

## **Historic, Archive Document**

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**1932  
PRICE LIST**

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**Wholesale  
Plants**

**BEDDING STOCK  
POT PLANTS**



**Deemer Floral Co.**

Member of F. T. D.

**Bowling Green, Kentucky**

## CAUTION!

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Do not put off until tomorrow that order which should be placed today. Too often, customers are badly disappointed by waiting until certain varieties are sold out—thus receiving only a partially filled order.

To insure good service on Rooted Cuttings, it is very necessary to place your order in advance. This, again, often saves the disappointment of a half-filled order.

Chrysanthemum orders should be booked at once upon receipt of this price list. Do not wait until the rush of late spring comes on. Make your reservations now.

**Deemer Floral Company**

## ***OUR SPECIALTY***

### **Rooted Cuttings and 2 $\frac{1}{4}$ -Inch Pot Plants**

We Grow These in Immense Quantities and Can Make Prompt Shipments.

## ***OUR GUARANTEE***

We guarantee all cuttings, plants, and bulbs we send out to be in a growing condition and properly packed as light as possible to secure safety, but we give no warranty, expressed or implied, as to description, quality, productiveness, of any seeds, bulbs or plants we send out and we will not be in any way responsible for the crop.

## ***TERMS—CASH WITH ORDER***

### **NO PACKING CHARGES**

Our prices are as low as good, clean plants can be sold. The only way that we can maintain these low prices is to adhere strictly to the rule of CASH WITH ORDER. Goods desired C. O. D. must be accompanied by one-fourth value remittance with order to guarantee acceptance. No less than 25 of a kind at the 100 rate. For less than 25, add 20% to list price.

**DEEMER FLORAL COMPANY**

## *Ageratum*

	Per 100	Per 1000
<b>Stella Gurney</b> —Best standard variety; 10 to 12 inches high, compact and bushy.		
Rooted Cuttings .....	\$1.00	\$ 9.00
2¼ inch .....	3.00	28.00
<b>Fraseri</b> —A splendid new variety which flowers freely—a solid mass of blue dwarf habit.		
Rooted Cuttings .....	2.00	.....
2¼ inch .....	4.00	.....

## *Alternantheras*

Bright foliage plants of dwarf habit. Used extensively for edging and design bedding.

<b>Aurea Nana</b> —Bright yellow foliage, standard variety.		
2¼ inch .....	\$3.00	\$28.00
<b>Paronchoiodes</b> —Orange red to crimson; a desirable dwarf variety.		
2¼ inch .....	3.00	28.00

## *Asparagus*

Every florist has a corner which can be used to advantage for growing greens.

<b>Plumosus</b> —Primarily a decorative green, but should be carried in small pots for making up fern dishes, window boxes and plant baskets.		
2¼ inch .....	\$5.00	\$48.00
<b>Sprengeri</b> —A long pendant growth, for many purposes superior to plumosus.		
2¼ inch .....	4.00	38.00

## *Begonias*

### SMALL FLOWERING OR BEDDING SORTS

These beautiful plants bloom all year around, fine for pot plants at Xmas, or good bedding stock.

<b>Chatelaine</b> —Supreme.		
2¼ inch .....	\$5.00	\$48.00
<b>Luminosa</b> —Red.		
2¼ inch .....	5.00	48.00
<b>Prima Donna</b> —Pink.		
2¼ inch .....	5.00	48.00
<b>Norwood</b> —Red.		
2¼ inch .....	5.00	48.00

### LARGE, FANCY LEAF TYPES

Easy to root, a paying crop for the small florist.

<b>Pres. Carnot</b> —Large, brownish leaves, with bright carmine flowers, in clusters.		
2¼ inch .....	\$8.00	\$75.00

## Begonias

(Continued)

	Per 100	Per 1000
<b>Otto Hacker</b> —Great clusters of coral-red flowers, large green pointed leaf.		
2¼ inch .....	8.00	75.00
<b>Thurstonii</b> —Large glossy green leaf, reddish underneath, flowers pink cluster.		
2¼ inch .....	8.00	75.00
<b>Argentea Guttata</b> —Bronze foliage, silver spotted, with creamy white flowers.		
2¼ inch .....	8.00	75.00
<b>Corallina de Lucerne</b> —A wonderful new fancy leaf type—rich green leaf spotted white and reddish bronze underneath—beautiful red flower—a choice plant.		
2¼ inch . . . . .	8.00	75.00

## Chrysanthemums

The varieties listed below are arranged in sequence as to blooming time. We grow only standard or commercial varieties which appeal to both the large and small grower. Dates given are based on plantings made in May, June and July. Naturally, the heat of summer in different localities will alter the time of date of bud. Approximations only can be given.

The Mistletoes can be held through into January by securing late cuttings. This is decidedly profitable when the shortage of flowers after Xmas is considered.

### WHITE

	Date of Bud	Per 100	Per 1000
<b>Smith's Advance</b> —A large flower, which takes preference over all early Whites. Blooms Sept. 15.	Aug. 5		
Rooted Cuttings .....		\$3.50	\$30.00
2¼ inch .....		5.00	45.00
<b>Estelle or Polly Rose</b> — A solid flower, easy to grow, popular with the trade. Blooms Oct. 5-10.	July 15		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Quaker Maid</b> — A large, pure white flower. Cuts early in October. Very desirable for commercial grower.	Aug. 27		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

## Chrysanthemums

(Continued)

	Date of Bud	Per 100	Per 1000
<b>Silver Sheen</b> — Fine, incurved form, pure white color. A good keeper. Matures October 20.	Aug. 30		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Snow White</b> —An incurved form, large flower and pure white in color. Matures about October 25.	Sept. 5		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Oconto</b> —Early mid-season. A white Japanese incurved—rigid stem. Blooms Oct. 25.	Aug. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Betsy Ross</b> —A good producer of perfect blooms, incurved form and pure color—not confined to a definite date. Blooms Oct. 25.	Aug. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Chas. Rager</b> — Incurving form flower much like Bonnaiffon—foliage perfect. One of the best for commercial growers. Blooms Nov. 15.	Aug. 20		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Lynwood Hall</b> — A late white. Noted for its purity of color. Blooms Nov. 15.	Sept. 10		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>White Frick</b> —A fine, late incurved bloom. Sport of Helen Frick. Good stem and foliage. Matures Nov. 25.	Sept. 10		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>December Gem</b> — Large spherical in form — strong stem, uniform in growth. Blooms Dec. 1.	Sept. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

## *Chrysanthemums*

(Continued)

	Date of Bud	Per 100	Per 1000
<b>Mistletoe</b> — A commercial variety — best late — can be held until Xmas. Blooms Dec. 5-30.	Sept. 30		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

### YELLOW

<b>Gold Lode</b> — Large golden yellow, maturing in early October. Good stem and beautiful foliage. A trade favorite.	Aug. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

<b>Celestra</b> —A very fine new variety. Yellow incurved, globular form. Take late terminal bud. Matures Oct. 12.			
Rooted Cuttings .....		4.50	40.00
2¼ inch .....		6.00	55.00

<b>Chrysolora</b> — A choice October bloom, beautiful color and heavy foliage. Considered by many the best early yellow. Blooms October 15.	Aug. 15		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

<b>Sun Glow</b> —A bright clear yellow incurved variety. Blooms Oct. 20.	Aug. 15		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

<b>Citronelle</b> — A fine light yellow, incurved form. Easy to grow. Blooms Oct. 25.			
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

<b>Richmond</b> —A decided favorite of mid-season for commercial growers. Its points are good color, stem and perfect form. Blooms Oct. 20 to Nov. 5.	Aug. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

## Chrysanthemums

(Continued)

	Date of Bud	Per 100	Per 1000
<b>Golden Glory</b> —A good incurved yellow. Four feet high. Best on late bud. Makes good pot plant. Matures Nov. 5.	Aug. 25		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Gladys Pearson</b> — A beautiful flower. Petals are apricot, buff and orange in color. Large and showy with good foliage. Matures Nov. 20.	Sept. 30		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Sun Gold</b> —A good Thanksgiving yellow. Flower is double and large. Fine stem and foliage. Matures Nov. 20.	Sept. 10		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Celebration</b> — A good, deep yellow sport from yellow Eaton. Whittier and Celebration rank in late season as do Chrysolora and Tiger in early season. Blooms Nov. 5-25.	Sept. 10		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>Golden Mistletoe</b> — The commercial growers' late favorite. Can be held until Xmas. Fills the bill until winter crops come in strong. Blooms Dec. 5-30.	Sept. 30		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00
<b>PINK</b>			
<b>Angelo</b> —Can be grown as a pompon or large type by disbudding. Beautiful light pink, full and round. Blooms Oct. 10.	Aug. 5		
Rooted Cuttings .....		3.50	30.00
2¼ inch .....		5.00	45.00

## *Chrysanthemums*

(Continued)

	Date of Bud	Per 100	Per 1000
<p><b>Early Rose</b> — Rose pink shade which takes well with the trade — incurved form. Blooms Oct. 10-20.</p>	<p>Aug. 20</p>		
<p>Rooted Cuttings .....</p>		3.50	30.00
<p>2¼ inch .....</p>		5.00	45.00
<p><b>Justrite</b> — Incurved pink. Resembles Chieftain in flower and foliage. Matures Oct. 12 and later. A wonderful new pink, well worth a trial.</p>			
<p>Rooted Cuttings .....</p>		4.50	40.00
<p>2¼ inch .....</p>		6.00	55.00
<p><b>Pink Chieftain</b> — A globular incurved bloom, full and round — stem and foliage above criticism. Grows well under varied conditions. Blooms Nov. 1.</p>	<p>Aug. 30</p>		
<p>Rooted Cuttings .....</p>		3.50	30.00
<p>2¼ inch .....</p>		5.00	45.00
<p><b>Rose Perfection</b> — An improvement on its parent Chieftain. Good color, and keeps well. Blooms Nov. 5.</p>	<p>Sept. 10</p>		
<p>Rooted Cuttings .....</p>		3.50	30.00
<p>2¼ inch .....</p>		5.00	45.00
<p><b>Thanksgiving Pink</b> — Very popular late pink, rich dark color, uniform in size—take terminal bud. Blooms Nov. 15.</p>	<p>Sept. 15</p>		
<p>Rooted Cuttings .....</p>		3.50	30.00
<p>2¼ inch .....</p>		5.00	45.00

## *Pompons*

Commercial growers are noticeably favoring the Pompon variety more each year. They fill many orders on the florist's list—bunches for the table, funeral designs, and general decorative purposes. The cut

## Pompons

(Continued)

flowers can be moderately priced and yield a good financial return.

	Per 100	Per 1000
Rooted Cuttings .....	\$3.50	\$30.00
2¼ inch .....	5.00	45.00

### WHITE

**Irene**—Good early white flowers, 1¼ inches in diameter. Blooms Oct. 20.

**White Doty**—A sport from Lillian Doty—large flowers on long stems—best early white. Blooms Oct. 20.-Nov. 10.

**Helen Newberry**—Possibly the best and also the latest of white pompons. Unsurpassed for cut sprays. Blooms Nov. 15-25.

### YELLOW

**Golden Climax**—Very free and long stemmed—good for small grower. Blooms Nov. 1-20.

**Yellow Doty**—Large flower. Good producer. Blooms Nov. 1.

**Baby Button**—An excellent yellow, button type—good commercial variety. Blooms Nov. 15.

**Hilda Canning**—Small flower. Very attractive bronze. Blooms Nov. 15.

**Frank Wilcox**—(Mrs. Frank Beu)—A splendid Thanksgiving bronze-red. Pleases all growers. Blooms Nov. 30.

**Xmas Gold**—A December yellow, bright and clean. Deservedly popular. Button type. Blooms Dec. 5-25.

### PINK

**Edina**—Rose Pink. Best early pink for commercial use. Blooms Oct. 15.

**Lillian Doty**—The pink par excellence—large flower, and a good producer—early. Blooms Nov. 1.

**Little Gem**—As the name implies—a beautiful small pink flower—a good seller. Blooms Nov. 5.

**Western Beauty**—Deep rose pink—flower good size—the best late pink. Blooms Nov. 10-25.

## Anemones

	Per 100	Per 1000
<b>John A. Stuart</b> —A single bronze. Good standard variety. Blooms Nov. 1.		

**Izola**—A beautiful pink color. May be grown either as pot plant or for cutting sprays. Blooms Nov. 15.

**Garza Supreme**—A new white Anemone type with yellow center. Fine for dis-budding and pot plant. Late struck cuttings mature Jan. 15. With good foliage and stiff stem this plant is a winner.

Rooted Cuttings .....	\$3.50	\$30.00
2¼ inch .....	5.00	45.00

## Coleus

Rooted Cuttings .....	\$1.50	\$14.00
2¼ inch .....	3.00	28.00

**Beckwith Gem**—A maroon center, edged in greenish yellow. One of the best.

**Firebrand**—Bright maroon color.

**Defiance**—A light shaded coleus. Red center with broad yellow edge.

**Firebrand Sport** — Variegated maroon and light green. A strong plant of definite color.

**Queen Victoria**—Cardinal red with golden border.

**Trailing Queen**—Fringed leaf, pink to crimson, especially well adapted for window boxes, etc.

**Lyons**—A beautiful orange - red leaf, edged with yellow. A fine bedding plant.

**Lord Palmerston**—A popular bedding variety, with velvet, maroon center with dark crimson variation.

**Rainbow**—As name implies, a beautiful variegated coleus of brightest colors. Do not fail to include this strong grower in your list.

**Flamingo**—A deep shaded leaf, maroon in the center, changing to rose pink in outer leaf.

**Florida**—Deep red, velvet texture.

## *Feverfew*

Per	Per
100	1000

**Little Gem**—The very best variety for commercial growing—dwarf in form. 10 to 15 inches high and a perfect mass of blooms.

2¼ inch .....	\$5.00	\$48.00
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## *Geraniums*

Possibly the most important of all bedding plants. Our stock is all grown indoors, where it can be properly watered and kept free from disease. Hence, you are assured good strong plants, selected and uniform.

**Alphonse Ricard**—A beautiful double variety of bright vermillion shade; large tresses borne on long stems above a beautiful foliage.

2¼ inch .....	\$5.00	\$48.00
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**Beaute Poitevine**—A general favorite and considered by florists to be the best of semi-double geraniums of salmon color. Its beautiful pink shades into white.

2¼ inch .....	5.00	48.00
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**Barney**—Fine dark pink—double and extra good bloomer—part of every florists' geranium list.

2¼ inch .....	5.00	48.00
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## *Impatiens Sultani*

If you handle bedding stock, there is a call for Impatiens to fill shady places around homes with a mass of blooms.

**Red, Orange, Dark Pink, Salmon**

Rooted Cuttings .....	\$1.50	\$14.00
2¼ inch .....	3.00	28.00

## *English Ivy*

Ours is the true large leaf variety. A beautiful vine for covering walls, pillars, etc.

Rooted Cuttings .....	\$2.00	\$18.00
2¼ inch .....	4.00	38.00

## *German or Parlor Ivy*

A fast growing climber, splendid for hanging baskets and window boxes.

Rooted Cuttings .....	\$1.50	\$14.00
2¼ inch .....	3.00	28.00

## *Lantanas*

These plants will never be out of date for bedding stock—do well in hot sun and dry season outdoors. There is a fine selection in the following varieties:

	Per 100	Per 1000
<b>Jacob Shultz</b> —Bright, golden yellow which changes to orange-red.		
<b>Biencourt</b> —Pink.		
<b>M. Schmidt</b> —Red, orange and yellow. Very popular.		
<b>Leo Dex</b> —Red and orange variegated.		
<b>Francine</b> —Dwarf pink.		
<b>Weeping</b> —A beautiful drooping plant for baskets, etc. Produces large clusters of delicate lilac and rose pink flowers.		
2¼ inch .....	\$5.00	\$48.00

## *Petunias*

The most satisfactory of all annuals for bedding, window boxes and baskets. They flower early and last all summer. There is nothing so bright and cheerful as a bed of petunias.

### SINGLE FLOWER

<b>Rosy Morn</b> —Brilliant rose colored shade with white throat—the leader of all dwarf petunias.		
2¼ inch .....	\$3.00	\$28.00
<b>Balcony Rose</b> —Rose pink, semi-trailing habit, with mass of blooms.		
2¼ inch .....	3.00	28.00
<b>Balcony Blue</b> —Rich, velvet color—fine for window boxes.		
2¼ inch .....	3.00	28.00
<b>Giant of California</b> —Strong plants producing large ruffled flowers. All desirable colors.		
2¼ inch .....	3.00	28.00
<b>Ruffled Giant</b> —Extra large flowers in many colors—as name implies, ruffled and frilled at edges.		
2¼ inch .....	3.00	28.00
<b>Howards Star</b> —Crimson maroon flowers, having a white star in center.		
2¼ inch .....	3.00	28.00

## Petunias

(Continued)

	Per 100	Per 1000
<b>DOUBLE FLOWER</b>		
White—		
Double Rosy Morn—Pink.		
Puentes Double Pink.		
Vesuvius—Purple.		
Artus—White and purple.		
2¼ inch .....	\$5.00	\$48.00

## Salvia

The most gorgeous and effective of bedding stock. Its showy scarlet spikes are welcome on lawns, in beds or boxes.

**Bonfire**—Compact, two feet in height.

Rooted Cuttings .....	\$1.50	\$14.00
2¼ inch .....	3.00	28.00

**America**—This wonderful new *Salvia* will take favor over all dwarf varieties—free branching, producing a mass of scarlet spikes continuously during the summer.

Rooted Cuttings .....	\$2.00	.....
2¼ inch .....	4.00	.....

## Snapdragon

There is no question about the commercial possibilities of this beautiful plant. Always in demand as cut flowers and especially between Xmas and Easter. One of the best crops to follow Chrysanthemums. Our varieties are selected from the best seed and the plants are healthy, ready to bench.

**Cheviot Maid (Pink)**—

**Ceylon Court (Yellow)**—

**Roman Gold**—

**Philadelphia Pink**—

**White Rock**—

Rooted Cuttings .....	\$2.00	\$18.00
2¼ inch .....	5.00	48.00

## Thunbergi

(Black Eyed Susan)

The very best of showy climbers. Good for porch boxes or baskets. Flowers white, cream, yellow and orange, each with a black eyed center. A general favorite.

2¼ inch .....	\$4.00	\$38.00
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## Vinca Vine

Per 100      Per 1000

**Vinca Major Variegata**—A drooping vine of beautiful foliage which the florist seldom buys in sufficient quantities for the trade. No blooming plants in boxes or baskets are complete without vinca. A fern is doubled in value when dressed up with long hangers of vinca.

2¼ inch .....\$4.00    \$38.00

## Verbena

Verbenas are as popular as ever for bedding stock. We offer you a fine selection taken from the best strains. Sales are always good and our stock large.

**Red, Scarlet, Blue, White**

Rooted Cuttings .....\$2.00    \$18.00

2¼ inch ..... 4.00    38.00

**Beauty of Oxford—**

Rooted Cuttings ..... 2.00    20.00

2¼ inch ..... 5.00    48.00

## Wandering Jew

(Tradescantia)

A common but exceedingly useful plant for box or basket decoration. Every florist needs Wandering Jew to liven up the edge of the show benches and general decorative purposes.

**Tricolor**—Purple, scarlet and white.

**White and Green**—Striped.

Rooted Cuttings .....\$1.25    \$12.00

## Dusty Miller

(Senecio Leucostachys)

An erect, tall-growing, heavily branching type displaying a close network of skeleton leaves, silver white at all times. A splendid unit in box or basket for contrast, besides its effectiveness in the summer border.

2¼ in pots .....\$5.00    \$45.00



## Flowering Plants

### Primula Obconica

True Mueller and Mohnstein strains. We use only selected seed and insure good healthy stock. The colors range from dark pink to carmine.

2¼ inch, ready for July delivery.....\$ 6.00 per 100

3 inch ..... 10.00 per 100

4 inch ..... 25.00 per 100

