

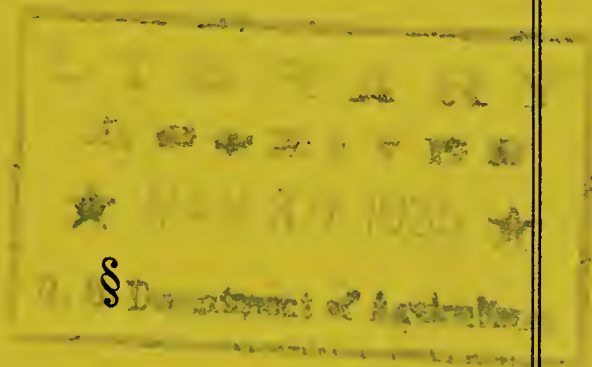
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Chrysanthemum Price List

1935



Geneva Floral Co.
GENEVA, N. Y.

OUR GUARANTEE:—We guarantee to deliver Mum rooted cuttings by parcel post free to your post office up to and including the fourth zone. If not satisfactory they **Must Be Returned At Once Carefully Packed**, and your money will be refunded. Shipments damaged in transit **Must Be Shown At Once To Postmaster** and report damage to us immediately. No allowance if report is made after 24 hours.

TO THE TRADE:

We are preparing for a big season and expect there will be an unusual demand, which we will try to meet as far as possible. If you want to be sure to get **What You Want When You Want It**, you must give us your order as early as possible. Many orders can be filled when received, but we can be sure to give better satisfaction if we have orders early.

BLOOMING DATES

Dates for blooming are quite misleading. This depends almost entirely on the way the crop is grown. If grown cool, the crop will be retarded, and if given heat, it will be hurried along. The date of planting also makes some difference.

In arranging our list this year we are listing the varieties in the order of blooming with us.

ADVANCE ORDERS

If possible place your orders early—and then we can either propagate especially for you or can mark your order (sold) in the regular cutting bench so when time for shipment comes your stock is ready.

Many of our customers do this and find it greatly to their advantage. We try and have reserve stock we can call on to provide advance orders.

Always give us as much time as possible on your order.

TERMS, Etc.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

Not less than 25 of one variety at 100, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take 1000 rates.

Five percent off cash with order, two percent ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

Prices—\$2.50 per 100, \$20.00 per 1000 except where noted, and all prices subject to change.

Smaller quantities, varieties labeled, 5c each, 25c for 6, 50c per dozen.

EARLY

Smith's Advance—Earliest white.

Quaker Maid—White, fair size for very early.

Yellow Quaker Maid—Sport from Quaker Maid.

Smith's Enchantress—Good size, fine shade of pink.

- Gold Lode**—Good size and fine color.
Unaka—Old standard early pink, large flower.
October Rose—Large incurved pink.
Mrs. E. H. Kidder—Bright incurved yellow; holds its form for a long time on the plant and we consider it one of the very best.
Chrysolora—Fine incurved early yellow.
Indianola—Earliest bronze, fine large flower.
Gov. Green—Very large flower, crimson and gold.
Oconto—Good standard white.
Hilda Bergen—Bronz, medium size.
Celestra—Very attractive yellow ball.
Rose Glow—Choice dark pink of good size.
Ambassador—A very fine large incurved white; best early.
Detroit News—A very popular bronze.
Golden Wave—Incurvd bright yellow, good size.
Silver Sheen—Large incurved white, old standard.
Sun Glow—Largest and best incurved yellow.
Justrite—Globular pink of fine shade and choice kind.
Old Rose—Large flower, deep rose pink.

MID-SEASON

- Betsy Ross**—Large incurved white.
Smith's Brilliant—Choice midseason red.
Pink Chieftan—Good shade of pink, favorite with many.
J. W. Prince—A darker sport of Chieftan.
Mefo—Incurved creamy white.
Snow White—An incurved pure white of merit.
Monument—Very large incurved white; large as Turner, \$3.50 per 100, \$30.00 per 1000.
Yellow Monument—Yellow sport of Monument, \$3.50 per 100; \$30.00 per 1000.
Golden Glory—A midseason favorite with many.
Richmond—Bright yellow with perfect incurved form.
Rose Perfection—Very fine large pink.

- White Perfection**—White sport of Rose Perfection.
- White Turner**—Very large incurved exhibition variety—\$3.50 per 100; \$30.00 per 1000.
- Yellow Turner**—Yellow sport of White Turner, \$3.50 per 100, \$30.00 per 1000.
- Charles Razer**—Large pure white still grown by many.
- Citronelle**—Incurved, similar to Pearson in color.

LATE

- Golden King**—Large incurved yellow.
- Whittier**—Incurved yellow, one of the best.
- Sungold**—Seedling of Sunbeam but brighter yellow.
- Sunbeam**—Large incurved yellow, favorite with many.
- Friendly Rival**—Largest and best golden yellow.
- Mrs. R. M. Calkins**—Fine large incurved yellow.
- Gladys Pearson**—Very profitable light bronze.
- Yellow Pearson**—A sport of Gladys Pearson.
- Distinction**—Large fine pink, choice kind.
- White Surprise**—Very large incurved white.
- Helen Frick**—Large incurved pink or lavender.
- Thanksgiving Pink**—Deep pink, large fine flower.
- Nellie T. Ross**—One of the largest and best yellows.
- Pink Siedewitz**—Old incurved favorite largely grown.
- Tom Browne**—Large late white.
- Harvard**—Old standard maroon.
- Garnet King**—Choice flower and may be had for Christmas.
- December Glory**—Large incurved late white.
- Chattanooga**—An excellent large late white.
- Marie de Petris**—Very late incurved golden yellow, \$3.50 per 100; \$30.00 per 1000.
- Mistletoe**—Incurved late white for Christmas and later.

Golden Mistletoe—Yellow sport of Mistletoe.
Pink Mistletoe—Pink sport of Mistletoe.

POMPONS

\$2.50 per 100; \$20.00 per 1000

Uvalda—Our earliest white, one of the first in market.

Pink Doty—An excellent and very popular pompon.

White Doty—Sport from Pink Doty.

Red Doty—Similar to Pink and White except color.

Nuggets—Choice button yellow.

Pink Dot—Very attractive and popular variety.

Pink Popcorn—A beautiful shade of pink.

Rose Charm—A bright pink choice variety.

Captain Cook—A lovely shade of rose pink.

Leilah—A good light pink.

Cora Peck Buhl—Like Golden Climax but a deeper yellow.

Minong—A hardy early white.

Dainty Maid—Small baby button of pleasing shade of pink.

Clorinda—Fine bronze for Thanksgiving.

Diana—Midseason white.

New York—A button bronze very much called for.

Autumn Glints—Choice golden bronze.

Yellow Fellow—A pleasing shade of yellow.

Wilcox or Mrs. Beu—A bronze that always sells well.

Red Wilcox—This is a sport of Frank Wilcox with much more red in it

Yellow H. Canning—Button yellow.

Golden Climax—An old favorite button yellow.

Golden Sceptre—A fine late bright yellow.

Cordova—White. Free-flowering, just right for Thanksgiving.

Dorothy Turner—Fine bronze, almost red in the bud.

Le Roy—A light pink that may be had very late.

Yellow Le Roy—Yellow sport of Le Roy.
El Reno—Very choice bronze similar to Bronzito.
Christmas Gold—Late button yellow.
Rowenna—Choice late bronze.
Gold Coin—Well-named and very choice sort.
Rodell—Yellow.
Yuletide—White for Christmas and later.
Yellow Yuletide—Sport of Yuletide.
Usonia—A very late pink.

SINGLE

\$2.50 per 100; \$20.00 per 1000

Buckingham—Early pink.
Bronze Buckingham—Bronze sport of Buckingham.
Godfrey—A popular Thanksgiving pink.
Anna Nanzig—A darker pink sport of Godfrey.
Menza—An excellent single white, fine disbudded.
Golden Menza—Yellow sport of Menza.

ANEMONES

\$2.50 per 100; \$20.00 per 1000
except where noted

Izola—Deep pink, good producer.
Maple Leaf—Novelty and very attractive.
Sorona—White with large yellow cushion.
Captivation—A novelty in shape and color; should be disbudded, \$3.50 per 100; \$30.00 per 1000.
Sunshine—A most profitable all yellow variety.
Elizabeth—A beautiful all yellow with pleasing form.
Maritza—Bright yellow with full highly rounding cushion.
Coed—Soft shade of pink with tinge of yellow in cushion.
Lida Thomas—White petals and yellow center.
Norma—A very valuable sort, fine disbudded.

Suzanne Miller—Yellow sport of Norma, very fine.

Garza Supreme—Very late white for Christmas and later.

Yellow Garza Supreme—Sport of Garza Supreme.

CAPRICE

Caprice—Six kinds and colors, bronze, lavender, pink, purple, yellow, and white, \$3.50 per 100; \$30.00 per 1000.

HARDY VARIETIES

\$2.50 per 100; \$20.00 per 1000

We list the following as generally listed as Hardy, but there are many more in our list of the early sorts, both Standards and Pompons that are hardy in our section with little or no protection:

Alladin—Bronze.

R. Marion Hatton—Yellow.

Ruth Hatton—White.

Boston—Bronze.

Adironda—Bronze.

Zora—Yellow.

Harvest Home—Bronze.

Ruth Cummings—Reddish Bronze.

Alice Howell—Orange yellow.

Minong—White.

Barbara Cummings—Yellow shading to bronze.

Provence—Soft pink blended with yellow.

Glory of Oaks—Yellow.

Mayellen—Cerise pink with yellow center.

Little Bob—Bronze red.

Murillo—Choice pink.

MIDGE

FumeTobac will control Midge and is very easy to handle. It may be had from most supply houses or direct from the Uniform Products Company, Inc., 111 Fifth Ave., New York. The company furnishes tins for hanging in the house for burning the powder, and

for our use we consider this the most practical of anything we have found to control Midge. We also sometimes have to spray with **Nicofume Liquid** and sometimes we use **Cyanogas**, both of which are good but not so pleasant to handle as FumeTobac.

You need not fear Midge if you use preventatives. Our stock is clean and we keep it clean.

We will furnish brief cultural directions for the asking. Elmer D. Smith of Adrian, Mich., has an excellent book on Mum growing.

SNAPDRAGONS

Follow your Mums with Snaps. Now that Rust can be completely controlled, many find this a very paying crop. Snaps and Mums are the only crops we grow, and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying, and we will expect to supply you regularly. Our Rust circular is free.

The best fertilizer we have used is Smith's Mum Manure from Henry F. Michell Co. of Philadelphia, Pa. Always use some rotted manure in soil.

