbricated, forming a very round corolla. Flowers 3½ to 4 inches in diameter of wax-like appearance. This variety was introduced to England in 1792, from Japan, and remains to this day, the most popular white Camellia. It is a slow, compact grower, easy to flower, and blooms from the early part of December through January. This is a magnificent shrub for conservatory or outdoor planting in mild winter sections. The Alba Plena is more difficult to propagate than all other varieties, and on account of its stow growth, commands a higher price. Flowers of this Camellia in years past have often retailed at \$12.00 a dozen. Illustration shows half developed flower.



**Lot 7, Name unknown,** an exquisite pure pink, with soft suffusion of white on tips of the petals; full double, rose form, wax-like flowers 3¼ to 3½ inches in diameter. Petals of the circumference large, reflexed or bent down gradually diminishing in size to the center. Blooms from the early part of December through February. Stock very scarce as parent tree is only six foot high and does not furnish many cuttings. (See illustration).

**Lot 8, Name unknown,** a most striking, bold variegated, double peony flowered Camellia, 3½ inches in diameter, of deep cherry red and pure white, marbled ef-



fect, and has all the appearance of being an artificial flower. Petals large, numerous, curled, and twisted. Profused bloomer, from middle of December to first of March. This is a magnificent and entirely distinct form of variegated, always attracts attention and should be in every collection of choice Camellias. Illustration gives only a faint idea of the beauty of this flower. Sometimes variable, showing Carnation form center.

**Lot 9, Thought to be CHANDLERII**, flowers very large, four inches in diameter, very double, of a cherry red; petals of the exterior large and broad, oval, red veined with rose, and often spotted with white. Petals of the interior or center, arranged in fascicles, striped with rose, which united forms a depressed sphere. When blossoms have fully expanded, short stamens are visible among the petals. This is a superb variety of Camellia well-known in commerce for the past 100 years. Blooms from latter part of December to first of March.

**Lot 10, Name unknown**, a pure brilliant pink, 3 inches in diameter with unusual flower formation when opening. Has a center like a close-formed double rose bud, and larger reflexed outer petals. The parent plant is a thrifty grower, compacted, well branched, and free flowering although it is planted in a location where it receives full sunshine. Blooms from middle of December through February. This is a magnificent Camellia, worthy of a place in every collection. (See illustration)

**Lot 11, Name unknown**, clear pink, rather loose formation, peony flower type with less petalage than full double flower. Petals are large, slightly rolled, intermixed with short stamens. Flowers 3 inches in diameter, usually blooms the latter part of January through early part of March. Has remarkable free-flowering habit and possesses a strong, vigorous constitution. While attractive as a pot plant we recommend it as more suitable for a decorative shrub in landscape planting along the Coast, in mild wintered sections. (See illustration).

**LOT 12, DONKLARII**, variegated peony flower.

**Lot 13, Name unknown**, a variegated peony flowering type of graceful formation that prevents any stiffness or formality in its shape. White predominates, marked with stripes and sprinkled irregularly with rose. Flowers 3½ inches in diameter, blooms in January and February. While a very beautiful flower and much admired, it is not recommended as a variety to be grown for cut flowers.

**Lot 14.** Thought to be the DUCHES D'ORLEANSE, a full double azure wax-white, 3 inches and more in diameter, occasionally penciled with magenta stripes on one or more of the circumference petals. This Camellia is a vigorous grower, very remarkable free flowering, and the flowers are rose form in structure, beautiful both in the half developed as well as in the fully expanded blossom. On account of its sturdy growing habit and ease to flower, it should be planted wherever white Camellias are wanted. Blooms January and February. (See illustration).

**Lot 15, Prof. Sargent.** One of the very best dark varieties. A rich deep crimson, distinct and beautiful. Flowers 3½ inches in diameter, globular, solid and compactly built, usually has twelve wide slightly ruffled guard petals, while inner petals are long, narrow, curled or rolled and distinctly incurved having the appearance of an incurved chrysanthemum. Some of the inner petals occasionally are veined with pink or white, but this marking seldom is visible, due to the compact formation of the flowers, which usually carries from 220 to 230 petals. Blooms freely from middle of December to February. It is an extraordinary type of Camellia that will appeal to those who wish one of the rarer varieties. Illustration falls short of showing the true beauty of this flower.

**Lot 16, Name unknown.** Deep crimson, full double, flowers 3 inches in diameter. Blooms from middle of December through January. This is a distinctly beau-



tiful variety of Camellia, the early opening of the flowers has all the appearance of a large carnation, while the fully expanded bloom presents a flower with large reflexed outer petals while the center is composed of numerous short petals, curled and distorted in the form of a sphere. This is a vigorous grower, worthy of a place in every collection. (See illustration).

Lot 17, White marked with rose.

Lot 18, Deep red, semi-double, very large flower.

Lot 19, somewhat similar to Lot 16.

Lot 20, somewhat similar to Lot 21.

Lot 21, Name unknown. A glorious semi-double variegated, flowers 4 to 5 inches in diameter, heavily veined with light pink and rosed stripes on very large white petals that are concaved with reflexed edges. Some of the many stamens in the center are partly transformed into petals. Blooms in January and part of March. This is an entirely distinct variety, different from all other semi-double. While not recommended as a plant to be grown for cut flowers, it is a novelty worth growing in a greenhouse or conservatory with the rarest sorts of double Camellias.

Lot 22, Name unknown. A pure wax-white, full double, flowers 3 inches in diameter, graceful, concaved reflexing petals, of beautiful form in all stages of development. This magnificent variety of pure white blooms freely in January and February. A very desirable camellia to be grown for cut flowers. Unfortunately stock will be very scarce for several years, as the parent plant was badly damaged by an accidental fire.

Lot 23, Name unknown. A variegated white with some petals clear rose, others having splotches of light rose on white background. Petals convexed and slightly reflexed, full double rosette flower, 3 inches in diameter, and of depressed form. A very pretty Camellia blooming in January and February.

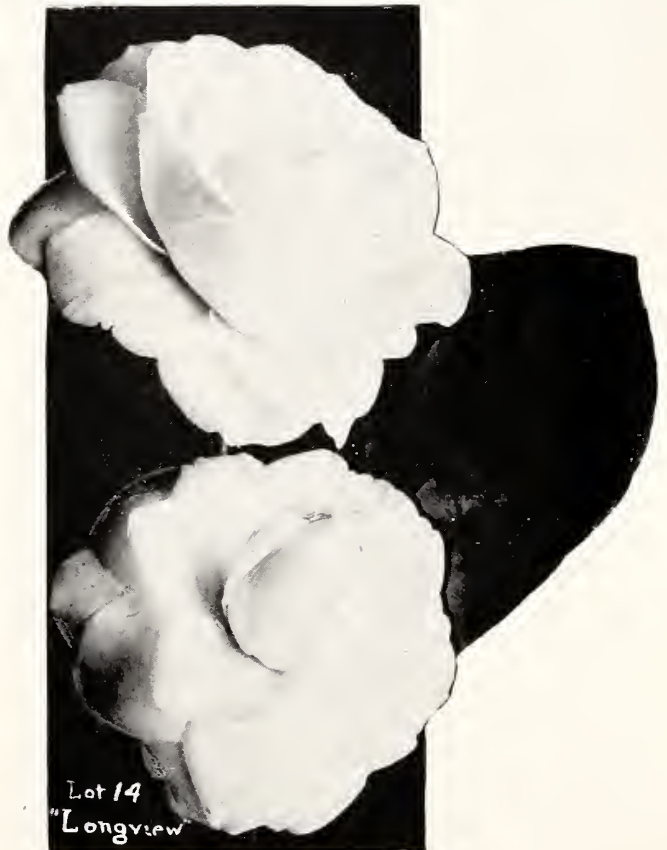
Lot 24, Name unknown. A bold, stately white flower, 3 inches and larger in diameter, well built, and splendidly formed, with broad reflexing guard petals, a high globular, compact center, composed of numerous small petals. Outer petals occasionally marked with a few spots of rose pink. This variety produces an abundance of exquisite flowers from Christmas through January, and it is a strong vigorous grower. A very fine garden camellia as well as a conservatory type, or cut flower type.

Lot 25, Name unknown. A milk white, wax-like, full double, large, closely depressed form of flower, 3½ inches in diameter, imbricated, sometimes showing a few stripes of pink on outer petals. This Camellia has the largest foliage of any we propagate. Some of the leaves are 3 inches broad by 6 inches long. Buds very large, blossoms exquisite, one of the most rapid growing varieties, and flowers abundantly in January and February. A companion plant to Lot 14, and a splendid variety for greenhouse culture.

Lot 26, Name unknown, flowers deep rose, full double, 3½ to 4 inches in diameter, slightly concaved petals which are numerous and imbricated. Form of the flower depressed, reminding one of a water lily. A splendid companion camellia to Lot 3. This is an enormous, stately flower. The parent tree is a remarkable vigorous grower, blooming freely from the last of December through to March. Should be in every conservatory where finer types of Camellias are grown, and among all outdoor grown collections. (See illustration below).

Lot 27, Name unknown, flowers similar in structure to Lot 26, but a vivid rose pink, and has fewer petals, some of which are occasionally marked with narrow stripes of white. It is truly a charming variety of Camellia.

Lot 28, Said to be CHALMER'S PERFECTION, a vivid shell pink, wonderfully brilliant wax-like flower, 3 inches in diameter, fully double, numerous incurved cup





shaped imbricated petals, beautifully formed and perfectly symmetrical in every way. Everyone admires this exquisite variety, and we would not want to be without it. One of the old favorites, and it is a glorious Camellia for cut flowers, conservatory or outdoor planting in mild wintered sections. It is very florescent, compact, vigorous grower, blooming from early December until March. Illustration greatly reduced.

**Lot 29, Name unknown.** A very pretty peony type variegated, of shell pink and white, having short stamens mixed among the loosely arranged large, curled petals. Flowers 3 to 3½ inches in diameter. Parent plant a thrifty grower and of free flowering habit. Blooms in February and March.

**Lot 30, Name unknown.** A peony flowering variegated, with deep rose petals, spotted and striped with white markings. Stamens with yellow anthers mixed among the petals. This is a splendid loose, graceful formation, free from stiffness or formality in its shape. Flowers 3½ inches in diameter; blooms the latter part of January and February. The parent plant is compact, well branched and has been thriving in full sunshine on a raised bed for many years.

**Lot 31, Name unknown.** A full double, deep cherry color, somewhat similar to Lot No. 1, in color and formation, but outer petals are reflexed and veined with darker shades of red, while center petals are incurved, making a more pleasing and fuller form of flower. Reminds one of the old fashion cabbage rose. Flowers 3 inches and larger in diameter. Blooms in January and February. This is a grand variety of Camellia for greenhouse or outdoor culture, on account of its vigorous growing and flowering constitution. (Illustrated on outside cover page).

**Lot 32, Name unknown,** a splendid large flowering peony type variegated, pink predominating color with white spots appearing on petals. Flowers 3½ to 4 inches, petals large, curled and ruffled, and a few short stamens intermixed among the petals are visible when blossoms are fully expanded. The parent tree often produces a number of double flowering beautiful sports, entirely distinctive in color, formation, and size from those described above. Blooms from early part of January through February. This is a strong, sturdy grower variety, growing in full sunshine, and it is highly commended for landscape planting in mild wintered sections or for conservatory culture.

**Lot 33, Name unknown.** An exquisite delicate pink, 3 inches and larger in diameter, full double, with numerous solid, compact, curled and rolled petals. It is one of the most magnificent Camellias we propagate. The parent plant was purchased in 1860, and while growing in full sunshine without protection, it blooms freely from the latter part of December through February. This Camellia should be in every collection of the more choice varieties. (See illustration).

**Lot 34, Name unknown.** An enormous bold, stately peony type flower, 3½ to 4 inches in diameter, formation is somewhat like Lot 30, but petals are smaller and more numerous, and form more of a sphere. This is an excellent variegated; background of petals are deep rose, spotted with white, and short stamens are intermixed with the petals. Flowers from Christmas through February. This Camellia ranks among the best of variegated type. (See illustration).

**Lot 35, Name unknown.** A small full double variabilis type, of which hardly two flowers are alike in formation or color, on the two parent trees we propagate from. They are 2½ inches and larger in diameter, blooms late in January and February, and carry flowers from pure white to deeper shade of pink with occasional variegated flowers. A strong grower and a real novelty for one who delights in surprises.

**Lot 36, Name unknown.** A magnificent variegated, peony shaped flower, 3 inches in diameter, of beautiful form



both in the half developed as in the fully developed bloom. The large twisted and curved pink petals, are spotted and striped with rose markings. Short stamens appear among the petals of the flowers that have fully developed. The parent plant while quite old does not show signs of being a vigorous grower of free flowering variety. We attribute this mostly to the fact that until lately, it has been impoverished, for want of fertilization. Blooms in December and January.

**Lot 37, LADY HUME BLUSH**, without exaggeration a perfect type of flower in every way, form, color and time of flowering. A delicate flesh color, full double, more than 3 inches in diameter. Blooms from the early part of December through January. This variety was introduced from China in 1846, and we propagate from a tree that has been in one family for more than 60 years. It is a superb variety of Camellia for conservatory, for cut flowers or for outdoor planting where the winter weather is mild. (Illustration on following page).

**Lot 38, Name unknown.** A distinctive rose formed variegated flower, with numerous compact, erect formed petals, mostly white, and some spotted with clear deep rose and cherry, and occasionally a whole petal is rose colored with a white spot. Flowers 2½ inches in diameter, blooms in January and February. This is another dainty form of Camellia, worthy of a place in every collection.

**Lot 39, Said to be WILDERII**, which it resembles very much, in the description and colored illustration published in Transaction of Mass. Horticultural Society, Vol. 1, Part 2—1847. A full double, flowers 3 inches and larger, bright clear rose, numerous compact petals, arranged with exquisite regularity from the circumference to the center, a free flowering, sturdy upright growing sort, suitable for cut flowers, ornamental planting or for conservatory. Blooms in January and February, and is one of the easiest Camellias to grow. (See illustration).

**Lot 40, Variabilis peony type flower.**

**Lot 41, Identified as CANDIDISIMA**, a pure white, full double late blooming variety, similar in formation to Lot 6, ALBA PLENA. This variety was introduced from Japan to England in 1816 and remains one of the most magnificent, pure white, late varieties. Flowers 3½ inches or more in diameter, petals broad, a little crenated at the summit, and diminishing in width in proportion as they approach toward the center; bloom in February and March. Should be in every collection of the choicer varieties of Camellias.

**Lot 43, Name unknown** A deep red, late blooming variety, similar in formation to the pink Camellia Lot 11, but has more petals, and a splendid companion plant to this variety. Blooms in February and March; a vigorous, easy flowering type, recommended for use in landscape planting. The parent plant is probably fifty or more years old and is 15 feet high.

**Lot 44, Name unknown.** A distinct, full double form of variegated, late blooming variety, numerous slightly incurved cup-shaped petals, very light clear pink, with large blotches of white. Flowers 2½ to 3 inches in diameter, opening gradually in the form of a cup, and sometimes showing two sets of stamens among the petals, near the center of the flower. Blooms in February and March. A very desirable late blooming variegated.

**Lot 45, Name unknown.** Another late blooming variegated, full double, flowers 3 inches in diameter, having clear rose petals, striped and sprinkled irregularly with white. Blooms in February and March, but only a small percentage of the many buds fully mature or open on the parent plant. While those that open fully are beautiful, we can not recommend it at this time as a satisfactory flowering sort, until we have grown some of the young stock for several more years under greenhouse conditions.





Lot 37  
"Longview"



Lot 39  
"Longview"



Lot 50  
"Longview"

Lot 46, Early blooming clear cherry, rose form.

Lot 47, Name unknown. An early blooming, full double variegated, of variable habit. Flowers 2½ inches in diameter, blooms late in November through December and part of January. Has many compactly arranged petals in a depressed form; some flowers are rose color, while others are marked with white and pink. A desirable early blooming variabilis type of Camellias.

Lot 48, Name unknown. A late blooming white, rather loose, rose formation of petals, having occasional pink stripes on petals and showing a few short stamens. Blossoms 2½ inches in diameter, free flowering and sturdy growth. While this is a distinctive type of Camellia, we would not commend it as suitable for a cut flower or conservatory collection.

Lot 49, Name unknown. A large flower variegated, white predominates on very large petals, marked with rose pink, of splendid loose, graceful formation. Petals are broad, intermixed with stamens and arranged without order. Has less petalage than desirable in full double flowering varieties, but nevertheless a most appealing and stately flower, valuable for outdoor landscape work. Possesses a strong and vigorous constitution of a remarkable free-flowering habit. Blooms latter part of December, through February.

Lot 50, *Camellia Sasanqua*, a different species from the Japonica. We offer the variety, Snow on top of Mountain, double flowering, early blooming, snow white. Produces a marvelous abundance of magnificent flowers. One of the very few Camellias having a delicate fragrance. Blooms readily from latter part of November through Christmas and part of January. Has 40 or more petals and a few short stamens in petalous state. The dark glossy green foliage of this Camellia is much smaller than usually seen on Japonicas. This is a very rare and beautiful species that will appeal to those who wish something outstanding. It should be in every collection whether grown under glass or in mild wintered sections for planting. (Illustration made from a very poor photograph).

Lot 51, Name unknown, a deep cherry red, occasionally marked with a few white spots or blotches, 75 or more petals, diminishing in size from large guard petals to very small ones in the center. Peony formation, many stamens in center with vivid yellow anthers. An attractive flower, 3 inches and larger in diameter. Parent tree is vigorous, compact grower, always loaded with flowers. Blooms middle of January through February.

Lot 52, Name unknown, flowers 2½ inchse in diameter and larger, close rose formation with numerous white petals, having a suffusion of pink, sprinkled with specks and penciling of magenta striped. A late blooming, choice variety. Blooms in February and March.

Lot 53, Name unknown, flowers 3 inches in diameter, petals in compact rose formation, very light cherry pink background, marked with rose stripes and blotches. A desirable companion flower to Lot 52. A vigorous grower and a beautiful flower, blooming the latter part of February and March.

Lot 54, Name unknown, a light clear, satiny rose, occasionally marked with trace of white, flowers 3 inches in diameter and larger. The guard petals of some flowers are slightly reflexed, loosely imbricated in the form of a depressed rose, while most of them are of different formation, having 15 or more large guard petals, with center composed of 50 to 70 narrow ruffled and rumpled compactly arranged petals in the form of a depressed sphere. A beautiful flower of soft color, desirable for growing under glass as a cut flower, as buds are usually on long stems. Also suitable for outside planting in mild wintered sections. Very free flowering from first of January through to February.



Our watermelon pink Azaleas, Lot 5-A, are propagated from these shrubs.

# AZALEAS

With few exceptions the Azaleas, propagated at "Longview", are of the older types of Indica, semi-hardy, large flowering varieties, which grow so luxuriantly in this latitude.

During the months of February, March and April, tourists from many sections visit Mobile county to feast their eyes on the glorious riot of colors, displayed on these plants.

Azaleas are to Mobile what Cherry blossoms are to Japan. Hardly a home in the city of Mobile or county is without one or more of these beautiful shrubs. And they grow like natives, in this vicinity.

At least 100,000 azaleas were propagated in 1927 for the local market, which may give some idea of their popularity on the Gulf Coast.

While these plants are used as out-door ornamentals, and are often seen in shrubs 10 feet and larger in diameter, entirely covered with flowers, hiding both foliage and branches, the young plants, well grown, make excellent pot plants for the florist trade.

It is the young pot plants we specialize in producing for the wholesale market.

Following is a brief description of the color, natural period of blooming, size of flowers and character of growth. These azaleas are very easy to bring into flower, in a cool greenhouse. Plants remaining unsold at end of season should be pruned back after flowering and grown on, outdoors, until fall, making more valuable specimens for the following season.

In addition to the azaleas listed, we have in small quantities many other colors of Indica varieties and Kurume azaleas, in pots, up to 10 inches. We are growing a lot of young hybrid Indica seedlings that will be ready for marketing in 1930.

Brief cultural suggestions accompany all shipments of Azaleas and Camellia Japonicas.

**Lot 1-A, PURE WHITE**, Variety ALBA INDICA, large single flower, pure white, profused bloomer. Hardy as far north as New York. A tall grower, with foliage distinct from all other azaleas.

**Lot 2-A, RUFFLED WHITE**, Name unknown, large single flower, edges of petals gracefully ruffled, otherwise similar to Alba Indica.

**Lot 3-A, LIGHT PINK**, Name unknown, large flowers, clear light pink, a symmetrical growing plant, reaching large dimensions when grown in the open in this section. Blooms abundantly, mid-season.

**Lot 4-A, SALMON PINK**, Name unknown, large single flowers with delicate salmon pink petals, tipped with white and veined with deeper pink. An exquisite coloring always admired. Of compact growth, free flowering in March.

**Lot 5-A, WATERMELON PINK**, As the name implies, the coloring of this large flowering azalea reminds one of a juicy, ripe, watermelon. It is pre-eminently the most popular variety for outdoor planting at Mobile. The colored illustration of the two large watermelon pink azaleas at the entrance gate of one of my neighbors, fails to portray the rare beauty and grandeur of these plants, when in bloom.

A strong vigorous grower in the Gulf Coast section, blooming in March and part of April.

**Lot 6-A, DEEP ROSE**, Name unknown, very similar to the Watermelon Pink, but flowers are slightly deeper shade, and blooms 10 to 15 days later. There is one plant of this variety within two miles of our place, known to be 67 years old, and it produces a wealth of flowers each spring.

**Lot 7-A, FLAME PINK**, variety GEORGES FRANC. An early large flowering, profused bloomer, flame pink, sometimes described as bright rose, with deep carmine spots. Medium growth.

**Lot 8-A, VIVID CRIMSON**, Variety PRIDE OF DORRING, tall growing, late blooming, a variety considered one of the best of its color 40 years ago. An outstanding brilliant azalea, always in demand.

**Lot 9-A, BRIGHT CARMINE**, Variety HINODEGIRI, produces a solid mass of blooms early in the season and retains the flowers for a long period. Hardy as far north as New York. Not as vigorous a grower as the Indica azaleas and has much smaller flowers and foliage. In the fall and winter the foliage assumes a copper red color, adding to the beauty of the shrub. Our plants are grown from cuttings.

**Lot 10-A, BRICK DUST**, Large single flowers, vigorous upright grower, late blooming. A popular and attractive variety in this section.

**Lot 11-A, ORCHID**, Name unknown, but one of the desirable very early blooming large flower varieties, of exquisite orchid shade. A tall growing species.

**Lot 12-A, LAVENDER PINK**, variety PHOENICEA, large lilac pink flowers, tall growing, late blooming, very vigorous growing. For outdoor planting along the Coast, this variety can be grown under full sunshine.

**Lot 13-A, PURPLISH CARMINE RED**, variety OMURASAKI, larger flowers than Lot 12-A, blooms rosy red with purple hue, a spreading strong grower, medium to late flowering.

**Lot 14-A, VARIEGATED**, variety VITTATI FORTUNII, flowers 3 inches and larger in diameter, white with lilac and purpleish pink stripes. Erect grower, blooming intermittingly from September to March according to the weather. This is another of the very old azaleas known to the trade for more than fifty years.

**Lot 15-A, VARIEGATED**, variety IVERYANA, one of the old named sorts, popular 40 years ago. Flowers white, penciled and spotted with rose, variable, medium growth. Late blooming.



# Regal Lily Bulbs and Seeds

Regal lilies at "Longview" are arrayed in all their glory by Mothers Day, growing outdoors in unprotected beds. We hand pollinize the flowers at this time, and by the latter part of August, gather plump seed having high germinating qualities.

In season we offer these seed, young seedlings for lining out and firm bulbs, up to eleven inches in circumference. With all orders for \$5.00 or more, an 18-page bulletin is furnished covering the culture of this lily from seed to finished flower and bulbs.

## ENTRANCE TO JAPANESE GARDEN

Nestled on a hillside at "Longview" and screened from view of the casual visitor by oaks and native pines, can be found the charm of an oriental garden.

Since 1917, this garden, occupying more than an acre, has been our trial grounds for many exotic plants.

In early spring the flowering Japanese cherries vie with the azaleas for grandeur in color.

The Gate or sign over Torri entrance gate reads:

"The kiss of the sun for Pardon,  
The song of the birds for mirth;  
One is nearer God's heart in a garden  
Than any place else on earth".



GATEWAY TO INNER  
SHRINE

One of my Japanese neighbors, a nurseryman, brought the children to "The Garden of Content", to see Buddha, inscrutable God of the East.



"Worship this God as though this God was here  
If you worship not, the God won't care."

This inscription appears over the Torri gateway leading to the reproduction of the famous Daibutso of Kamakura, at "Longview".

Our Buddha is six feet high, and weighs, including foundation, approximately three tons.

## POTTED AZALEAS AND CAMELLIAS

Photographic illustration of 2-inch potted Azalea on extreme left, shows average growing size azalea stock offered in this catalog at time of publication. Within 60 days this size will be much larger. The 3-inch potted Azalea is one of Lot 6-A, DEEP ROSE, variety, 8-12 inch, as offered in price list. The leaf buds on 2½ inch potted Camellia Japonica are swelling and within a short time this size plant will form new wood and foliage making a branched plant, attaining a height of one foot this summer.

Four inch potted Camellia Japonica on the right was taken from a lot of mixed colors, 12-18 inch size. The buds on this plant opened three days after being photographed, developing two white flowers four inches in diameter, and proved to be Lot 14, as illustrated in this catalogue.

We sell only pot grown, greenhouse stock.



### HEED THIS SUGGESTION

Dues as low as \$2.00 annually entitle members of the Massachusetts Horticultural Society, (Established 1829) to borrow books by mail from one of the most extensive horticultural libraries in the U. S.

The members receive, without additional charge, each issue of HORTICULTURE ILLUSTRATED, published twice a month, also the Year Book, issued annually, and containing valuable information.

Through the generous help of the library, we have secured much valuable information on Azaleas and Camellias, from books borrowed, unobtainable elsewhere and out of print for many years. Our membership has been worth many times its small cost.

Any person properly endorsed may become a member by paying the modest fee of two dollars a year or fifty dollars for a life membership.

Address the Secretary today, for application blanks.

Boston,

Horticultural Hall,

Mass.

*"Longview"*

Country home of Robert O. Rubci, Jr.

Crichton, Ala.

*Azaleas*

*and*

*Camellia Japonicas*

POSTMASTER:

Return at once if undeliverable.  
Return postage guaranteed.





## Pot-Grown Camellia Japonicas for Immediate Delivery

Lot No.	Name or Description	Height Inches	Size Pots	Price Each
1	Sarah Frost, rose flower, crimson-----	4-8	2½	\$ .40 or \$38.00 per 100
1	Sarah Frost, rose flower, crimson-----	12-15	3-3½	.75
1	Sarah Frost, rose flower, crimson-----	18-24	3-3½	1.50
1	Sarah Frost, rose flower, crimson-----	24-30	3½	2.00
1	Sarah Frost, rose flower, crimson-----	24-30	5	3.50 (branched)
3	Variable, full double, white to pink-----	12-15	3½	3.00 (very rare)
4	"Fimbriata alba," double white-----	12-15	3	2.00
6	"Alba plena," old favorite double white-----	15	3	2.00
9	"Chandlerii," very large variegated-----	15	4	2.00
9	"Chandlerii," very large variegated-----	10-12	3-3½	1.50
10	Brilliant rose pink full double-----	10-12	3½	1.00
13	Variegated peony flower-----	10-12	4	1.00
13	Variegated peony flower-----	20-24	5	3.50
14	"Duches d'Orleanse double white-----	10-12	3½	1.00
15	"Prof. Sargent," deep red-----	18-24	4	3.50
15	"Prof. Sargent," deep red-----	8-10	2¼-2½	1.00
16	Deep crimson, full peony flower-----	18-24	4	3.00
16	Deep crimson, full peony flower-----	12-18	3	2.00
25	White, full double, vigorous grower-----	18	4	2.00
25	White, full double, vigorous grower-----	10-12	2¼-2½	1.00
26	"Pope Pious IX," full double deep rose-----	18	3½	2.00
28	"Chalmer's Perfection," some budded-----	20-24	4-5	4.00 (branched)
30	Peony flowered, variegated-----	10-12	4	1.00
31	Deep cherry, full double-----	24-30	5	3.50
32	Large peony flower, variegated-----	10-12	3	1.00
33	Delicate pink, full peony flower-----	18-24	4-5	3.50 (very rare)
34	Bold peony, variegated-----	15	3½	1.50
37	"Lady Hume's Blush," very rare-----	10-12	3-3½	2.50
41	"Candidissima," late full double white-----	12	3	2.00
43	Deep red, late flowering peony type-----	12	4	2.00 (well branched)
44	Delicate clear shell pink, late flower-----	12-15	3½	1.50
45	Late flowering full double variegated-----	30-36	5	4.00
50	"Snow on Top of Mountain," very early double white, 130 petals, blooms freely November and December, vigorous grower-----	8-10	2¼	.75, 10 for \$ 7.00
50	"Snow on Top of Mountain," budded plants---	12-18	3	2.50, 10 for 22.50
50	"Snow on Top of Mountain," not budded-----	12-18	3	2.00, 10 for 18.00
53	"Compte de Comer," full double-----	12-15	4	1.50
54	Satiny rose, free flowering double-----	10-12	3	1.00
55	"Harlequin," very full double peony-----	18	3½	3.50 (very rare)
56	Similar to Lot 55 but is darker in color and more than 300 petals-----	18-20	4	3.50

The above prices cancel all previous quotations.

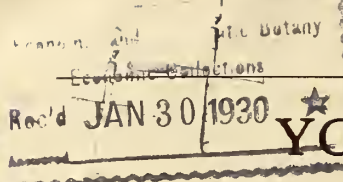
Prices are net, subject to prior sale, f.o.b. Mobile, Alabama, packing extra at cost. No charge for packing if check accompanies order.

This list represents only a small percentage of the quantity and varieties of Camellias grown, and on hand at "Longview."

Make Checks Payable to

"Longview"

Crichton, Ala.



# YOUR GUARANTEE AND OURS

Here's proof that you, too, will be well pleased with each purchase from "Longview."

Hundreds of orders have been shipped each season, and not a disappointed customer to date. You get full value for every dollar invested in Azaleas and Camellias, for each order receives intelligent personal service at "Longview."

## NOT A KICK IN A CARLOAD

## WITH APOLOGIES TO Old Gold

So. Car.

March 11, 1929.

"That shipment (carload of Azaleas and Camellias) reached Charleston Friday evening and the car was placed for unloading Saturday; so the entire lot was here in good condition Saturday."

Pennsylvania May 28, 1929.

"I received the Azaleas in the best of condition, and in regards to the packing, I consider your method the best I have ever received from any concern since I have been in the florist business."

Florida May 3, 1929.

"The Azaleas came in perfect condition and we are pleased. That's the most perfect packing we have ever observed."

Florida August 27, 1929.

"The Camellias received in splendid shape. I want to thank you for the exceptionally good packing."

New Jersey April 26, 1929.

"In all the 20 years we have been ordering and growing fruits and flowers, never have we received plants so beautifully packed, arriving in such wonderful condition, as the box of Azaleas."

California May 2, 1929.

"Received Azaleas and they were in first-class condition. Not one was wilted. They certainly were well packed as they stood the trip well."

Florida May 9, 1929.

"I received the Azaleas. It is needless to say that they arrived in fine condition. Your packing cannot be improved upon."

Florida December 5, 1928.

"I was delighted yesterday to receive my Camellias, and even more delighted when I unpacked the plants. They are the finest plants I have ever bought in the South. I appreciate your wonderful packing."

Georgia April 25, 1929.

"The Azaleas arrived in splendid condition. They couldn't have been packed better."

Louisiana April 25, 1929.

"I have never seen Azaleas better or lighter packed. These wonderful little plants arrived yesterday."

## EVERY BUYER FROM THE ATLANTIC TO THE PACIFIC, A SATISFIED CUSTOMER

Louisiana June 26, 1929.

"You will please pardon this late report as to receipt of the Azaleas. They came in perfect condition, fully up to "Longview" Standard; in other words, perfect."

New Jersey April 6, 1929.

"The Camellias arrived this morning in perfect condition, as they were certainly very well packed."

Georgia November 13, 1928.

"I am delighted with the Camellias."

California June 12, 1929.

"The Azaleas reached me in splendid condition."

Connecticut December 2, 1929.

"I will let you know I have received my Camellias in good condition."

Mississippi April 23, 1929.

"The Azaleas and Camellias that I ordered from you arrived yesterday in splendid condition, which was to be expected, considering the scientific manner in which they were packed. I was very much delighted with the sturdy little plants."

Virginia June 11, 1929.

"Please pardon delay in acknowledging receipt of Azaleas. These plants were received in perfect condition."

## DEAL WITH A SPECIALIST AND YOU ARE ASSURED OF BEING SATISFIED

Illinois December 3, 1928.

"Received Camellias in good condition and I am very much pleased."

Florida May 8, 1929.

"Azaleas arrived in perfect condition yesterday and I am delighted with them."

Louisiana May 22, 1929.

"The young Azaleas which you shipped us were received in good condition, and are doing fine."

Florida May 30, 1929.

"Azaleas arrived yesterday in perfect condition, plants fresh and healthy."

Virginia June 23, 1929.

"Your packing exquisite; by far the best I have ever seen."

North Carolina June 14, 1929.

"Received the Azalea plants today. They certainly were packed well and also in fine condition."

Lack of space does not permit publishing the large volume of favorable opinions received at "Longview" each year. Full names and addresses furnished on request.

### WE GUARANTEE

Safe delivery in first-class condition of every shipment anywhere in the U. S. except California. (We do not ship Camellias to California on account of Quarantine Order 10, Regulation 2.)

### WE GUARANTEE

Each plant to be true to description, marked with a weather resisting label.

### WE GUARANTEE

Each plant free from injurious insect pest and disease.

### WE GUARANTEE

You can grow the Azaleas or Camellias secured from "Longview" if the cultural hints are followed, accompanying shipment.

### WE GUARANTEE

You can not find a larger collection of fine commercial, double flowering Camellias anywhere in the entire U. S. A. than propagated at "Longview."

"Longview"  
Crichton, Ala.