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LOW PRICES

SPECIAL SALE
OF
POTTED ROSES
AND OTHER PLANTS
FOR
PLANTING NOW

I wish I could make our friends understand that **now—not before**— in May and June, is the best time to plant these famous **pot-grown rose plants**. This is positively the right time for planting. Grown exclusively by us for planting **now**, during May, June, July—anytime **that suits you**. Pot-grown, in full foliage, strongly rooted, from large pots or crocks, for quick blooming. Gorgeous flowers **this season**. No coaxing or waiting required. In full growth, covered with beautiful foliage, waiting to be transferred to **your yard or garden**. No others like them. A famous specialty with us. Grown by us especially for summer planting and quick blooming; also to fill quickly with large growing plants, the spaces where so many roses were killed this past winter.

UNHEARD OF LOW PRICES. WE PAY POSTAGE IN U. S. A. ORDER TODAY. "THE NEW KIND" OF POTTED ROSES OF NEWCASTLE—FAMOUS THE WORLD OVER. SATISFACTION, SAFE ARRIVAL GUARANTEED.

More failures arise from planting too early than from all other causes. **Now**, in May, June, July, is the time to plant our potted own-root rose plants.

Take my word for this, P. J. L.

HELLER BROTHERS COMPANY

P. J. LYNCH, Owner

NEWCASTLE, INDIANA

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