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# BEAUTY from BULBS

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RECEIVED  
AUG 30 1934



*Our Madonna Lilies successfully growing in pergolas.*

## *An Urgent Message*

THE extreme drought has greatly reduced the available quantity of bulbs of *high quality* suitable for planting this Fall. As the result, and also through other economic conditions, the cost of all bulbs is rising considerably and by this Fall higher prices will prevail.

Protected by our early reservations, there is still time to import the finest Holland bulbs for your orders at the prices listed in our illustrated catalogue (1934 Edition), a copy of which was sent you some time ago.

May we urge you to send us your bulb requirements *now*. This cooperation is invaluable and will prevent disappointments later.

YOUR ORDER SHOULD BE IN OUR POSSESSION NOT LATER THAN SEPTEMBER FIFTH. After that date there is a likelihood of certain fine varieties not being available or of higher prices prevailing.

Help us to serve you best. Thank you.

*John Scheepers, Inc.*  
522 FIFTH AVENUE NEW YORK CITY

NUMEROUS GOLD MEDALS  
AND OTHER HIGH AWARDS

EXHIBITION GARDENS "PARADISE,"  
BROOKVILLE, LONG ISLAND

SPECIALISTS IN HIGHEST QUALITY FLOWER BULBS



# “True Northern France”

## *Lilium Candidum*

AMONG the Lilies, the lovely MADONNA LILY (*Lilium Candidum*) rules supreme. Combining fragrance, stateliness, beauty, and inspiring characteristics in a high degree, it adds a touch of chaste refinement to any garden, no matter how sumptuous or modest.

It is very easy to grow; the prime requisite for successful cultivation is the correct start with the right kind of bulbs. France is the chief producer of Madonna Lily bulbs. The finest stocks are produced in the NORTH OF FRANCE.

### *How, When and Where to Plant Them*

Because of their pure white color, Madonna Lilies fit in any garden scheme. For best effect plant in clumps of 5 to 10 bulbs each throughout the hardy border. Set them about 4 inches apart each way, placing a little sharp sand underneath for proper drainage. Set the bulb at a slight tilt and cover the crown with not more than 2 inches of soil.



The best time to plant is during late August and September—the sooner the better. Root action will commence at once and a slight leaf growth will be made before heavy frosts stop vegetation.

They are not particular as to location; either sun or shade, but prefer partial shade to be at their best.

#### *Finest Select Grade*

\$38 per hamper of hundred heaviest bulbs

\$20 per hamper of fifty heaviest bulbs

\$ 6 per dozen heaviest bulbs

After regrading and selection of the heaviest bulbs, the balance, consisting of *first class bulbs*, guaranteed to flower satisfactorily, we offer at:

\$28 per hamper of hundred bulbs

\$15 per hamper of fifty bulbs

Other strains and smaller bulbs of Madonna Lilies may be had at considerably lower prices. We do not offer them.





*Watkin Samuel's "Hollyhock-Flowered" Delphiniums.*

## *Delphinium*

**T**RULY magnificent effects can be obtained by planting Madonna Lilies in conjunction with DELPHINIUMS, variety BELLADONNA, or Watkin Samuel's famous ENGLISH HYBRIDS.

We offer extra selected, young, vigorous plants of these Delphiniums; they are shipped balled and burlapped to insure safe arrival and prevent plants being checked or damaged while in transit; they should be planted immediately upon arrival, thoroughly watered and somewhat protected from the hot midday sun during the first few days after planting.

	per 100	per 10
DELPHINIUM BELLADONNA, selected, heaviest plants, OUR IMPROVED STRAIN.....	\$27.50	\$3.00
DELPHINIUM ENGLISH HYBRIDS, Watkin Samuel's famous strain, selected, heaviest plants.....	92.50	9.50



# Scheepers' Supreme Collection of Japanese Irises

THE best skill of the ingenious Japanese hybridists has been expended to bring this their most splendid creation to a high state of perfection.

These varieties have never been offered before. They were selected as the choicest from a fine collection in the most famous private Japanese Iris Garden in Yokohama. All were named by us in honor of prominent flower lovers during the Summer Show in Newport, Rhode Island, where they were exhibited. Japanese Irises are best planted during August-September.



*View of our Prizewinning  
Japanese Iris Garden  
at the 1934  
Newport, Rhode Island,  
Summer Show.*

## Description of varieties of Japanese Irises

1. **Mrs. Charles E. Merrill.** Double. A blending of colors difficult to describe. Light blue suffusing toward edges to a deep claret with light yellow markings toward center of petals. Each, \$1.
3. **Anne Corning.** Double. The softest pink we have seen in any Japanese Iris. Light yellow markings in center. A very beautiful and unusual Iris. Each, \$1.50.
4. **Anna Case Mackay.** Double. Very early. The ground color of this Iris is pure white suffused toward edge of petals to a bright crimson. Very unusual. Each, 75c.
5. **Mrs. Walter B. James.** Single. The color is best described as being white, overlaid with a sheen of greyish slate. Very attractive. Each, \$1.
7. **Maud Richey Seabury.** Double. Very large flower of a soft creamy white. Petals of fine substance. Very attractive. Each, \$1.50.
8. **Annie Burr Jennings.** Double. A most beautiful self pink. An Iris greatly admired and a distinct break in Japanese Irises. Each, \$1.
9. **Mrs. Michael M. Van Beuren.** Double. The color of this beautiful Iris is a satiny, deep self-colored royal-purple. This variety is very unusual on account of the very prominent standards. Each, \$1.
10. **Mrs. L. E. Woodhouse.** Double. Soft blue turning to a deep purple toward edges. Very fine. Each, \$1.50.
11. **Madame H. M. van Haersma de With.** Double. The ground color of this unusual Iris is white suffusing to a lighter blue toward edges of petals with entire petals very distinctly veined a deeper blue. Standards are a deep royal-purple. Each, \$1.
12. **Mrs. Harold Brown.** Single. Very difficult to describe. The color is white slowly suffusing toward the edges of the petals from a light to a deep pink. Each, \$1.
13. **Edith Wetmore.** Single. The huge flowers which are of good substance are white, suffusing toward the edges to a soft royal-purple. Very beautiful and unusual. Each, \$1.
14. **Mrs. Hamilton Fish Webster.** Double. A most beautiful and unusual Iris. Ground color is white overlaid toward the center with deep purple which gradually lightens toward edges of petals. Entire flower is distinctly veined purple. Each, 75c.
15. **George K. Morrow.** Double. Clear and purest white with slight yellow markings in center. A flower of wonderful keeping qualities. Each, 75c.
18. **Mrs. Henry H. Rogers.** Double. Very deep mahogany self color with light yellow center. Very attractive. Each, \$1.
19. **Mrs. Charles H. Schweppe.** Double. Very beautiful and unusual. The color is white with a slight porcelain hue and slight yellow markings in center. Each, \$1.

Collection of one each of the above 15 choice varieties, strong plants, guaranteed to flower the first season after planting.

Catalogue value, \$15.75—Special price, \$13.50.