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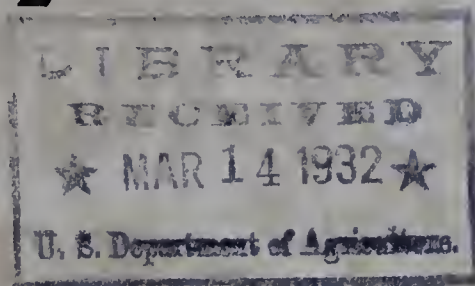
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Wholesale

Chrysanthemums

for FLORISTS' USE

1932



DELIVERY AS SOON
AS CUTTINGS ARE READY



ELMER D. SMITH & CO.,
ADRIAN, MICHIGAN

Read This Page of Instructions

HOW TO CARE FOR PLANTS ON ARRIVAL

When plants have been transported considerable distance they often show the effects of such treatment, especially so if delayed in transit. When they have been packed three or more days their roots should be submerged in tepid water a few hours, this treatment will revive them sufficiently so they will be more likely to survive when planted out of doors or placed in pots. The moss may be removed or if the ground is dry it may be left intact and then planted, thus treated moisture will be conserved at the roots which will be very beneficial and may establish some that would otherwise be lost. It is also well to make the soil fairly firm near the plants which prevents rapid evaporation.

TO THOSE IN THE TRADE

This our 1932 wholesale catalog for those in the trade includes a very complete list of chrysanthemums. We have revised the descriptions and have added some cultural notes which we believe will make the catalog more complete. We have discarded some varieties which in our judgment have become obsolete or are surpassed by other newer ones.

During the past forty years we have disseminated over 500 varieties and from the large number of seedlings grown each year we endeavor to reserve those which show improvements over existing kinds. The present year we are offering twenty-two new chrysanthemums which we believe are worthy of every growers consideration. At least it is well to test out a few of these so as to know which are most serviceable and sufficiently desirable for future use. Chrysanthemums are the most popular autumn flowers we have and while the prices have been exceedingly low yet they cannot be entirely dispensed with. The public demands them.

During such times as these when ready cash is at a premium careful buyers will purchase what is considered necessary to meet their demands and only what can be paid for. Interest on indebtedness works day and night and on the other hand cash discounts add to our resources. It will be noted in our terms of sale that we are allowing 3 per cent discount for cash with order and 2 per cent for payment within ten days from date of invoice. Ten dollars used to pay accounts every ten days, which enjoy 2 per cent discount, will in the year earn \$7.20, which is better than any investment, that can be made at these times.

We appreciate the continued patronage of our customers and shall endeavor to have every order properly executed and delivered in a condition satisfactory to all.

Your early order will be appreciated.

Very respectfully,

ELMER D. SMITH & CO.

IDENTIFICATION OF FLOWERS

Each fall many friends and customers submit flowers for identification. We are always glad to be of assistance and are usually successful if the flowers are received in good condition.

Never send flowers in a letter, it is time wasted; send them with part of the stem and foliage carefully packed. The foliage very often indicates the name.

TERMS OF SALE

CREDIT—We allow thirty days to those of approved credit, 2 per cent ten days, or 3 per cent discount for cash with order.

We believe most florists are honest, but each year we have uncollectible accounts and to guard against such losses, we insist that unknown correspondents furnish satisfactory reference, otherwise orders cannot be accepted.

OUR RESPONSIBILITY—We hold ourselves responsible for, and shall gladly rectify such errors as omissions, miscount, and misaddressing shipments, should they occur.

We accept orders contingent to our ability to produce sufficient stock to meet the demands. All orders are filled in strict rotation.

We also agree to supply strictly first-class stock, packed in the most improved manner, and deliver to the Express Company or Post Office (whichever is designated by the purchaser), after which the plants travel at buyer's risk.

CLAIMS FOR DAMAGE—All claims for damages must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants frozen in transit, or injured by delayed deliveries or rough handling. According to law the transportation companies are the agents of the buyer and when goods are delivered in good condition to such agencies the shipper's responsibility ceases.

PARCEL POST—We favor the use of Parcel Post as far as practicable on small shipments as well as rooted cuttings and other light parcels, believing that when thus transported, there will be less cause for complaint, especially if sent Special Delivery.

OUR ENDEAVOR—It is our desire to please by shipping healthy, strong plants true to name, making prompt shipments, lightly but securely packed.

NO GUARANTEE—While we exercise the utmost care in executing all orders, to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms, they must be returned at once.

ELMER D. SMITH & CO.

NEW AMERICAN CHRYSANTHEMUMS FOR 1932

Originated by Elmer D. Smith & Co.

Commercial Section

Those interested in commercial varieties should not fail to avail themselves of the following sterling Novelties. They surpass existing kinds in their respective season.

Delivery as soon as cuttings are ready.



THE PEER—A light shade of pink with upper surface of petals similar to the pompon *Ermalinda* and the reverse side flesh color. Irregularly incurved form; flowers 7 inches in diameter and double from any bud. Height, four feet. Select bud August 30. Matures October 22.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.



SMITH'S SUPERLATIVE—A remarkably intense yellow, even brighter than Friendly Rival. Globular reflexed in form and possessing more substance than any other variety we know of. Flowers 6½ inches in diameter. Wonderful, strong, upright stem with lustrous, dark green foliage. Growth about five feet in height. Select bud August 25. Matures October 25. C.S.A. Certificate.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

Those who retail their own stock can with profit grow many varieties that are too fragile to be practical for the grower who consigns his stock. Some of the most beautiful flowers for arrangement are so constructed as to add greatly to the artistic effect.



KEYSTONE—An early bronze larger than Indianola and more decided in color when early buds are reserved. The upper surface of the petals is brownish, chinese orange; reverse side buff. Flowers 8 inches in diameter are double from any bud. Strong, upright growth, small foliage. Height, four feet. Select bud August 30. Matures October 22. C.S.A. Certificate.

**Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten, 25 at hundred rate.**

Requests for wholesale catalog or quotations should be made upon a printed letterhead or a business card should be enclosed to verify association with the trade.



REALITY—A very closely incurved variety and as its color is pink might be called Pink Bonnaffon. Slightly deeper in color than Chieftain with more closely incurving petals. Diameter of flowers 5 to 6 inches. Height, four feet from June planting. Good stem and foliage. Select bud August 5. Matures October 20. C.S.A. Certificate.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

We grow nothing but Chrysanthemums and are the only firm in America who devote their entire effort to this class of plants.

We have no agents, our catalog is our salesman.



GOLDEN TOPAZ—In color a close rival to Friendly Rival, being only a trifle lighter. Fine, upright growth and good stem and foliage. Height, four feet. Flowers 6½ inches in diameter. Select bud September 10. Matures November 10. C.S.A. Certificate.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

We do not accept orders from this catalog for less than \$2.00.

Smith's Chrysanthemums Manual leads to success. Price, \$1.50, post-paid. See page 15.

INTRODUCTIONS OF 1931

Ambassador - 1.50 per 10 - 12.00 per 100 - 100.00 per 1000

AMBASSADOR—Heralded as a very large early white but with us it did not mature until the end of October. Our plantings were June fifteenth and attained a height of two and one-half feet. Bud selected September first.

CHARLES W. JOHNSON—An exceedingly perfect incurved white of strong growth and good foliage. Flowers $6\frac{1}{2}$ inches in diameter and depth. We consider this a great improvement over Betsy Ross, which it resembles, as it matures at the same period, about October 25, with no imperfect flowers. Height, four and one-half feet. Select bud about September 10.

FLOYD GIBBONS—Very distinct and unusual in color. The outer edge of the upper surface of the petals is rose pink while the center of the petal is cream color and the reverse or lower surface is a light buff. Is of a high rounded, incurved form; has beautiful foliage and is of dwarf growth, about three and one-half feet. Flowers $6\frac{1}{2}$ inches in diameter by 5 inches in depth. Matures about November 8 from buds selected September 15.

OAK LEAF—A sport from the popular variety Gladys Pearson; darker in color as the name implies. Culture, bud and date of flowering are the same as the original.

PINK DELIGHT—Color, rosy pink, much brighter than Chieftain. Stem excellent and foliage well up to the flower. Form is reflexed; 6 inches in diameter by $4\frac{1}{2}$ inches deep. Height, four feet. Select bud about September 10. Matures October 25.



Oak Leaf



Floyd Gibbons



Smith's Early White



White Enchantress



Charles W. Johnson



Pink Delight

Yellow Gladys Pearson - 70¢ per 10 - \$4.00 per 100 - \$35.00 per 1000

SMITH'S EARLY WHITE—Of strong growth and good foliage; is really a magnified Smith's Advance. Flower 7½ inches in diameter and 5 inches in depth, outer petals reflexed and center incurved. Four and one-half feet when planted in May. Color, pure white. Select bud about August 10. Cut October 2.

WHITE ENCHANTRESS—We are pleased to offer a white sport from the well known variety, Smith's Enchantress. It is identical in every respect except color which is a pure white.

YELLOW GLADYS PEARSON—There were four yellow sports from Gladys Pearson offered last spring and we believe we have selected the best one of the four. It is identical in every way with the original except its color. Rooted Cuttings: \$2.00 per ten; \$15.00 per hundred; \$120.00 per thousand. Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

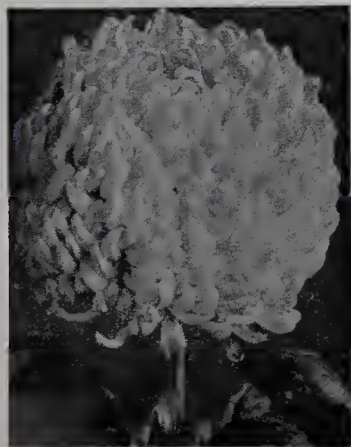
INTRODUCTIONS OF 1930

CAMILLA—A well rounded incurved white maturing October 18 from buds selected August 25. Height, five feet. Blooms six inches in diameter and four inches deep on good strong stem. We believe this variety will eventually supersede Silver Sheen.

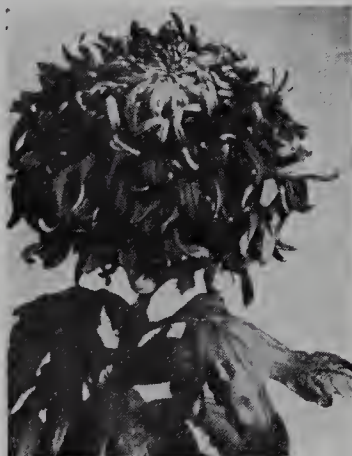
DORIANDA—A very early flower of Exhibition size. Color reddish bronze with golden reverse. Very much the same as Wm. H. Waite but flowers are a little more reflexed with incurved center. Buds selected August 25 and onward produce flowers from October 15 to November 1. Three feet in height with blooms seven inches in diameter.

MRS. H. E. KIDDER—An exceedingly early bright yellow. Very stiff, upright stem producing flowers 7 inches in diameter. Four feet in height from June planting. Ready to cut October 15 from buds selected August 25. We especially recommend this variety believing it is the best early yellow of recent introduction.

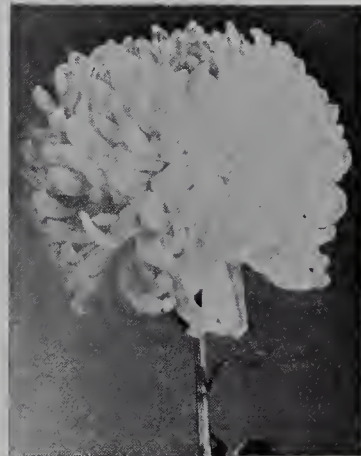
MRS. ALEX LAURIE—A very good incurved light pink. Does not mature until about November 15. Attains a height of about four feet with perfect stem and foliage. Flowers 6 inches in diameter. Do not select bud before September 20.



Mrs. Alex Laurie



Dorianda

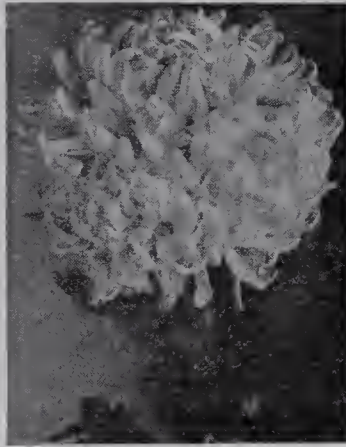


Camilla

Owing to the increased demand we have provided a large stock of the most popular standard kinds. Under these conditions we hope to be able to supply our patrons promptly with plants of the highest quality.



White Mistletoe Imp.



Thanksgiving Glory



Mrs. H. E. Kidder

THANKSGIVING GLORY—A late creamy white of rather dwarf growth maturing just right for Thanksgiving. Requires early planting. Very full incurved flowers but arrangement of petal is somewhat irregular. Good substance. Buds selected September 20 will produce one or two flowers to the plant 7 inches in diameter. Very heavy stiff stem.

WHITE MISTLETOE IMPROVED—This pure white Mistletoe is a sport. It has been propagated from a single plant the past three years and has been constant and true to color. The objectionable pink of the original Mistletoe has been eliminated. This new variety will be valuable to all seeking late flowering sorts.

Rooted Cuttings: \$1.25 per ten; \$7.00 per hundred; \$65.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; \$250 at thousand rate.

THE KINNEY PUMP

For applying liquid manure, this pump has no equal.

Remember that the water pressure does the pumping and that the flow of liquid fertilizer through the hose, diluted about one-half, is even and continuous as long as the liquid is reasonably clear and there is water pressure behind it.

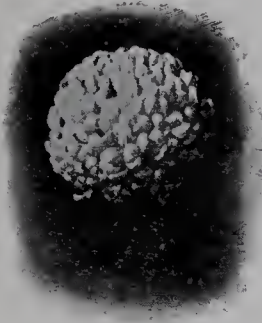
It will apply from 5 to 15 gallons of liquid fertilizer a minute. There is no waste. You screw the pump to the faucet, attach the suction hose (either one-half or three-fourths inch) to side of opening in pump, using rubber washer to make joint tight and put the end of hose in the barrel or tank of clear liquid manure. Then attach the three-fourths inch discharge hose (one-half inch hose will not answer here). The liquid manure follows, and will keep coming until the supply in the barrel or tank is exhausted—provided the liquid manure is reasonably free from coarse matter which would clog the pump. **\$2.60 postpaid.**

PLANTS FROM POTS

The prices quoted in this catalog are for good strong rooted cuttings. To those who desire potted plants we would suggest they place their order in advance so that the plants may be made ready and delivered at the desired time. It usually takes from five to six weeks from the time the cuttings are inserted in the sand before they are sufficiently established in pots for delivery. For potted plants there will be an increase of \$2.00 per hundred or \$15.00 per thousand over the price of rooted cuttings. This extra charge will cover labor in potting and packing.

STANDARD VARIETIES

EARLY



Throughout the catalog we have endeavored to give the height of the plants which is based on plants benched in June. If planted in May they will be a foot or more taller at flowering time and correspondingly shorter if benched at the end of July. Late propagated and planted stock is usually somewhat retarded as to flowering date. This section comprises those varieties which flower before October 25. If buds are not formed at the dates given reserve the first that appear thereafter.

CHARLES RAGER—A pure white incurved 6 inches in diameter and while it is surpassed by many of the newer varieties yet it is still in demand among certain growers. Date of bud August 20. Height, four feet. Matures October 25.

CHRYSALORA—(Introduced by us, 1911.) The best yellow for early October. Fine incurved form with perfect stem and foliage. Height, four feet. Date of bud August 15. Flowers 7 inches in diameter or mature about October 15. This is the variety seen on the market early in September and is produced in California.

DETROIT NEWS—(Introduced by us, 1926.) In normal seasons this variety matures October 25, and is best of its color (bronze) at that season. At first develops as an incurved showing its golden reverse, then gradually reflexes, presenting more of the bronze tone. Wonderful substance and keeping qualities either cut or uncut. Will last longer than most varieties. Select bud August 30. Blooms 6 inches in diameter. Height, four feet.

EARLY MONARCH—(Introduced by us, 1929). The largest white to mature by October 10. High rounded flower of pure glistening white, 8 inches in diameter. Select bud August 15 to 20. Height, four feet.

GOLD LODGE—A very early yellow variety maturing early October. Secure bud August 15 and onward. Blooms 6 inches in diameter; height, three and one-half feet.

GOLDEN GLORY—A good mid-season yellow for commercial growers. Will produce blooms six inches in diameter. Select bud August 25 and later. Matures October 20. Height, four feet.

GOLDEN GLOW—(Introduced by us, 1908). A bright yellow with good stem and foliage. Height, three and one-half feet. Date of bud July 10. Blooms 6 inches in diameter may be had from August 15 to October 20 if planted in succession and first bud secured.

GOLDEN QUEEN—(Introduced by us, 1915). A bright yellow of perfect incurved form. Double from any bud. Height, three and one-half feet. Date of bud August 10. Flowers 7 inches in diameter mature between Golden Glow and Chrysalora.

GOLDEN WAVE—(Introduced by us, 1929). Decidedly incurved in form, brighter yellow than Richmond. Matures October 20. Excellent stem and foliage. Select bud about September 5. Diameter, 6 inches. Height, three and one-half feet.

GOVERNOR GREEN—(Introduced by us, 1928). A very large crimson with reverse of petals old gold. Heavy stem and wonderful foliage. The best flowers, 8 inches in diameter, are from buds selected August 15 and are fully developed October 15. Height, three feet.

HILDA H. BERGEN—Originally described as maturing October 10 but with us does not flower until about the 25th and is from 4 to 5 inches in diameter. Select bud September 10. Height, three and one-half feet.

INDIANOLA—An early bronze, 7 inches in diameter, maturing October 10 to 15 from buds selected August 5. Early planting is recommended. Height, four feet.

LUSTRE—Highly recommended as an early pink or what some would call lavender pink. Should be planted early for best results. Blooms about 5 inches in diameter mature October 10 to 15 from buds selected August 15. Height, four feet.

OCTOBER FROST—(Introduced by us, 1906). This variety is little grown at this time but the fact remains that from an early or crown bud it may be had in bloom by October 7. As it is 7 inches in diameter it is still worthy of consideration when the early, large blooms from California are considered. Select bud about August 25. Height, four feet.

OCTOBER ROSE—An addition to the early pink section; of vigorous growth. Blooms 7 inches in diameter mature October 20. Select bud about August 25. Height, four and one-half feet.

PINK RELIANCE—(Introduced by us, 1929). An addition to the early pink section. Pinkish salmon, full globular form. Flowers 6 inches in diameter mature October 7. Height, three feet. Select bud August 15. Wonderful stem and foliage. Should be planted early, preferably in May, if long stems are required.



Detroit News



Smith's Brilliant



Golden Wave

QUAKER MAID—A large mid-season variety, pure white, six inches in diameter, coming to perfection in October. Select bud August 20 and later. Height, four and one-half feet.

SMITH'S ADVANCE—(Introduced by us, 1911). The earliest large flowering white, six inches in diameter. May be had from August onward according to date of planting and securing of bud. Height, three and one-half feet. Will mature early in September from bud selected August 5.

SMITH'S BRILLIANT—(Introduced by us, 1927). In normal seasons this red matures by October 25; produces flowers 5 inches in diameter. Is the best early red we know of. The reflexed form presents a uniform color throughout. Those desiring a Harvard color for early football games should give this new variety a trial. Height, three to three and one-half feet. Select bud September 1. Excellent stem and foliage.

SMITH'S ENCHANTRESS—(Introduced by us, 1925). While this variety is not as early as Golden Glow and Smith's Advance, blooms 6 inches in diameter are ready to cut October 7 and the entire crop may be disposed of by the fifteenth. The color is bright rose pink of a very even shade. Produces a higher percentage of saleable blooms than any other early pink. Select early September bud. Height, four feet.

SUN GLOW—(Introduced by us, 1919). A bright yellow of the Major Bonaffon type producing a high percentage of perfect blooms 8 inches in diameter. Select buds August and onward. Matures about October 20. Height, three and one-half feet. Still one of the best early yellows.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

MID-SEASON

Those varieties which reach maturity between October 25 and November 10 are considered mid-season.

In giving the height of mid-season varieties we have based our estimate on good, strong plants benched June 15.

In favorable seasons some of the varieties will perfect blooms a few days before November 1, but as climatic conditions have much to do with the flowering season, the dates given must not be considered infallible.

BETSY ROSS—(Introduced by us, 1918). Its perfect incurved form and sturdy, upright growth are qualities most essential. It produces a very high percentage of perfect blooms regardless of the date of planting. Color, pure white. Will produce blooms 7 inches in diameter. Date of bud, August 25. Height, four feet from June planting. Matures about November 5.

J. W. PRINCE—Very similar to Chieftain, the only difference being it is a brighter shade of pink and for this reason it is considered much better. Will produce flowers 7 inches in diameter. Select bud August 30. Height, three feet. Matures from the end of October to first of November.



Rose Perfection



Tiger



White Prince



Betsy Ross



J. W. Prince



Mefo

MEFO—(Introduced by us, 1926). The loosely and irregularly incurved petals are very artistically arranged, color creamy white and from late buds; shows slight traces of pink, four feet high, matures November 15, flowers seven by six inches, beautiful foliage, select bud about September 15.

MONUMENT—A large pure white of incurved form producing blooms 7 inches in diameter. Growth strong with sturdy stem. Select bud September 20. Matures November 15. Height, four feet.

MRS. HENRY ROBINSON—This variety was sent out in 1895 and while it is not largely grown, yet in the extreme South particularly in the vicinity of New Orleans, it is still looked upon with favor inasmuch as it matures November first for All Saint's Day. It is a large incurved white; flowers 6 inches in diameter. To be seen at its best it requires an early bud. Height, three to three and one-half feet.

ROMAN GOLD—(Introduced by us, 1911). An intense yellow, seven inches in diameter, with perfect stem and foliage. Shows a bronzy tint from late buds. Easy to manage. Date of bud August 25. Height, four feet. Matures November 1 to 10.

ROSE PERFECTION—(Introduced by us, 1920). A seedling from Chieftain but is brighter and more constant in color; produces blooms 7 inches in diameter. May remain uncut after full maturity without impairing its beauty. An easy propagator. Bud about September 10. Height, three feet. Matures first week of November.

SNOW-WHITE—A large pure white of incurved form, 8 inches in diameter. Sturdy stem and fine foliage. Requires a bud from September 1 to 5. Height, four to five feet. Matures October 30.

TIGER—(Introduced by us, 1916). There is no yellow which possesses so many points of excellence, especially for those who cannot give the highest state of cultivation. It is always double with very sturdy stems and is a good bright yellow regardless of date of planting or time bud is selected. Date of bud September 5. Height, three and one-half feet from June planting. Produces blooms eight inches in diameter. Matures October 25.

WHITE CHIEFTAIN—A sport from the well known variety, Chieftain. Color pure white. Flowers 7 inches in diameter mature October 30 and later. Date of bud September 20 to 30. Height, four feet.

WHITE PRINCE—(Introduced by us, 1925). A mid-season maturing November 1. Color, white. Very compact and of close incurved form with a finish which gives it the appearance of having been dipped in wax. Five and one-half inches in diameter. Four feet from June 20 planting. Date of bud, September 20 to 30.

YELLOW CHIEFTAIN—A yellow sport from the popular variety Chieftain. Those who are partial to Pink and White Chieftain should add this new color to their collection. Select bud August 30.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

LATE

The late varieties are those which are in perfection November 10 and later depending upon date of propagation and planting.

Some of the late varieties mentioned will perfect flowers by November 10 if early buds are secured and the season is favorable. On the other hand, they may be retarded by planting late and securing late buds.

ADRIAN'S PRIDE—(Introduced by us, 1922). Is as bright a yellow as Marigold. We have no hesitancy in endorsing this variety for Thanksgiving use. May be grown 6 inches in diameter. Fully double from buds selected September 30. Height, four feet from June planting. Matures November 20 to 30.

ANTIQUÉ—A deep bronze sport from Dr. Enguehard; a duplicate of Enguehard in all respects save color. Select bud September 5.

BRONZE MISTLETOE—A sport from Pink Mistletoe, identical in every respect except color. Very serviceable where late bronze flowers are desired. Select bud September 30 and later.

We should be pleased to receive a copy of our wholesale catalog for 1914 to complete our files.



Clara B. Ford



Chattanooga



Tom Browne

CHATTANOOGA—(Introduced by us, 1927). An exceedingly pure white somewhat resembling Towantic but later and not as tall in growth. May be grown 8 inches in diameter. Matures December first and later from buds selected September 20. Height, four feet from June planting.

CLARA B. FORD—(Introduced by us, 1926). A closely incurved yellow much the same in form and color as the variety Major Bonnaffon, strong upright growth with flowers 6½ inches in diameter. Select bud September 20. Height, four feet. Matures November 20.

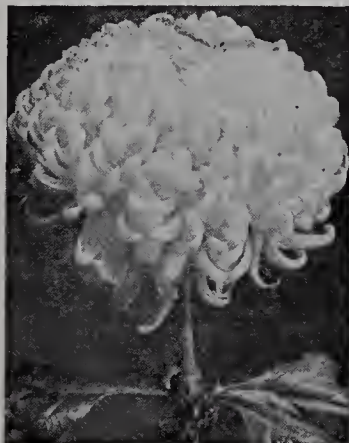
DECEMBER GLORY—(Introduced by us, 1923). An excellent commercial, pure white in color. Petals incurved throughout forming a perfectly spherical flower six inches in diameter. Has fine stem and foliage. Secure bud September 30. Height, five feet from June 15 planting. Matures December 1 to 10. We consider this one of the best late flowering varieties.

DR. ENGUEHARD—Bright rose pink. Double from either bud. While those from the late buds are somewhat smaller they are greatly improved in color. Blooms 6 inches in diameter mature November 10. Date of bud, September 5. Height, four feet.

EDGAR STILLMAN KELLY—(Introduced by us, 1926). In comparison with Eetsy Ross is larger in size, stronger in growth, and of the purest glistening white, 7½ inches in diameter. Matures November 15 from buds selected September 20. Height, five feet.

EDWIN SEIDEWITZ—A beautiful late incurved 6 inches in diameter. Bright pink. Date of bud September 5. Height, five feet. Matures from Thanksgiving to early December. Still very popular with many growers.

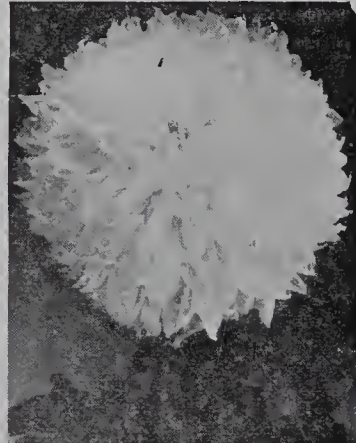
FRIENDLY RIVAL—(Introduced by us, 1928). We believe this variety to be the finest yellow we have ever produced, considering its size, color, stem and foliage, and flowering period which is November 15 to Thanksgiving. It is the brightest yellow of its season that we know of. Will produce blooms 8 inches in diameter. Select bud September 10. Height, four feet



Friendly Rival



Garnet King



Smith's Late White

GARNET KING—(Introduced by us, 1928). We believe this is the finest red yet produced; color, garnet with bluish black shadings and enhanced by a silken sheen so apparent in many red roses. Very slight contrast between the upper and reverse side of the petals and when fully developed is of the true reflexed type. Fine stem and foliage. Buds selected September 20 mature November 20 to 30 and are six inches in diameter. Height, four feet.

GLADYS PEARSON—(Introduced by us, 1925). A very appropriate shade for Thanksgiving use. Blooms 8 inches in diameter mature November 20 to 25. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to bright orange. Strong grower. Height, five feet from June planting. Date of bud September 30.

GOLDEN MISTLETOE—A light yellow sport from Mistletoe. Owing to its lateness this variety is valuable to the commercial grower. Height, four feet. Date of bud September 30.

HELEN FRICK—(Introduced by us, 1904). A fine late, dark pink of incurved form; blooms 7 inches in diameter. Excellent stem and foliage. Date of bud September 10. Height, three feet. Matures November 20.

LEMON QUEEN—(Introduced by us, 1929). Petals very broad, color lemon yellow. Fine incurved form; matures November 30 and later. Select bud September 20 and later. Diameter, 7 inches; height, four feet. Strong stem and fine foliage.

MISTLETOE—Blush white with strong, upright growth. Will produce blooms 7 inches in diameter. One of the latest. Date of bud September 30. Height, four feet. Not ready to cut until December.

MOHAWK CHIEF—(Introduced by us, 1929). The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected October 1 and later for best color. Diameter $7\frac{1}{2}$ inches. Height, three feet.

MRS. R. M. CALKINS—(Introduced by us, 1926). A very bright yellow as intense as the variety Marigold; an improved golden Chadwick is more globular in form with a stronger and harder stem. Produces blooms 7 inches in diameter. Select bud September 20. Height, four feet. Matures November 25 to 30.

MRS. NELLIE T. ROSS—(Introduced by us, 1925). Light yellow, possibly a shade lighter than Major Bonnaffon. Its late flowering period, November 30 into December, greatly enhances its value. A wonderful keeper; produces blooms 7 inches in diameter. Do not reserve bud until early October. Height, four and one-half feet.

PINK MISTLETOE—A pink sport from Mistletoe. Best of buds September 30 to October 15. May be had for Christmas and after by planting the end of July or first of August.

SMITH'S LATE WHITE—(Introduced by us, 1926). Very late, maturing December 15 and later. A white of perfect globular form with heavy stem and foliage; blooms 6 inches in diameter. Those desiring a very late white should not overlook this variety. Select bud September 30 and later. Height, four feet.

THANKSGIVING PINK—Owing to its lateness this variety is very popular. The color is a very dark pink of a rather peculiar shade but is still extensively grown by those who desire late flowers. Produces blooms 7 inches in diameter. Select bud September 15. Height, four feet. Matures Thanksgiving and later.

TOM BROWNE—(Introduced by us, 1929). A wonderful pure white in season November 20 to 30. Blooms $8\frac{1}{2}$ inches are not unusual and as they closely surmount the foliage upon a heavy stem this variety qualifies as one of the best. Select bud September 20. Height, four feet.

YELLOW HELEN FRICK—Those who are partial to Helen Frick will welcome this new sport. It is identical in every respect except color which provides a new late light.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

New Pompons for 1932

INTERMEDIATE SECTION

This section comprises the great majority of pompons and according to the Chrysanthemum Society rulings they should exceed one inch and not more than two and one-half inches in diameter.



Arlyn



Marilyn



Marcella



Red Wings

ARLYN—The outer petals show a slight bronzy cast while the center of the flower is a deep yellow approaching orange. Produces fine upright sprays; is very productive and one of the best late pompons. Flowers 2 inches in diameter. Height, three feet. Matures November 15.

BRONZE USONA—This new sport has the general habit and flowering period of the parent. It is several shades darker than the upper surface of the petals of Frank Wilcox or might be termed a bronzy orange. It is several shades darker than November Bronze; about the shade of the upper surface of the petals of Legal Tender, possibly a shade lighter and has not the yellow reverse. It is more a self-colored pompon. We heartily recommend this variety to those desiring an orange bronze to be in perfection for Thanksgiving and later.

MARCELLA—This somewhat resembles Denice which we sent out in 1929 as to size and period of flowering. Is light pink in color but has a little less of the violet cast than Denice and does not fade as quickly. A strong, upright grower. Produces wonderful sprays. Height, three feet. Matures November 15 and later.

MARILYN—Orange tan in color a trifle darker than Bonnibel. Flowers $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter, hence belongs to the intermediate section. Free flowering and with good upright stem. Height, three and one-half feet. Matures October 22.

RED WINGS—This we believe is the best red we have produced in this section. While it is inclined to present a dark brown hue its other qualities warrant us in sending it out. Nice, upright growth producing wonderful sprays and as it matures from November 15 to 20 comes just right for Thanksgiving when the darker shades are in demand. Flowers are $1\frac{1}{2}$ inches in diameter. Height, three feet.

Rooted Cuttings: 50c each, \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

INTRODUCTIONS OF 1931

AGATHA—A lemon yellow pompon with a slight tint of red at the center of undeveloped flowers. Diameter of flowers $1\frac{1}{2}$ to $1\frac{3}{4}$ inches; a strong grower and very productive. Height, about three feet and matures about November 5.

BONNIBEL—A very distinct pompon of orange buff color. As it is $1\frac{1}{4}$ inches in diameter, it must be included in the intermediate section. It is very free flowering and of dwarf growth, about two and one-half feet in height and matures about October 15.

LEGAL TENDER—In color is a combination of bronze and gold which is most attractive. Belongs to the intermediate section. A strong grower and of medium height. Flowering period November 20 and later.

NOVEMBER BRONZE—The color of this variety is orange bronze which illuminates under artificial light and is attractive under any condition. Flowers $2\frac{1}{2}$ inches in diameter. Of vigorous growth. Height, three feet. Matures November 10.

ROSELEA—A very late pink and rather peculiar from the fact that the edges of the petals are bright pink, similar to Usona, and the center of the petals is cream color. Flowers $1\frac{3}{4}$ inches in diameter are spaced sufficient distance apart to show them to their best advantage. Does not flower until after December 1. Height, four feet.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTIONS OF 1930

CORDOVA—A large very free flowering white pompon coming into perfection after November 20 just right for Thanksgiving. Diameter of flowers two and one-half inches. Strong upright stem and medium height.

DOROTHY TURNER—In color a combination of bronze and old gold. Fine upright growth; medium height. Is a mid-season, intermediate pompon; about two inches in diameter.

FAINA—A rather dark bronze. Flowers two inches in diameter may be cut October 30. Strong upright stem. One of the very best of its color. Height, three feet.

GINZA—Flowers are of two colors, yellow and red; similar to Zora in form but with strong, upright stem. Very free flowering, producing flowers one and one-half inches in diameter. Matures October 30. Height, four feet.

SHEILA—A dark mahogany colored pompon of reflexed form maturing October 30. Flowers, one and one-half inches in diameter. The color of this variety is distinct from any we have previously offered. Height, four feet.

YELLOW BIRD—A new yellow pompon producing large sprays. Flowers, two inches in diameter with edges of petals notched or toothed. A very productive variety maturing November 18. Height, four feet.

Rooted Cuttings: \$1.25 per ten; \$7.00 per hundred; \$65.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

ALECIA—(Introduced by us, 1929). In color somewhat resembles Frank Wilcox but is not as large and nearer the true pompon type in form; two inches in diameter. Ready to cut end of October. Height, three feet.

BROWN BEAUTY—(Introduced by us, 1925). The latest bronze in the button or baby type, maturing in December. Although this is of the baby or button type it is a little too large to be included in that section. A seedling from Christmas Gold possessing the same wiry, upright growth. Flowers 1¼ inches in diameter. Height, two feet. Color, dark brown.

BUCENA—(Introduced by us, 1925). A light bronze pompon coming just at Thanksgiving time. Flowers, one and one-half inches in diameter, and very free flowering. Sturdy, upright growth. Two and one-half feet from June 20 planting.

CLARET—Of distinct color similar to dark claret or wine. True pompon type, intermediate section, 2 inches in diameter. Height, three and one-half feet.

CLORINDA—(Introduced by us, 1910). Produces erect sprays of an even shade of bronze. Semi-dwarf. Flowers 2 inches in diameter. A good variety for Thanksgiving.

CORA PECK BUHL—(Introduced by us, 1923). Very popular owing to its intense shade of yellow. For comparison is brighter than Sunglow of the large flowering section. Flowers 1½ inches in diameter. Height, three and one-quarter feet high. Ready to cut October 25.

CRIMSON LUSTER—(Introduced by us, 1929). An intermediate pompon 2 inches in diameter; bright crimson in color and matures November 15 to 20. The best red pompon for mid-November. Height, three feet.

DENICE—(Introduced by us, 1929). A soft pink with white center of the intermediate section. Flowers 1¾ inches in diameter. Matures November 10 to 15. Strong upright growth. Height, three and one-half feet.

ERMALINDA—(Introduced by us, 1923). Color, old rose with silvery sheen which is enhanced under artificial light. Fine form and very double. One and three-quarters inches in diameter. Strong, upright growth, three and one-half feet high. Matures October 25.

FIREBIRD—(Introduced by us, 1920). While not extra early, this is the best early red we have seen. Color very bright. Strong, upright growth and productive. We unhesitatingly recommend this variety for those desiring early red pompons. Flowers $2\frac{1}{2}$ inches in diameter. Matures the last week of October. Height, four feet.

FRANK WILCOX—(Syn. Mrs. Beu and Souv. d'Or). Golden bronze of special merit for those desiring late pompons. Flowers 3 inches in diameter mature November 25. Height, three and one-half feet. Still popular with many.

GOLD COIN—(Introduced by us, 1926). A large flowering pompon. When grown to sprays is $2\frac{1}{2}$ inches in diameter and $3\frac{1}{2}$ when disbudded. A very bright yellow and exceedingly productive. Matures December 1 and later. Height, three and one-half feet.

GOLD MINE—(Introduced by us, 1928). Very bright yellow, one and one-quarter inches in diameter and the true pompon type but of a high rounded form and too large to be included in the button section. Ready to cut October 25, two feet in height.

GOLDEN NYMPH—(Introduced by us, 1924). Unquestionably the latest pompon known at the present time. May easily be had for Christmas. When first opening shows considerable of the bronze but when fully matured becomes quite bright yellow. Flowers $1\frac{1}{4}$ inches in diameter. Height, two and one-half feet. Ready to cut December 10 and later.

IRENE—(Introduced by us, 1923). A true pompon type, one to one and one-quarter inches in diameter. Color, pure white. Upright, wiry stems. Height, three feet. Matures with Uvalda, October 18 to 20.

JOLO—(Introduced by us, 1927). A bright red pompon maturing November 20 to 30. Flowers 2 inches in diameter. The reverse of petals is mahogany color and not an objectionable one. A good red for Thanksgiving. Height, three feet.

LEILAH—(Introduced by us, 1919). An early rose pink of exceptional merit. Cannot be too highly endorsed. Flowers 2 inches in diameter. Strong, sturdy growth. Height, two and one-half feet. Ready to cut October 15.

MARGOT—(Introduced by us, 1925). The earliest white pompon, maturing October 8 and when grown in the open border may be had by the end of September. Intermediate between the large and button types, about one and one-quarter inches in diameter. Rather dwarf in growth and should be planted in June where long stemmed sprays are desired.

MINONG—(Introduced by us, 1926). First opening greenish white and becomes pure white when fully developed. Flowers $1\frac{1}{2}$ inches in diameter mature October 20 to 25. Exceedingly free flowering. Height, two and one-half feet.

NEW YORK—Owing to its unique color (golden bronze) and nicely incurved form this variety is quite popular. Flowers $1\frac{1}{2}$ inches in diameter mature November 1. Height, three feet.

NORINE—(Introduced by us, 1925). A seedling from Christmas Gold and the same shade of yellow but it is larger, one and one-quarter inches in diameter and matures earlier. November 20 to 25, just right for Thanksgiving use. Produces large sprays on strong stems. Two and one-half feet from June planting.

OURAY—(Introduced by us, 1919). Dark mahogany brown flowers $2\frac{1}{2}$ inches in diameter. Wiry stems. Matures October 20. Height, four feet.

PAGOSA—(Introduced by us, 1928). A late dark pink, in general character similar to Usona but darker pink, much the same shade as Thanksgiving Pink. Flowers $2\frac{1}{2}$ inches in diameter. Height, three feet. Not ready to cut until December 5. The latest pink pompon.

PINK DOT—An intermediate pompon belonging to the mid-season section. Color white with bright pink center. Flowers $1\frac{1}{2}$ inches in diameter. Height, four feet. Matures October 21. One of the best selling varieties on the market.

RODELL—(Introduced by us, 1925). An early yellow pompon to follow Zora. Flowers $1\frac{1}{2}$ inches in diameter. Height, three feet. Matures October 20. Very serviceable for a second early yellow.

ROWENNA—(Introduced by us, 1924). A fine late pompon coming about ten days later than Clorinda. Color a medium shade of bronze. Flowers 2 inches in diameter. Strong growth. Height, two and one-half to three feet. Matures for Thanksgiving and later.

SOURCE d' OR—Owing to its striking color (golden orange) this variety is still popular when grown natural the same as pompons. Flowers $3\frac{1}{2}$ inches in diameter mature November 5. Height, four feet.

USONA—(Introduced by us, 1927). A bright pink pompon, $2\frac{1}{2}$ inches in diameter, maturing November 20 to 25 just in time for Thanksgiving. Very productive with strong, upright growth. Height, two and one-half feet.

YELLOW YULETIDE—Valuable owing to its lateness. The same as Yuletide only the color is yellow. Identical in other respects.

YULETIDE—(Introduced by us, 1923). The latest and best white pompon known at the present time. Color purest paper white. Flowers $2\frac{1}{2}$ inches in diameter mature November 20. Height, three feet. Still very popular.

YUVAWN—(Introduced by us, 1929). In color and general habit similar to Gold Coin but a week earlier. Flowers, $2\frac{1}{2}$ inches in diameter. Very bright yellow. Matures November 15 to 20. Height, three feet.

ZORA—(Introduced by us, 1915). An early bright yellow. Flowers $1\frac{1}{2}$ inches in diameter. Nice, large sprays. This is the earliest good yellow pompon. Matures October 15 to 20. Height, two and one-half feet.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

POMPONS OF THE BABY OR BUTTON TYPE



In addition to being useful for cutting, these varieties are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decoration or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from eight to sixteen inches in height from soil. We especially recommend these for this purpose.

INTRODUCTIONS OF 1931

DOLORA—Being 1 inch in diameter, this belongs to the button section and is similar in color to Hilda Canning. Grows four feet in height and is very profuse flowering. Matures November 2. The most profitable of any of the baby section of this color.

YELLOW DOT—A lemon yellow button or baby pompon producing sprays with many branches, hence profitable to grow. The individual flowers are $\frac{3}{4}$ of an inch in diameter. Matures November 10 and when planted about June 20 attains two feet in height. Its dwarf growth makes it well adapted for pot culture.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate

STANDARD VARIETIES

BABY DOLL—(Introduced by us, 1920). The size of Baby, maturing October 25; of the freest flowering habit. Light yellow with slight bronzy tinge, which disappears when fully developed. The most dwarf of this collection. When potted in June and stopped occasionally will give plants eight to ten inches high.

BRIGHT EYES—(Introduced by us, 1920). As the name implies each flower has a bright eye. As the outer petals unfold they are bluish white and the unfolded petals, showing the reverse side, present an orange apricot. This distinction in color disappears as the flower becomes fully developed. Height, three feet. Matures November 1.

CHRISTMAS GOLD—Late flowering. Color very bright yellow. Produces flowers 1 inch in diameter and does not reach maturity until December. Height, three feet. Very productive.

CLARE—(Introduced by us, 1922). A very free flowering variety of the purest white. Possesses wonderful keeping qualities and, while it is ready to cut by November 15, it will retain its freshness to the end of the month. Height, two and one-half feet.

DAINTY MAID—(Introduced by us, 1922). The most perfect of all the baby pompons, both in form and fullness. Color, a pearly white. Two and one-half feet high. Matures November 1.

ETHEL—(Introduced by us, 1923). A bright red baby pompon. Gorgeous in color and free flowering. Is also exceptionally fine when grown as a pot plant. Height, two and one-half feet. Ready to cut October 25.

FRANK WILCOX, JR.—(Introduced by us, 1920). The same color as Frank Wilcox (Mrs. Beu), an orange bronze, but less than half its diameter. Same dwarf habit. Flowers the middle of November and later and as it has excellent keeping qualities it may be easily held for Thanksgiving use.

LITTLE TOT—(Introduced by us, 1920). A pale rose pink of very pleasing shade. All the side breaks flower freely and simultaneously thus producing long, attractive sprays. Ready to cut the first week of November. Height, two feet.

LITTLE TRUANT—(Introduced by us, 1928). Owing to lateness, maturing in December, this name is applied. Bronze in color much the same as Billie Burke but smaller, not exceeding one inch. The latest of all the Baby or Button section.

MARGUERITE CLARK—(Introduced by us, 1920). Rose pink. One inch in diameter. Very free flowering, making loose and graceful sprays. Three and one-half feet high. Matures November 5.

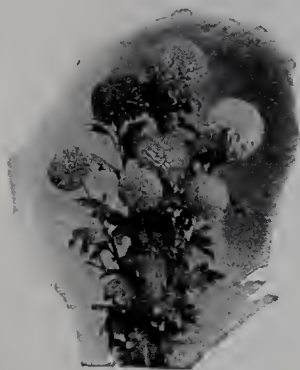
MARY PICKFORD—(Introduced by us, 1921). Of most perfect form. Outer petals reflex at maturity nearly to stem, forming a perfect ball. Pure white. One inch in diameter. Stiff stem. Medium height. Matures November 1.

PADOKA—(Introduced by us, 1926). A very free flowering baby pompon, color, light salmon, dwarf, maturing October 20, grow natural.

WEE DOT—(Introduced by us, 1928). Very small, averaging less than three-quarters inch in diameter. Bright bronze in color, maturing October 25. Of exceptionally dwarf growth and very free flowering, this being well adapted to pot culture.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

POMPONS SUITABLE FOR DISBUDDING



This section consists of varieties resulting from crossing the large flowering type with the pompons. In most instances they are not very suitable when grown naturally to sprays as the flowers are arranged so compact as to detract from the gracefulness which makes pompons so popular.

They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives very perfectly formed flowers, as is shown by the illustration.

INTRODUCTION FOR 1932

IRENE RICH—We believe this variety is superior to Lillian Doty which when mature presents several shades of pink and often approaches white. This variety is a strong enough shade of pink to be permanent. The upper surface of the petals is a violet pink and the reverse lighter. Height, four feet. Flowers $3\frac{1}{2}$ inches in diameter mature November 1.

Price 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.



Irene Rich

GEORGE J. BALL—A disbudded pompon of very distinct character. Petals are so folded and then toothed or slashed at the end as to resemble a French Marigold. The color is sulphur yellow. Flowers two and one-half inches in diameter mature November 20 and later.

Rooted Cuttings: \$1.25 per ten; \$7.00 per hundred; \$65.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTIONS OF 1931

YELLOW MUSKOKA — A yellow sport from the well known variety, Muskoka, and is identical in every respect with this variety except the color which is about the same as Clara B. Ford with a slight tinge of bronze at the base of the petals.

SNOW BIRD—This variety is most perfect in form, each petal being concaved with flowers high and rounded, presenting the appearance of a pompon dahlia. Flowers slightly exceed 3 inches in diameter and are of the purest glistening white. Has a strong, stiff, upright stem and attains a height of four feet. Matures November 15.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTIONS OF 1930

ARIANA—A golden buff pompon suitable for disbudding and maturing about October 20. Flowers, three and one-half inches in diameter. A promising new variety for this section.

STANDARD VARIETIES

ADELPHIA—(Introduced by us, 1922). This will undoubtedly supersede such varieties as White Doty. Color, white; of perfect ball shaped form and greatest substance with good, strong stem. Flowers 3 inches in diameter mature November 1. Height, three feet.

ANGELO—(Introduced by us, 1920). Light pink, more decided and pleasing in color than Lillian Doty. When grown for pot plants, should be potted the middle of June and stopped twice. This produces plants not to exceed sixteen inches in height with six to twelve perfect blooms to the plant. Surpasses any of the Caprice family for this purpose. Matures October 25.

BALL OF GOLD—(Introduced by us, 1928). Very perfect in form, two and one-half to three inches in diameter, with stiff, upright stem. Color, bright yellow, maturing November 5 to 10, two and one-half feet tall.

GOLD COIN—Suitable for disbudding. For description see page 20.

LILLIAN DOTY—Flowers, 3 inches in diameter, are beautiful shell pink in color. Strong upright growth. Matures October 25. Height, three and one-half feet.

MUSKOKA—(Introduced by us, 1921). While rather large, this variety is best adapted to the purpose of disbudded pompons. Color, golden bronze. Upright growth. Three and one-half feet high. Matures November 10.

SILVER BALL—(Introduced by us, 1928). Very pure white and exceedingly perfect in form. Flowers 3 inches in diameter. It is much earlier than White Doty, being fully matured by October 12. Height, four feet.

UNALGA—(Introduced by us, 1925). An intense yellow, even brighter than Christmas Gold. Three and one-quarter inches when disbudded. Matures November 25 and later. Upright growth with rigid stem, two and one-half feet high.

WHITE DOTY—Pure white sport from Lillian Doty. Identical in every respect except color.

For additional varieties suitable for disbudding see pages 25 to 30 under the heading of Anemones.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

SINGLES—STANDARD VARIETIES

ABSOLUTE—Described as a crimson but with us is a light bronze. Has wonderful substance and no doubt is a very good single for this color. Matures November 10.

ANNA—(Introduced by us in 1909). Pure white. Belongs to the true single section, having but one row of petals. Fine for pot plants.

GOLDEN MENSA—Doubtless the best single yellow for general purposes. Matures November 1.

GOLDEN ORIOLE—(Introduced by us, 1925). The earliest single yellow, maturing October 10. Flowers, two and one-half inches in diameter. Color, light yellow. A vigorous grower producing abundance of long stemmed graceful sprays. Those desiring early singles should give this variety a trial.

JEAN—(Introduced by us, 1926). A companion for the two foregoing, pure white, 7½ inches in diameter. Height, medium. Matures November 1.

LAONA—(Introduced by us, 1926). A large single, nine inches in diameter and a beautiful shade of rose pink somewhat resembling the color of Mildred Presby, four feet high, terminal bud maturing November 5.

MENSA—One of the largest single whites. Produces freely on long, stiff stems. Matures November 1.

MRS. WM. BUCKINGHAM—A large, flat flower of a lovely shade of rosy pink. Keeps well both on and off the plant. Matures November 1.

MRS. E. D. GODFREY—Very strong grower. Light pink. Excellent as a late single. Matures November 20.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

NEW ANEMONES FOR 1932

The anemone flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or a distinct color and may be grown either disbudded or in sprays according to their adaptability. This type is becoming more popular year by year as they justly deserve. This is especially true with those of repute as artists in floral arrangements.



WAKANDA—A very striking full cushioned variety with flowers $5\frac{1}{2}$ inches in diameter and cushion $3\frac{1}{2}$ inches. The ray florets are reddish bronze and the tips of the center florets are golden. Height, four feet. Matures November 10.

**Rooted Cuttings: 50c each, \$4.00 per ten; \$35.00 per hundred
Not less than 5 of a variety at ten rate; 25 at hundred rate.**



LA NONA—A large flowered anemone with outer petals rosy amaranth; reverse and cushion buff. Flower 7 inches in diameter with a 4 inch cushion. Height, four feet. Matures November 10.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
 Not less than 5 of a variety at ten rate; 25 at hundred rate.

Recent introductions of anemone flowered type are marvelous for their beauty and surpass the older varieties in size; should be given full consideration by those who are looking for something artistic and unusual.

For years we have specialized in Chrysanthemums, especially in the production of new kinds, and are acknowledged the originators of most American Novelties of merit.



BEAUTIFUL LADY—A very striking anemone flowered variety with exceedingly prominent cushion contrasting with the ray florets which are a bright shade of pink and the cushion is creamy white. Flowers are 5 inches in diameter with a 3 inch cushion. Rather dwarf in growth and should be planted in May. Height, three and one-half feet. Fully matured November 20.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

The little baby or button kinds, while not capable of producing such a wealth of color as the larger or intermediate section, lend so much grace and beauty to arrangements of all kinds they should not be ignored. It is not the mass of color entering into floral creations but the harmonizing effect of the colors and the dissimilar forms of which it is composed that enhances its loveliness.

INTRODUCTIONS OF 1931

LOUCELLA—This variety being 5½ inches in diameter belongs to the large flowering anemone section. The ray or guard petals are orange suffused with bronze and the quilled center is yellow. Stem, upright and rigid with perfect foliage. Height, three feet. Matures November 5.

MARGO—This anemone flowered has pinkish violet outer or guard petals with a high rounded yellow cushion. The contrast in color gives a very pleasing effect. Diameter of flower 3½ inches. As this variety is of dwarf growth it is admirably adapted to pot culture. Bench grown plants, three feet in height. Matures November 5.

SUZANNE MILLER—A sport from Norma and identical in every respect except color. This, like the original, varies somewhat in color according to the culture and bud selected. From the later buds, which are preferable, the guard petals are yellow with shadings of pinkish bronze and the cushion or center florets are orange and are also tinted with bronze or pink. Fully developed November 20. Tall. Matures November 20.

Rooted Cuttings: \$2.00 per ten; \$15.00 per hundred; \$120.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTIONS OF 1930

BRONZE CUP—A new form of anemone flowered chrysanthemum in which the petals incurve and the center is a low quilled button giving the flower the appearance of a bronzy cup. It is about five inches in diameter and may be grown several flowers to the plant. The stem is rather light but being the first of this type we deem it our privilege to disseminate it. Those who retail their own flowers will find this variety very pleasing and beautiful for all forms of arrangement. Matures about November 10. Height, four feet. Should be disbudded.

ESTRELITA—A good bronzy orange anemone for general use. Has a full regular formed cushion and several rows of outer ray florets. Strong growth and upright stem. Flowers five inches in diameter, mature about November 15. Three and one-half feet in height. Should be disbudded.

PINK SUPREME—One of the very latest anemone flowered varieties. Color is a delicate shell pink. Has prominent regular cushion with several rows of ray florets which enhance the shipping qualities. Attains a height of about four feet. Should be disbudded to produce flowers 5½ inches in diameter. Matures November 25.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

LARGE FLOWERED ANEMONES

It has been twelve years since we originated Izola which was our first attempt at producing anemone varieties of sufficient size to warrant their being disbudded. We are pleased to state that these are just beginning to be appreciated and many of the demonstrators of floral arrangements are now seeking these varieties to enhance or add to the artistic effect.

We are illustrating twelve of this type all of which are exceedingly useful. They are grown from four to six flowers to the plant and are as profitable as the larger types. The illustrations shown are one-fifth the natural size so one can easily determine the exact diameter.

ADENLAIR—(Introduced by us, 1927). An exceptionally fine anemone for commercial growers producing four blooms to the plant 5 inches in diameter. The high rounded cushion is 4 inches in diameter and is surrounded by two rows of guard petals. The predominating color is shell pink with a creamy cast at the center of cushion. Select bud about September 10. Height, three feet. Matures November 15 to 20.

BERNEITA—(Introduced by us, 1925). A beautiful anemone, ray florets shell pink and a perfect white cushion, two and one-half inches in diameter. Matures October 25, and being of dwarf habit is admirably adapted to pot culture producing dwarf symmetrical plants which require no staking. An improved Graf Von Oriole. Should be disbudded.

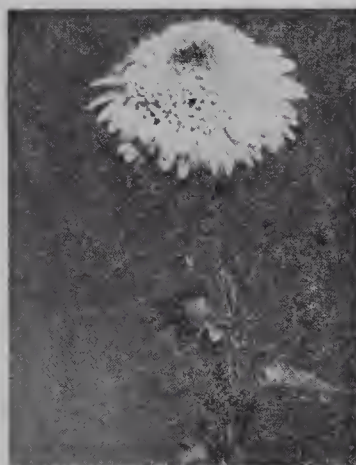
GODFREY'S PERFECTION—A pure white variety. More productive than any of the pompons or anemones. Blooms, two and one-half to three inches in diameter, having four or five rows of ray florets. A good shipper. Makes excellent pot plants. Dwarf. Matures for Thanksgiving.



Marietta



Golden State



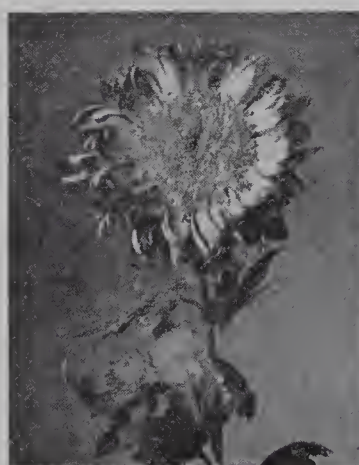
Rose Royal



Loucella



Stoplight



- Norma

GOLDEN STATE—(Introduced by us, 1926). A self-colored yellow about the same as Florera but is larger and has longer florets. Flowers 6 inches in diameter with 4¼ inch cushion. Matures Nov. 1. Height, four and one-half feet.

LAELIA—Both ray and disc florets are a beautiful shade of rose pink. Full cushion. One of the very best, either grown for cutting or as a pot plant. Dwarf, upright growth. Matures November 1.

MARIETTA—(Introduced by us, 1929). A very artistic anemone variety. Color, soft pink throughout with very full cushion. A beauty for floral arrangements. Diameter of flowers 5 to 6 inches when grown four or five flowers to the plant. Height, three and one-half feet. Ready to cut October 20.

NOKOMIS—(Introduced by us, 1925). A new color in the anemone flowered section. Ray florets bright amaranth (same as Purple King) and a low white cushion. Is best when disbudded. Excellent when grown as a pot plant. Dwarf. Matures November 10.

NORMA—This variety is somewhat difficult to describe and make its color apparent owing to its variability. From the early buds the guard petals are nearly white with a yellow cushion. From the later buds the guard petals are tinted with pink and the cushion assumes a rosy bronze hue making a very conspicuous flower. Abundance of air intensifies the color. The flower has three or four rows of guard petals and a very nice full cushion. It is a strong and rather tall grower. We prefer the late or terminal bud which matures November 20 and later.

ROSE ROYAL—(Introduced by us, 1926). Another fine anemone and rather distinct in color, being a violet rose throughout. Flowers 4 inches in diameter. Height, four feet. Matures November 15; disbud.



Berneita



Adenlair



Tuscoba



Verona



Estrelita



Pink Supreme

STOPLIGHT—(Introduced by us, 1929). A very striking new anemone flower, crimson terra cotta ray petals with a low bright yellow cushion. The contrasting colors instantly promote admiration. Should be disbudded. Height, four and one-half feet. Matures November 1.

SUNSHINE—An intense yellow of unusual brightness. Its full beauty is best displayed when disbudded as the flowers are too crowded when grown naturally. Diameter of flowers 4 inches. Height, three feet. Matures from November 15 to December according to the date of planting.

TUSCOBA—(Introduced by us, 1926). Ray florets are an Indian red and yellow at the edges. Flowers $5\frac{3}{4}$ inches in diameter with a yellow cushion $3\frac{1}{4}$ inches. Very distinct. Height, four feet. Matures November 5.

VERONA—(Introduced by us, 1929). A companion for Marietta being another self-colored anemone but is of a soft golden buff. Full cushion. Flowers 5 inches in diameter. Height, three feet. Ready to cut October 20. Best when disbudded.

Rooted Cuttings: 70c per ten; \$3.50 per hundred; \$30.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

LARGE FLOWERING VARIETIES FOR POT PLANTS

Under this heading we have selected varieties that are naturally dwarf in growth believing that they are better adapted for plants for general use. There is considerable diversity of opinion as to whether the small or pompon type or the large flowering ones are most suitable for this purpose and in greatest demand. If allowed to flower naturally they will afford the greatest display of color but if large flowers are desired they may be restricted to three, four or five growths and then disbudded. To keep the plants dwarf it is essential that they be pinched many times during a season and this operation repeated until a few weeks prior to bud formation. It is impossible to give the exact date for pinching but the flowering period should be the guide.

INTRODUCTIONS FOR 1932

LUTEUS—A bright yellow incurved, very free flowering. Matures November 15.

ONETA—A pure white reflexed with blooms 4 inches in diameter. Very free flowering. Height, one and one-half feet. Matures November 25.

RED LIGHT—This is the best crimson for dwarf pot plants that we have yet produced. The flowers are of reflexed form; dwarf upright growth with good stem. A little lighter in color than Garnet King, occasionally the reverse side of the petals shows the old gold. Matures November 10.

Rooted Cuttings: 50c each; \$4.00 per ten; \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

INTRODUCTION OF 1931

SAVANTA—A dwarf incurved white showing a slight tint of pink in early development, producing flowers three and one-half inches in diameter and attaining eighteen inches in height. The best of its color for this purpose. Matures November 1.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTION OF 1930

BRONZE PRINCE—A very desirable dwarf bronze for pot plants somewhat similar to Greystone in color. Fully developed by November first. Flowers three and one-half inches in diameter.

Rooted Cuttings: \$1.25 per ten; \$7.00 per hundred; \$65.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

ANGELO—For description and price see Page 24.

BENOIT—(Introduced by us, 1926). A beautiful bright cerise pink, fifteen inches high from the pots. Flowers 2½ inches in diameter. Matures October 20 to 25. Best when disbudded.

BUTLER'S CAPRICE—Sport of Caprice du Printemps. Deep pink. Dwarf. Matures October 25.

CANOVA—(Introduced by us, 1925). Very dwarf pompon, maturing November 20. Height only twelve inches above the pot and flowers one and three-quarters inches in diameter. It may be grown natural or disbudded. Color, very bright yellow and possessing wonderful substance.

FLORADORA—(Introduced by us, 1928). An anemone with very large full orange cushion with light bronze ray florets. Dwarf and excellent for pot culture. Flowers 3 inches in diameter. Matures November 1.

GRACELAND—(Introduced by us, 1928). A white anemone with a full cream colored disc. Flowers when disbudded are 3½ inches in diameter. Matures November 1.

GREYSTONE—This variety is highly recommended as one of the best specimen plants. Color beautiful golden orange. Dwarf. Flowers 3 inches in diameter. Matures November 10.

LILAC CAPRICE—Deep lilac. Dwarf. Matures October 25.

"MA" FERGUSON—(Introduced by us, 1925). A mid-season yellow the same shade as Major Bonnaffon. Arrangement of petals irregular, outer ones reflexed, center incurved. Is rather dwarf hence should be planted in early June. Flowers 4 inches in diameter. Matures November 10.

MELBA—This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen, depending on the time of propagation and culture. The color is an orange bronze with a distinct circle of yellow at the base of the petals and surrounding the green disc. The flowers when grown in sprays are about 4 inches in diameter.

NATICK—(Introduced by us, 1927). A dwarf, golden yellow anemone; large full cushion. Flowers 3 inches in diameter. Matures November 25.

PIGMY—Superior to the Caprice varieties as a pot plant. High, rounded flowers like the disbudded pompons. About three inches in diameter. Color, light pink. Exceptionally dwarf, attaining only ten to twelve inches when potted in June. Matures about November 10.

PURPLE CAPRICE—Purple. Dwarf.

SMITH'S PURITY—(Introduced by us, 1928). Both ray and disc florets are pure white and exceptionally so when fully developed. When disbudded will produce four to six flowers four inches in diameter with full rounded three inch cushion. May also be grown matured to sprays to advantage. Owing to dwarf growth should be planted early. Matures November 5 to 20.

WHITE CAPRICE—White. Dwarf.

YELLOW CAPRICE—Clear yellow. Dwarf.

**Rooted Cuttings: \$1.00 per ten; \$4.50 per hundred; \$40.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.**

NEW EARLY HARDIES FOR 1932

OLGA—This early hardy begins showing color September 20 presenting an orange bronze cast which changes as it develops to a medium shade of pink; slightly darker than Murillo. Height, two feet. Matures October 10.



Olga



Rosy Gem

ROSY GEM—Another bright pink or rose colored hardy variety; similar to Ganna but of a slightly softer tone with less of the purple cast. Height, two feet. Shows color last of September. Fully developed October 15.

Rooted Cuttings: 50c each, \$4.00 per ten, \$35.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

INTRODUCTIONS OF 1931

GANNA—A bright pink in color, strong robust growth. Free flowering; coming into color October 1 and fully developed about October 12. Flowers 2½ inches in diameter. Height, two and one-half feet.

MULDOON—A purplish amaranth in color. Flowers somewhat of the pompon type; free flowering and good growth. Matures October 12. Flowers 2 inches in diameter. Height, two feet.

SONOMA—A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1. Flowers 2½ inches in diameter. Height, two and one-half feet.

ZAZA—Yellow with orange at the base of the petals; of dwarf habit. Shows color October 1. Flowers 2½ inches in diameter. Height, two feet.

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred; \$90.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTIONS OF 1930

GLADA—A soft pink approaching light salmon. Flowers most profusely the end of September. Flowers 3 inches in diameter. Height, one and one-half feet.

SEPTEMBER QUEEN—Begins flowering late in August but in September is a profusion of pure white flowers 3½ inches in diameter. Will be very useful in early autumn. Height, one and one-half feet.

Rooted Cuttings: \$1.25 per ten; \$7.00 per hundred; \$65.00 per thousand.
Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

The majority of chrysanthemums are hardy south of the Ohio River and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frost to be of service. The varieties offered below generally flower from the last of August to the middle of October.

As earliness is very important to those in the northern states, we herewith append the dates when the color is prominent on most of the varieties.

Normandie, Winnetka, Carrie and Wolverine—August 20; Eden, Cranford White, A. Barnham and Alice Howell—the end of September.

A. Barnham—Beautiful orange bronze. Early; matures September 30. Height, two feet.

ALICE HOWELL—A beautiful shade of orange yellow. Single. Early as well as free flowering. Flowers October 5. Height, one and one-half feet.

BOSTON—(Introduced by us, 1918). Strong, upright growth. An even shade of golden bronze. Very free flowering and free growth. Dwarf. Flowers October 10. Height, two feet.

CARRIE—(Syn. Glory of Seven Oaks). Deep yellow. A beauty. Matures September 25. Height, two feet.

CHAMPAIGN—Bright ruby red. Wonderfully colored. Flowers October 30. Height, two feet.

EDEN—Bright rose. A beauty when disbudded. Matures September 30. Height, one and one-half feet.

IDOLF—(Introduced by us, 1918). Owing to earliness and freedom of bloom this variety is of special merit where early flowers are desired. Flowers September 30. Height, two feet.

ISOTTA—(Introduced by us, 1928). Early bronze maturing October 10. Of dwarf habit and exceedingly free flowering; not as early as some varieties but very useful when autumnal conditions are favorable. Height, two and one-half feet.

KOREAN—Owing to the extreme hardiness of this variety we have placed it in this section. It is a single flower coming to perfection about the middle of October. Color is pure white. Very desirable to those who are partial to single kinds. Height, two feet.

LA SOMME—Deep mauve pink. Flowers September 25. Height, two feet.

LITTLE BOB—This belongs to the small pompon or button type but owing to its extra hardiness we deem it advisable to include it with this list. It does not flower until October 1 but is quite resistant to frosts and is very free flowering. Height, one and one-half feet.

MAYELLEN—(Introduced by us, 1925). Color cerise pink with yellow anemone center. A seedling from Winnetka and possessing the same habit of continuous flowering from September 15 to November. Height, two feet.

MURILLO—(Introduced by us, 1925). This variety is not as early as some kinds, flowers October 12, but is of strong growth and very hardy. It is the best shade of pink among the early hardies. Height, two feet.

NORMANDIE—One of the earliest and best cream whites. Flowers September 10. Height, one and one-half feet.

The demand for Chrysaline is increasing each year and many of our customers are greatly pleased with the results.

It can be used not only for Chrysanthemums but is excellent for all classes of plants, especially those being forced, such as Lilies, Primroses, Hydrangeas, etc.

OCTOBER GIRL—Semi-double crimson shading to chestnut. Blooms about the middle of October. Flowers 2 inches in diameter.

RUTH CUMMINGS—Color reddish bronze with terra cotta shadings aging to a soft bronze. Flowers 2 inches in diameter. Matures about the middle of October. Height, one and one-half feet.

TASIVA—(Introduced by us, 1928). Very free flowering white. Matures October 1. Height, two feet. In wealth of bloom this variety is surpassed by none in this section. Height, two feet.

WINNETKA—(Introduced by us, 1914). Pure white. Very free flowering. Flowers September 20. Height, one and one-half feet.

WOLVERINE—(Introduced by us, 1923). A seedling from Normandie. A beautiful color and very desirable where early flowers are required. Matures August 30. Height, two feet.

YELLOW NORMANDIE—A bronze yellow sport from Normandie. A beautiful color and very desirable where early flowers are required. Flowers September 10. Height, one and one-half feet.

Rooted Cuttings: \$1.00 per ten; \$4.50 per hundred; \$40.00 per thousand. Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.



Hardy Chrysanthemums

The accompanying illustration shows the adaptability of the early hardy varieties for autumn decoration. This bed was occupied by Geraniums during the summer months. As they began to wane they were removed and these chrysanthemums were lifted and used to occupy the same place thus prolonging the decorative effect throughout the season. The same procedure may be followed for lawn vases or window boxes and any color desired may be used.

The general public have shown an increasing interest in this class during the past season. We have endeavored to give the height and flowering period as well as a description of color of each variety, which we believe will be appreciated by those interested. It will, at least, afford them an opportunity to arrange their plantings so as to show to best advantage.

ODD FORMED VARIETIES

This type in most instances is unsatisfactory for general commercial use. The reason is the petals are so long and fragile that they cannot, without injury, be shipped and handled as most chrysanthemums are. To those who arrange their own products they are quite serviceable for the grace and beauty they impart.



JAPANESE MAIDEN—This belongs to the type so much admired by the Japanese. It is composed of long tubular petals. Produces flowers 9 inches in diameter. Color a chamois yellow. Rather tall in growth. Matures November 15.

Rooted Cuttings: \$1.50 each; \$12.00 per ten; \$100.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.



Pride of Tokyo

INTRODUCTION OF 1931

PRIDE OF TOKYO—From the fact that this variety is a protege of the Japanese variety Tachibana and inasmuch as most of this type originated in Japan we have named this novelty after one of the important Japanese cities. In structure it is composed of long tubular petals most of which are hooked up or spoon like at the extreme tips. The color is a very delicate creamy pink. Not fully matured by November 20. Will produce four to five flowers per plant like the accompanying illustration which presents flowers whose extreme diameter is $11\frac{1}{2}$ inches. The stem is more rigid than that of many of this class.

Rooted Cuttings. 75c each; \$6.00 per ten; \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

Most of the varieties in this section originated in Japan where they are considered the most beautiful of the entire chrysanthemum family. They are indeed very unique with their feathery and thread-like petals.

AMATERASU—Rather large quilled petals which twist and curl following no set design. Color, yellow.

DAIKOKU—Long narrow white petals which are decidedly hooked up or incurved at the outer extremities.

FUJI—Very long thread-line petals. Color, lavender.

KING OF PLUMES—Bright yellow with short petals which are very much toothed or slashed at the ends.

MIGNONNETTE—Rather curly fine petals resembling a thistle bloom in form. Color, light yellow.

MISS GENA HARWOOD—Another sport from Rayonnante. Color, rosy mauve.

RAYONNANTE—Long cord-like petals, pale rose pink. Beautiful in color. May be grown very large.

TACHIBANA—Very bright yellow with fine thread-like petals.

THE DEAN—Pure white, feathery in appearance the narrow petals being very irregularly arranged. Light green center.

WHITE JITSUJETUI—Small flower, petals slashed and toothed at the lips.

WHITE RAYONNANTE—Identical with Rayonnante except in color which is white.

YELLOW RAYONNANTE—A yellow sport from Rayonnante and identical in other

Rooted Cuttings: \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.

BROKEN PLANTS—It often happens the end of plants are broken off during the process of packing and transporting, such a condition does not impare or detract the quality of the blooms at the flowering time. At the base of each leaf is a latent bud which will soon produce a new growth. Experienced growers often pinch out the centers for the purpose of producing more dwarf growth or to secure dwarf and bushy plants.

Exhibition Section

This section comprises varieties which are considered best for those who desire flowers of exceptionally large size which depends altogether upon the culture given.

INTRODUCTIONS FOR 1932



GOLDEN POCKETT—This sport from Yellow Pockett being several shades darker in color is a decided improvement. Louisa and Yellow Pockett are great favorites with the growers of large exhibition blooms. This variety should be an acquisition for this purpose. The color is about the same as Mrs. Nellie T. Ross in the commercial section. Height, medium. Select bud August 20. Matures October 30.

Rooted Cuttings: \$1.50 each; \$12.00 per ten; \$100.00 per hundred.
Not less than 5 of a variety at ten rate; 25 at hundred rate.



WELL'S LATE BUFF—When properly grown Well's Late Pink still holds its own, for size and color, among the exhibition varieties and this new sport is equally valuable for this purpose. In color it is similar to such varieties as Mrs. August Koch, Floyd Gibbons and so forth; a rather pinkish, creamy buff. Dwarf in growth. Select bud September 10. Matures about November 5.

Rooted Cuttings: \$1.50 each; \$12.00 per ten; \$100.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

Dwarf plants grown in pots are very useful for home decoration or market purposes. There are some varieties included under the heading of "Large Flowering Varieties for Pot Plants" and the pompons are also serviceable for this purpose. The plants may be grown in pots throughout the season or planted out and lifted early in the fall. To insure dwarf plants that will not require stakes it is advisable to pinch out the center of the growths every week or ten days throughout the season.

INTRODUCTIONS OF 1931

DORALDINA—A bright rose pink of a decided incurved form. Large dark green foliage with strong upright stem. Diameter of flower 7 inches. Select bud August 20. Height of plant, four feet and matures about October 27.



Golden Majestic



Princess Teru



Doraldina

GOLDEN MAJESTIC—This sport from Majestic is a bright yellow in color; in other respects is identical with its parent. It should become very popular as an exhibition variety. Select bud August 20. Matures October 25. Medium dwarf growth.

PRINCESS TERU—The flowers of this variety are of the reflexed type. A pink several shades brighter than Well's Late Pink. A very promising variety for exhibition purposes. Flowers, 7 inches in diameter. Height of plant, four feet; select bud August 25. Fully matured November 1.

Rooted Cuttings: 75c each; \$6.00 per ten; \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1930

IMPERIAL GOLD—A light buff reflexed with petals irregular in their arrangement. Select buds from August 5 to 10. Flowers ten inches in diameter mature October 25. Height of plant, six feet.

LA FRANCE—A decidedly incurved exhibition showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly purple. Blooms, eight inches in diameter are cut October 28 from buds reserved August 15. Exceedingly double and a high rounded flower. Height, seven feet.

MARIAN H. UFFINGER—One of the large exhibition varieties. Outer petals reflex while the center ones incurve. The lining of the petals is a bronzy crimson and the reverse side gold. Quite striking in appearance. Select bud August 20 to 25. Flowers 10 inches in diameter. Height, four feet. Matures November 1.

The early hardy varieties are becoming more popular each year and are worthy of the consideration of all flower lovers. Our field of Early Hardies was gorgeous throughout September, October and into the early part of November. There is no class of plants so serviceable for late display after the summer flowering plants are declining. We are adding new varieties to this section each year and are now able to furnish a full range of color.

OLIVETTE—Blooms quite irregularly reflexed showing both the upper surface and the reverse of petals. A dark pink or rose color. Flowers, eight inches in diameter mature the end of October from buds selected August 10. Plants attain a height of about six feet.



Olivette



Marian Uffinger



Imperial Gold

WM. H. WAITE IMPROVED—A sport or variation from the original type but much brighter in color. The lining of the petals approaches a red whereas the original Wm. H. Waite is bronzy. In other respects it is identical.

Price, 50c each; \$4.00 per ten; \$35.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

EXCEPTIONAL EXHIBITIONS

Those desiring a greater variety of exhibitions should consider the following for, while they are not as dependable as the standard exhibitions for the average florist, they are very large and spectacular in appearance. When propagated in March, giving ample space between the plants and careful consideration in selecting the buds, the results should fully compensate any extra effort.

BRONZE TURNER—A light bronze sport from the well-known Wm. Turner, and is identical in other respects. Semi-dwarf. Date of bud, August 25.

CHEROKEE—(Introduced by us, 1924). A light bronze which assumes a rosy tint under artificial light. Outer petals are irregularly reflexed, while the inner ones incurve showing a golden reverse. In size it is a rival of Nagirroc and Vermont. Strong grower. Tall. Reserve bud August 20. Matures the end of October.

FRANCINE—(Introduced by us, 1927). A Vermont seedling with a strong stem. The upper surface of the petals is old rose and as it is closely incurved the pinkish buff reverse is most prominent. Height, medium. May be grown as large as the Turners. Select bud August 15. Matures November 15.



Nagirroc



Francine



Grace Sturgis

GRACE STURGIS—Produces a very large bloom. Bronze in color, bordering onto the amaranth, with a silvery reverse. Select bud August 25. Fully developed about November 5. Tall.

MAJESTIC—Color, buff, similar to Cheyenne. Of large size and equally suitable for exhibition or commercial purposes. Petals are wide with pointed ends, forming a reflexed spherical bloom. Easy to manage. Vigorous and of medium dwarf growth. Select bud August 20. Matures October 25.

MARY L. CLARK—(Introduced by us, 1925). A light shade of lavender pink, maturing October 25. Eight inches in diameter. Height, five feet from March propagation. Bud, August 25. May be grown for commercial purposes and is a rose pink from September bud.

MRS. KEITH LUXFORD—A reflexed exhibition. Color bronze; quite similar to Seminole Chief both as to color and form. Good stem. Select bud August 25. Matures the end of October. Tall.

NAGIRROC—An exceedingly large, reflexed, golden bronze. Admirably adapted to exhibition purposes. Semi-dwarf. Best bud, August 15. Flowers 10 inches in diameter mature October 25.

NAKOTA—(Introduced by us, 1924). Owing to its immense size this variety has become very popular for exhibition purposes. Color orange buff. Semi-dwarf. Date of bud August 25. Matures November 1.

ODESSA—(Introduced by us, 1914). An excellent exhibition variety. Splendid, incurved form. Color bright yellow. Eclipses all the yellows in size and finish. Tall. Date of bud August 30. Matures November 15.



Mary L. Clark



Odessa



Vermont

THETTA QUAY FRANKS—Orange with yellow reverse. Flowers large; fine stem. Requires an early bud, about August 15. Matures November first. Medium height.

VERMONT—Enormous flowers of incurved type. One of the best pinks for exhibition purposes. Tall. Date of bud August 10. Matures October 25.

WM. VERT—Bright crimson of large size; form reflexed, growth strong. Semi-dwarf. Date of bud August 20. Matures October 25.

Rooted Cuttings: \$1.25 per ten; \$8.00 per hundred; \$75.00 per thousand. Not less than 5 of a variety at ten rate; 25 at hundred; 250 at thousand rate.

Give complete shipping directions with each order, also date of delivery.

STANDARD VARIETIES

CALUMET—(Introduced by us, 1915). One of the best exhibition bronzes. Rather early for late shows, but its large size, high percentage of perfect blooms and easy culture make it one of the best. Tall. Date of bud August 25. Flowers 7 inches in diameter mature October 25.

ELBERON—(Introduced by us, 1913). Bright pink of finest incurved form. Beautiful foliage and good stem. Easy to manage. Semi-dwarf. Date of bud August 30. Flowers 8 inches in diameter mature November 1.

MISS RITA MITCHELL—One of the largest in size of recent years' introductions. Color, bronze shaded to salmon with a buff reverse. Select bud August 15.

MRS. J. LESLIE DAVIS—A sport from Wm. Turner and identical in every way except its color, which is a very pleasing shade of pink. Semi-dwarf. Date of bud, August 30.

MRS. AUGUST KOCH—A sport from the well-known variety Vermont. Color, rosy salmon with a creamy buff reverse. In other respects it is identical.

NERISSA—(Introduced by us, 1914). Owing to its enormous size, fine form and finish, this variety is conceded to be one of the best exhibition sorts. Color, rosy mauve. Strong, upright growth with rigid stem. Well adapted for specimen plants. Dwarf. Date of bud, September 15.



Calumet



Mauve Queen



Elberon

PURPLE KING—(Introduced by us, 1918). The nearest approach to purple. Very large, surpassing Reginald Vallis in size. Tall. Is best from buds selected September 5. Matures November 10.

ROSANDA—(Introduced by us, 1921). A wonderful exhibition variety equal to the best in size and of the easiest possible culture. Color, old rose. Outer petals are irregularly reflexed while center ones incurve. This variety is also valuable as a commercial where large blooms are required. Tall. Select bud September 10. Matures November 1.

THOS. W. POCKETT—A clear pink with incurved tips; a strong vigorous grower with ample foliage. Buds late in August give the most perfect flowers and color. Tall. Flowers 9 inches in diameter mature November 1.

Those desiring a soluble fertilizer especially prepared for the production of highest grade of Chrysanthemum Blooms are referred to page 45.

WM. H. WAITE—A very bright bronze approaching crimson. Strong growing and easy to manage. Dwarf. Date of bud August 15. Flowers 9 inches in diameter mature November 1.

WM. TURNER—A decidedly incurved variety of purest white. Fine form and a strong grower with clean foliage. Semi-dwarf. Date of bud August 30. Medium height. Diameter of flowers 9 inches. Matures November 1.



Thos. W. Pockett



Pockett's Crimson



Rosanda

YELLOW TURNER—A light yellow sport from the popular Wm. Turner and equal to its parent in every respect. Semi-dwarf. Date of bud August 30.

Rooted Cuttings: \$1.00 per ten; \$6.00 per hundred; \$55.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

EXHIBITION ANEMONES

BUFF QUEEN—(Introduced by us, 1926). The larger anemone type, 6 $\frac{3}{4}$ inches in diameter. Color of both ray and disc florets is buff, similar to Majestic. Cushion 4 $\frac{1}{2}$ inches in diameter. Matures November 1.

CAPTIVATION—(Introduced by us, 1927). Another large flowering anemone. When grown single stem blooms are 7 $\frac{1}{2}$ inches in diameter. Color of ray florets mahogany red. Cushion 4 inches; same color except extreme end of quills which is tipped with yellow. Strong stem and wonderful substance. Matures November 10.

TRIUMPH—(Introduced by us, 1926). An anemone 8 inches in diameter; undoubtedly the largest anemone in cultivation. The long ray florets are golden brown, similar in color to Nagirroc. The 3 $\frac{1}{4}$ inch cushion is bright yellow. Matures October 25.

Rooted Cuttings: \$1.00 per ten; \$6.00 per hundred; \$55.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

ADDITIONAL EXHIBITIONS—We can supply the following in limited quantity:

Carrie Beinecke—Cherokee—Mrs. H. S. Firestone—Mrs. E. Kershaw—Queen Marie—Seminole Chief—Yellow Pockett.



JAPANESE MOUNTAIN OR CASCADE VARIETIES

These are small single varieties of fairly dwarf growth, very free flowering, and with soft or pliable stems. The term Cascade is given these varieties from the fact that one or more growths may be bent down without injury to the plant making them acceptable for use on tables or other flat furniture; with one or more growths hanging down and the balance of the plant upright. This of course is all attained by training. The wood is so pliable that it may be tied in nearly any shape desired.

We have grown several thousand and have sorted according to color and are offering them in the various colors regardless of the size and form of blooms. We can supply these in white, pink, yellow, bronze and red. The accompanying illustration shows how the plants appear when properly grown.

Rooted Cuttings: \$2.00 per ten; \$15.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Chrysaline

Unequaled for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash and phosphoric acid, which are the most important elements conducive to plant life.

Stable manure contains less than 2 per cent, while Chrysaline contains 60 per cent actual plant food.

The analysis given by the State Chemist is as follows: Nitrogen, 20; Phosphoric Acid, 30; Potash, 12; total 62 available plant food.

The advantages of Chrysaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

Samples of 13½ ounces, prepaid by mail, \$.75.

Larger quantities will be furnished as follows:

Five pounds, \$2.50; Ten pounds, \$4.50; Twenty-five pounds, \$10.00; Fifty pounds, \$17.50. F. O. B. Adrian.

One ounce is sufficient for ten gallons. Full directions accompany each package.

Complaints regarding condition of stock must be made at the time goods are received. We cannot allow claims made at the time of maturity of the crop.

Smith's Revised Chrysanthemum Manual

(Seventh Edition)

By ELMER SMITH

Who Has Made a Specialty of Chrysanthemum Culture
for the Past Thirty-five Years

This booklet treats the subjects in a concise yet lucid manner, covering the whole work from the care of stock to the staging of blooms.

Several new features have been added, including complete description and remedies for two new diseases, either of which, or the chapter on Chrysanthemum Midge, or the control of leaf tyer, are worth more to the reader than the price charged. Ten new illustrations have also been added.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

\$1.50, POSTPAID

KEEP THIS CATALOG FOR REFERENCE

This Catalog is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this Catalog from cover to cover is worth reading and may throw light upon some subject important to the recipient.

LOSS DUE TO DELAY .

In cases where shipments are delayed in transit and are apparently in bad condition, please follow instructions on the back of packer's slip which accompanies each shipment.

In entering a complaint it is of great importance to give the date they were received and state which varieties were injured and to what extent.

In taking such a course both correspondence and time are saved.

In adjusting claims we always keep in mind the importance of satisfied customers.

READ THIS BEFORE ORDERING

When less than twenty-five rooted cuttings of a variety are ordered the ten rate prevails.

We are acknowledged the originators of most American Novelties of merit.

Our products will be found wherever chrysanthemums are grown.

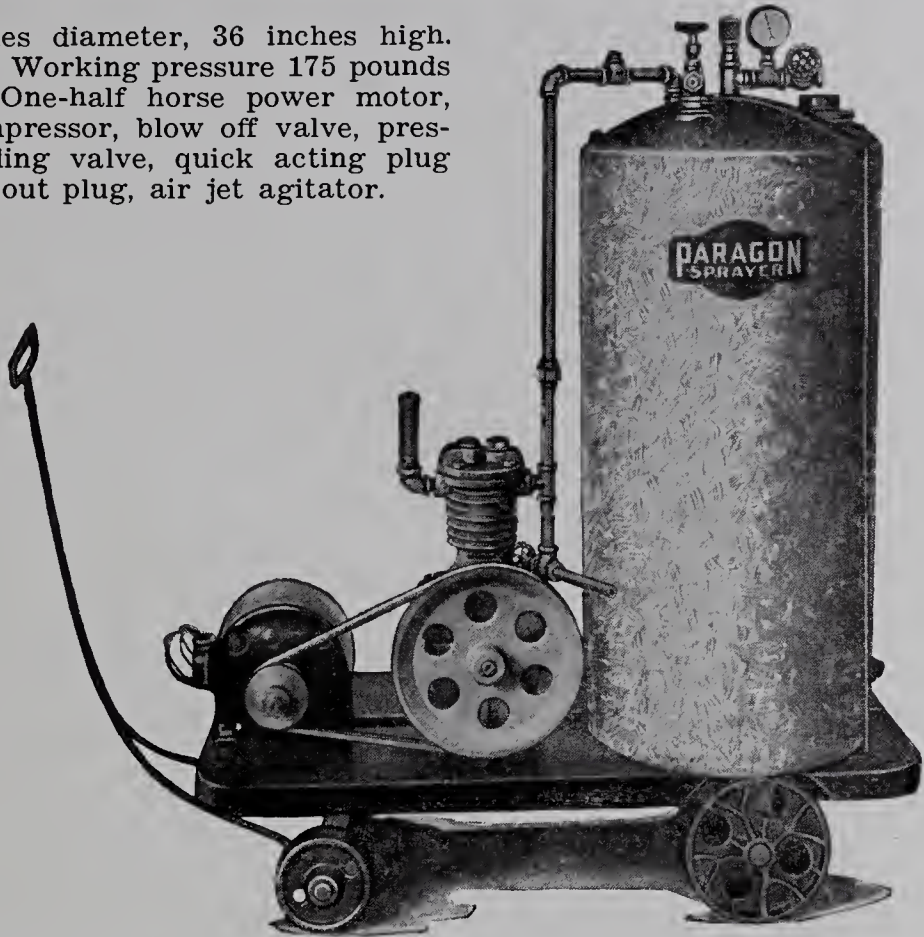
When making an order do not fail to include a few of our novelties.

Motor Driven Compressed Air Sprayer

Tank 18 inches diameter, 36 inches high. Tested 350 pounds. Working pressure 175 pounds per square inch. One-half horse power motor, over sized air compressor, blow off valve, pressure valve, unloading valve, quick acting plug for refilling, clean out plug, air jet agitator.

The electric motor and gasoline engine are fully guaranteed and are of sufficient capacity to maintain 150 pounds pressure per square inch on two leads of hose which are easily installed by connecting a Y tee to the discharge pipe thus doubling its efficiency.

**BEST SPRAY-
ING OUTFIT
FOR FLORISTS
USE**



Wherever electric power is available we recommend the motor driven PARAGON sprayer. The pressure is created by an air pump which insures an even, steady pressure forcing the liquid solution through the nozzle. A small opening in the discharge pipe near the bottom of the tank keeps the insecticide thoroughly and constantly agitated so that heavy material like Arsenate of Lead and Paris Green are kept in motion, thus insuring at all times a suspended solution. We apply white wash upon the greenhouse benches and cold water paint may also be applied. Those who do not have electric power can be supplied with a gasoline engine. We know of no apparatus so efficient as the PARAGON, perfectly applying any solution for insect control and easily operated by one person. The price is less than half that of many other outfits for this purpose.

Price without spraying equipment electric motor \$165.00 or with gasoline engine \$195.00 or supplied complete with full equipment as shown below \$202.00 and \$232.00 respectively.

| | |
|--|----------------|
| 125 feet of spray hose at 25c per foot..... | \$31.25 |
| 10 feet of extension pipe..... | 2.40 |
| 1 B-203 Stop Cock | 1.75 |
| 1 B-24 A mist spray with sleeve and bushing..... | .90 |
| 1 B-21 straight spray nozzle..... | .35 |
| 1 Steel cap mist spray nozzle for the application of whitewash, water paint, and cement paints..... | .35 |
| Total | \$37.00 |

Those desiring two sets of equipment (as given above) so that two persons may spray simultaneously, add to price of sprayer the two sets of equipment \$74.00 and one Y connection for the two hose, \$1.00, or complete for \$240.00 and \$270.00 respectively. Price f. o. b. point of shipment.

ELMER D. SMITH & CO., Adrian, Michigan.

Aspadistras

These plants have been in six-inch pots several years and are in excellent condition.

| | | |
|--------------------|---------------------|-------------|
| 100 Lurida | 12 to 20 leaves.... | \$1.00 each |
| 50 Lurida | 8 to 12 leaves.... | .75 each |
| 20 Lurida Varigata | 12 or more leaves | 1.50 each |

Elmer D. Smith & Co.

Chrysanthemum Specialists

ORIGINATORS AND DISSEMINATORS

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**The only firm in America devoted
entirely to Chrysanthemum Culture**

We have been America's greatest producers in New Chrysanthemums for years. If you want our advice on any matter pertaining to them, ask for it. It will be given promptly.

Very few are self-satisfied. Something new or different is desired. Your customers insist upon it.

Our Chrysanthemums are grown everywhere. Why not procure some of our recent introductions?