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SPRING LIST

INDEXED

1934
Supplementing
our Large Cat-
alog and Plant-
ing Guide.
Copies free
on request.

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UNITED
STATES
1934 ★
Department of Agriculture

HILLENMEYER
NURSERIES Established
LEXINGTON, KENTUCKY 92 Years
PHONE ASHLAND 4371





HILLENMEYER
LEXINGTON,

SPECIAL NOTICE

THIS IS JUST A SMALL
SPRING LIST. OUR LARGE
ILLUSTRATED CATALOG
AND PLANTING GUIDE
IS FREE FOR THE ASKING



WHY PURCHASE FROM HILLENMEYER'S?

Every plant guaranteed true to name.

Order must arrive in good condition or refund will be made.

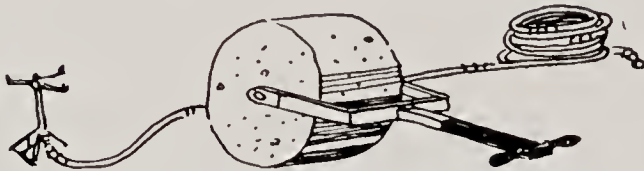
Every plant full of vitality.

Planting guide with every order.

Prices are reasonable. Special reductions in quantity lots.

Stock all Government inspected.

Oldest, largest, and most dependable nursery in the South. 92 years of experience.



FERTILIZERS

For the convenience of those who need fertilizers for their lawns or borders we offer F. O. B. Lexington:

	10 lbs.	25 lbs.	100 lbs.
Bone Meal	\$0.75	\$1.00	\$3.00
Sheep Manure Pulverized65	.85	2.50
Sulphate of Ammonia75	1.00	3.00
Turf Builder	1.00	2.00	6.00
Vigoro	1.00	1.50	4.50
		50 lb. bag	200 lb. bag
Driconure		\$2.75	\$10.00
		1 bale	5 bales
Peat Moss (20 Bu. Bale)		\$3.25	\$15.00

Pay a visit to our Nursery. See for yourself why Hillenmeyer shrubs and plants are the best.



SEED POTATOES

From Certified Stock

If you are not one of those many annual planters of Hillenmeyer Selected Seed Potatoes you are missing your opportunity of having larger yields and better potatoes.

We have been growing "Second Crop Seed" for thirty-five years, one of the very first to select our seed. Every year we have a special block in which we inspect every hill, reserve only the best ones and from these we grow our seed. In planting our kind of seed you get uniform potatoes, free from the "running out diseases" and a strain selected for high yield and early maturity.

Quantity and fair prices have made us many friends. Order early as many seasons we are sold out before planting starts. This offer goes to fifteen thousand customers and with the curtailment of tobacco acreage potatoes will be heavily planted. No other crop produces as quick cash returns. We reserve the right to change prices without notice.

IRISH COBBLERS

1 bushel (60 lb.)	\$1.25
100 lb. bag	2.00

Larger quantities quoted on application.

Blue Grass Seed

The Lawn Grass Seed business in many cases has become a "racket," that is, many people are being sold seed light in weight, full of chaff and weed. This kind of seed becomes a liability. When a pound of good double cleaned heavy seed will sow from three hundred to one thousand square feet of lawn because it is all seed can you afford to worry with chopping out the weeds started from these cheap lawn mixtures?

We don't boast cheap seed per pound but results per pound and results per dollar. We select only the very highest grade re-cleaned seed actually the "cream of the crop" and results are assured. "How to Make a Lawn" leaflet sent on request.

PURE BLUE GRASS

Single pound	\$0.35	Postpaid
4 lb.	1.00	Postage \$.10
10 lb.	2.50	Postage .20
50 lb.	10.00	Postage .65
112 lb. (standard bag)....	17.50	

Lawn Mixture—Our own superior mixture of a variety of grass seeds suited for making new lawns. Priced as above.





ROSES

Hillenmeyer roses will bloom from May to November and year after year. Best plants in years, and we expect the largest sale of plants ever experienced. The reputation of our roses is such that every year we have increased our sales. Why? Because of our well-grown, specially-treated plants, as well as the increasing appreciation of the Rose as a flower.



2 yr. Heavy No. 1, extra size
\$0.50 each 5 for **\$2.25**
Add 10% for Parcel Post.

VARIETIES

Betty Uprichard—Salmon pink stained with copper.
Dame Edith Helen—Most perfumed of all pink roses.
Druschki—Gigantic white buds and blooms.
Etoile de Hollande—The finest dark red rose.
General McArthur—A fiery red, free blooming.
K. A. Victoria—Double, pure white.
Lady Hillingdon—Apricot-yellow.
Lady Alice Stanley—Double, silvery pink.
Lady Margaret Stewart—Copper orange.
Madam Butterfly—Bright pink shaded with gold.
Madam Edouard Herriott—Bright orange-pink.
Margaret McGredy—Brilliant red petals on deep gold.
Mrs. Charles Bell—Salmon pink.
Mrs. E. P. Thom—Rich lemon-yellow.
Radiance—Best of all pink roses.
Red Radiance—A bright rosy-red form of Radiance.
Souv. de Claudius Pernet—Excellent golden-yellow.
Willowmere—Brilliant pink suffused with gold.

MEDIUM ROSES

3 for \$1.00

100% more vitality than Department Store and
"Bench Roses."

Add 10% for Parcel Post.

Betty Uprichard—Salmon-pink, semi-double.
F. K. Druschki—Vigorous grower, white.
K. A. Victoria—The standard white rose.
Lady Hillingdon—Apricot-yellow.
Mrs. Charles Bell—Salmon-pink Radiance.
Duchess of Wellington—Light-yellow.
Gruss an Teplitz—Small, blackish maroon.
J. L. Mock—Brilliant pink.
Francis Scott Key—Large, brilliant crimson.
Los Angeles—Pale satiny pink.
Radiance—Best of all pink roses.
Red Radiance—Best all-round red rose.
Souvenir de Claudius Pernet—Excellent yellow.

CLIMBING ROSES

Climbing American Beauty—Bright purplish-crimson.
Paul's Scarlet—Vivid scarlet-red.
Dr. Van Fleet—Pale pink.
Gardenia—Rich creamy yellow.
Silver Moon—White, semi-double.



DE LUXE ROSES

2 yr. No. 1 Plants

\$0.75 each 6 for \$4.00
By Parcel Post include 5% additional.

Dotty—Golden yellow, copper with reddish buff.
E. G. Hill—Massive blooms of deep maroon.
Editor McFarland—Pink amber glow.
E. J. Ludding—Brilliant pink, extremely hardy.
Golden Gleam—Daffodil-yellow with carmine stains.
Pres. Herbert Hoover—Maroon, orange and gold.

GOLDEN CLIMBER. (Mrs. Arthur Curtiss James).
Plant Patent No. 28. The most interesting and unusual feature is that its extreme hardiness is combined with blooms of Hybrid Tea type and quality, long lasting and most always solitary on stems often eighteen inches or longer. Able to withstand sub-zero temperatures. Handsome glossy foliage, green wood and red thorns are ornamental even out of bloom. Color a very pleasing shade of yellow, unusual in climbers. Not everblooming. Each **\$2.00**

New Race of Roses

EVERBLOOMING CLIMBERS

BLAZE. A brilliant everblooming red climber, being a cross of Paul's Scarlet on Teplitz. Offered for the first time this year. Following the early summer flowering period there is a continuous bloom all summer of brilliant scarlet flowers. Just as showy as its climber parent. Predicted to supplant all other red varieties. Patent No. 10. Each..... **\$2.00**

NEW DAWN. Nothing less than an everblooming Dr. Van Fleet. Imagine having cut flowers daily of this splendid old variety. Its long pointed, flesh colored buds on long stems are unequalled in the rose collection. This everblooming Van Fleet is the beginning of a new race of roses. Enjoy a trellis or fence of these splendid varieties all summer. The use of annual blooming roses will be limited once these everbloomers are well known. Plant Patent No. 1. Each..... **\$1.50**

Above three, by Parcel Post include 5% additional.



New Rose—Blaze



Strawberry Plants

CULTURAL DIRECTIONS

Late March or April is the chosen time to plant strawberries. Fall planting usually is a complete failure. Plant early to avoid failure.



Strawberries respond to good soil, and you should choose a fertile location or garden plot, free of sod and weeds, as white grubs invariably follow these. Prepare the ground very thoroughly.

The rows should be drawn three and a half to four feet apart on strong ground and the plants set fifteen to twenty inches apart in the row.

PLANTING

In planting, shorten the roots one-third, dip into a thin mud so as to cover each rootlet with a film of soil. Place in the ground, roots fan shaped, with the crown at the ground level, and make solid by pressing firmly. If planted too shallow they will dry out, and if too deep they will rot. Watering after planting is advisable if the soil is dry. Remove some of the foliage before planting to prevent evaporation.

CULTIVATION

For summer care keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve the vitality of your plants and produce a fine matted row. Keep the hoe and cultivator busy.

Winter protection by mulching with clean straw after the ground is frozen is advised. Do not apply too heavily and smother the plants. Leave on during the fruiting season, as it conserves moisture and keeps the berries clean.

— PRICES —

While prices are quoted by both Parcel Post and Express, we prefer to send them by Parcel Post. **Please note, cash must accompany all orders.**

Being familiar with your conditions, we will gladly make selections if you are in doubt.

300, 500, or 1000 plants should be set, depending on size of family.

Quantity Any selection permitted except Ever-bearing Varieties	By Parcel Post and only when remittance is made with order	Via Express Purchaser paying transportation
100	\$1.00	\$0.85
200	1.45	1.25
300	2.00	1.75
400	2.55	2.25
500	3.10	2.75
600	3.65	3.25
700	4.20	3.75
800	4.75	4.25
900	5.30	4.75
1000	5.60	5.00

Prices on larger quantities on application.

Mastadon, Everbearer\$1.50 per hundred



Strawberry Varieties

PREMIER

No strawberry has ever been so deservedly popular. It is perfect flowering, a good plant maker, and frost resistant. Its best points, however, are its ability to set an extra large crop of berries and mature every one. No small berries are found even at the last picking. The fruit is large, bright in color and high in quality. The leading berry for home market, supplanting all other kinds. No berry ever listed has earned such a deserved place in the variety list. We recommend it as the BEST early and mid-season variety. In small plantings use Premier only.

BLAKEMORE

This follows Premier in ripening period. A new variety that is taking the place of the old standby Senator Dunlap. Berry very firm, good table quality and has no superior for canning or preserving. Good plant maker, especially adapted to poorer or lighter soil. While it is new we consider it one of the real discoveries and right now is recognized as a superior home and local market berry. Four years' tests now place it up with the very best all-round strawberry.

SENATOR DUNLAP

Its one fault lies in its habit of making too many plants. Dark rich red fruits ripening in mid-season, of excellent quality. Heavy annual producer. Must be kept thinned out in the row, otherwise too many plants and small size fruits will result.

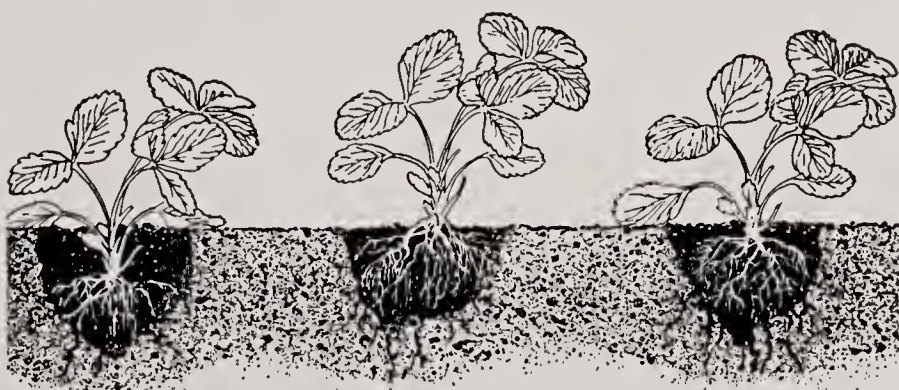
GANDY

Still the best late berry. Robust plants that fruit on strong stems, blossoming exceedingly late and thus missing frosts that often kill the early bloomers. Considered the best preserving berry by many and is also very fine as a table variety. Plant with confidence.

AROMA

This variety, while it has not lost any of its eating, culinary, and shipping qualities, is deficient because of its failure to make sufficient plants. The berry is medium to large, light in color with bright seeds. Good quality, but only recommended where Aroma is known to do well.

HOW TO PLANT STRAWBERRIES



TOO DEEP

TOO SHALLOW

JUST RIGHT



FRUIT TREES



Hillenmeyer trees with 90 years of expert propagation experience, dug fresh from Mother Earth are sure to grow. Every tree must be as represented, true to name and arrive in prime order. Replenish your old orchard or plant a new one now as prices are bound to increase due to shortage of fruit stock.

APPLES

Prices	Each	5
4½ - 6 ft., 2 and 3 year.....	\$0.45	\$2.00
3½ - 5 ft.35	1.50

Summer Varieties

- *Astrachan
- *Early Harvest
- *Early Transparent
- *Golden Sweet
- *Hyslop Crab
- *Liveland
- *Maiden's Blush

Fall Varieties

- *Grimes Golden
- *Northern Spy
- *Wealthy
- *Wolf River

Winter Varieties

- *Baldwin
- *Ben Davis
- *Black Twig
- *Delicious
- *Jonathan
- *McIntosh
- *Milam
- *Rome Beauty
- *Stayman
- *Winesap
- *York Imperial

PEACHES

Prices	Each	5
4½ - 6 ft.	\$0.45	\$2.00
3½ - 5 ft.35	1.50
2½ - 3½ ft.25	1.00

Varieties

- | | |
|-------------------|-------------|
| *Belle of Georgia | *Elberta |
| *Brackett | *Heath |
| *Carman | *Hiley |
| *Champion | *J. H. Hale |
| *Chair's Choice | *Jubilee |
| *Early Elberta | *Mayflower |

CHERRIES

- | | |
|-----------------|-----------------|
| *Early Richmond | Black Tartarian |
| *May Duke | Governor Wood |
| *Montmorency | Yellow Spanish |

PEARS

- | | |
|-----------|---------|
| *Bartlett | Lincoln |
| *Kieffer | *Seckel |

PLUMS

- | | |
|------------|------------|
| *Abundance | *Burbank |
| *Damson | Green Gage |

Prices on Cherry, Pear, and Plum

Prices	Each	5
4½ - 6 ft., 2 year	\$0.65	\$3.00
3½ - 5 ft.60	2.75

By Parcel Post include 10% additional.



BARGAIN OFFER

No. 2 Trees, free of disease, with slightly crooked bodies or tops, with occasional blemishes, not good enough for Number Ones, and entirely too good to throw away, are available in varieties marked (*) at.....

1/2 Price

If by Post add five cents per tree. Trees so large express or freight shipment suggested.

Small Fruits

In making your spring garden to help cut your living expenses plant small fruits. They will produce the year after planting and are permanent. Prepare soil well and space two and a half to three feet apart in four to six foot rows. Only quality plants of best strains sold.



	25	50	1000
Cumberland Black Raspberry	\$1.00	\$1.25	\$16.00
Chief Red Raspberry	1.00	1.25	16.00
Latham Red Raspberry	1.00	1.25	16.00
St. Regis, Everbearing Red Raspberry	1.00	1.25	16.00
Early Harvest Blackberry	1.00	1.25	18.00
Eldorado Blackberry	1.00	1.25	18.00
Lucretia Dewberry	1.00	1.25	16.00

Strawberry—See pages 6 and 7

By Parcel Post include 10% additional.

Asparagus and Rhubarb

These two old garden favorites are really better planted in the spring. Be sure to prepare your soil thoroughly. Both are easy to establish and pay their way many times over for your initial investment.

— PRICES —

Asparagus 50 plants			\$1.00
2 year 100 plants			1.50
	Each	5	100
Rhubarb Divisions	\$0.10	\$0.50	\$8.00

By Parcel Post include 10% additional.



Free Landscape Service

Your home landscape is a permanent fixture like your house and lot. It is important to do the initial planting right and that is where we can help if you will consult us.



Shrubs

Heavy branched three and four year shrubs are offered here at very attractive prices. These fine transplanted, mature specimens furnished in several sizes and every plant full of vitality.

See General Catalog for descriptions.
125 Varieties listed.

	Each	5	100
Large size	\$0.50	\$2.25	\$40.00
Ordinary size45	2.00	35.00

Medium Sizes, \$0.35 ea. 3 for \$1.00

ONLY IN VARIETIES MARKED (*)

By Parcel Post include 10% additional.

- | | |
|-----------------------|---------------------|
| *Althaea | *Lilac (Purple) |
| *Japanese Barberry | *Mock Orange |
| Redleaf Barberry | Pussy Willow |
| *Butterfly Bush | Rhodotypos |
| Calycanthus | *Spirea Vanhoutte |
| *Cydonia | *Spirea Anthony Wa- |
| *Deutzias (Pride of | terer and 10 other |
| Rochester) | varieties |
| *Forsythias | *Snowball |
| *Honeysuckle, Bush | Tamarix |
| *Hydrangea, A. G. and | Viburnums |
| P. G. | *Weigelas |
| Highbush Cranberry | Etc. |

Cannas

Cannas are coming back. The easiest of all bedding plants to grow. Plant six inches deep, two feet apart and your reward will be continuous summer bloom and a mass of unsurpassed foliage.

Dormant Plants.

	25	50	100
Red and Orange	\$2.00	\$3.00	\$5.00

Postage 10% extra.



Water Lilies

Use these in your pool for all summer joy and interest. Easily established in buckets containing at least one cubic foot of soil for each plant, made of three parts good soil, and one part well rotted cow manure. Place crowns even with surface, cover with inch of sand or gravel to keep water clean. Place in pool so six to eight inches of water will cover. In full sunlight our strong roots will bloom all summer.

To even our stock our choice from the best known varieties offered to color, white, pink and red.

\$1.00 each

Postage 15c additional.



Evergreens

Spring is the ideal time to plant evergreens. Eight pages in our large catalog are devoted to how to arrange and plant, prices, and descriptions. Every plant sheared and is a perfect specimen. Dug fresh to order. Priced according to size. See catalog or send your list for quotations.

Hedge Plants

Spring is the chosen time for planting hedge. "Good fences make good neighbors" and hedge fences are more than this. Their walls of green add a finish and beauty to one's grounds not obtainable through the use of wood or wire. Our plants are bushy, and well developed. Figure a plant every six to twelve inches depending on just how dense you want your fence.

	10	50	100
Amoor River Privet South			
18 - 24 inches	\$1.00	\$3.00	\$6.00
2 - 3 feet	1.25	4.00	8.00
California Privet			
12 - 18 inches60	2.00	4.00
18 - 24 inches85	2.50	5.00
2 - 3 feet	1.00	3.00	6.00
3 - 4 feet	1.25	4.00	8.00
Ibolium Privet			
12 - 18 inches60	2.00	4.00
18 - 24 inches85	2.50	5.00
2 - 3 feet	1.00	3.00	6.00
3 - 4 feet	1.25	4.00	8.00
Fragrant Bush Honeysuckle			
18 - 24 inches	2.00	7.50	15.00
2 - 3 feet	2.50	10.00	20.00
3 - 4 feet	3.00	12.50	25.00
Japanese Barberry			
12 - 15 inches	1.50	6.00	12.00
15 - 18 inches	2.00	7.50	15.00

By Parcel Post include 10% additional.



Perennials

Spring is considered the best time to plant perennials. Space here does not permit descriptions. Our big catalog has seven pages of descriptions and illustrations. Below is a partial list—any assortment.

6 for \$0.90

12 for \$1.60

15 cents each

Anchusa	Aquilegia
Asters—Hardy	Baby's Breath
Baptisia	Beard Tongue
Canterbury Bell	Carnations
Chrysanthemum	Cone Flowers
Coreopsis	Delphiniums
Evening Primrose	Linum
Foxglove	Iris (30 varieties)
Geum	Gaillardia
Hardy Scabiosa	Iberis
Hollyhocks	Mallow Marvels
Lemon Lily	Hardy Grasses
Pachysandra	Lupine
Phlox (10 varieties)	Periwinkle
Pyrethrum	Pinks
Shasta Daisy	Statice Latifolia
Sweet William	Veronica

LARGE CATALOG FREE on request

This Spring Price List in no way represents the full line of Hillenmeyer nursery stock which is listed and described in our big catalog which we will gladly send free to you. Our big catalog is a practical, informative hand book containing cultural information and many useful suggestions. No one contemplating planting or landscaping should be without this book.

