

## **Historic, archived document**

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# SOMERSET'S

Somerset Rose Nursery, Inc., New Brunswick, N. J.

## SEEDS

## FOR MIDSUMMER SOWING

Plan to visit our rose fields this summer and see "The New Dawn" in bloom

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New Brunswick, N. J.  
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*U.S. Dept of Agriculture*

*W. S. Stone, Sec.*

*Bureau of Plant Industry*

## SNAPS for GREENHOUSE FORCING

Greenhouse grown seed.  
Scientifically produced.

For December and January crop, sow seed July 1st to 15th, bench by October 15th. To follow early Mums, sow August 1st to 10th. Late Mums, August 15th to 25th.

### NEW INTRODUCTIONS

- Pink Beauty.** Bright pleasing pink. Vigorous and free flowering.  
\$1.50 Tr. Pkt., 4 Tr. Pkts. \$5.00
- Royal Gold.** An orchid flower with old gold falls, upper petal shading from gold to orchid. Cut blooms have sold readily on the market.  
\$2.00 Tr. Pkt., 3 Tr. Pkts. \$5.00
- White Marion.** A real white, large flowering spike, sturdy stems, small foliage, and shatter proof. Awarded Gold Medal at the last Cincinnati Flower Show. \$2.00 Tr. Pkt., 3 Tr. Pkts. \$5.00

			Tr. Pkt.
X Afterglow. Golden bronze.....	3 Tr. Pkts.	\$2.50	\$1.00
Alice Sunshine. New brilliant yellow . . .	3 Tr. Pkts.	2.50	1.00
X Ceylon Court. Profitable canary yellow...3	Tr. Pkts.	2.50	1.00
Cheviot Maid. Early rose pink.....	3 Tr. Pkts.	2.50	1.00
X Cheviot Maid Supreme. Darker than the above.			
Extra early.....	3 Tr. Pkts.	2.50	1.00
Cincinnati. Long stemmed, light rose pink. Medium			
early.....	3 Tr. Pkts.	2.50	1.00
Coates Yellow Perfection. Rich yellow...3	Tr. Pkts.	4.00	1.50
X Jennie Schneider. Attractive soft rose pink.			
	3 Tr. Pkts.	2.50	1.00
Laura. Snappy deep pink.....	3 Tr. Pkts.	2.50	1.00
Lucky Strike. Splendid pure white . . . . .	3 Tr. Pkts.	2.50	1.00
Nicholson's Yellow. (New.) Striking bright yellow.			
	3 Tr. Pkts.	4.00	1.50
Orlando. A favorite bronze.....	3 Tr. Pkts.	2.50	1.00
X Rose Queen. Rich dark pink.....	3 Tr. Pkts.	2.50	1.00
Suntan. Rosy tan with touch of yellow...3	Tr. Pkts.	2.50	1.00
Terry's Surprise Improved. Excellent pink and bronze.			
Early flowering.....	3 Tr. Pkts.	5.00	2.00
Velvet Beauty. Rich American Beauty red.			
	3 Tr. Pkts.	2.50	1.00
X White Rock. Extra early pure white...3	Tr. Pkts.	2.50	1.00
Winter Helen. Charming salmon pink...3	Tr. Pkts.	4.00	1.50

Varieties marked (X) are most popular.

### BEGONIA (Semperflorens)

Among the best bedding plants for semi-shady positions and equally valuable for house culture and pots.

		$\frac{1}{2}$ Oz.	Tr. Pkt.	Oz.
Erfordia. A choice rosy carmine.....		\$1.25	\$0.30	
Winter Romance. The first Begonia Semperflorens				
grown from seed that is Winter flowering. Sown				
out in July it will flower for Christmas. Sown in				
November it flowers for Mother's Day. The plant				
has juicy light green foliage and good form. The				
flowers are of good size, carmine pink, and come				
larger and deeper in color when grown cool. A very				
easily grown and desirable pot plant.				
		$\frac{1}{2}$ Tr. Pkt.	\$0.60	1.00
		$\frac{1}{32}$ Oz.		
Luminosa, deep scarlet.....		\$1.50	.50	
Prima Donna, rose shading to carmine.....		1.50	.50	
Salmon Queen, brilliant salmon rose.....		1.50	.50	

# STOCKS

## Teicher's Celebrated Strains

Known the world over as being the foremost specialist in this flower. You are assured of the highest quality seeds obtainable.

### GIANT FLOWERED MAMMOTH COLUMN FORCING STOCK

These produce one strong stem 2 to 2½ ft. high with 15 to 20 immense double flowers. Profitable because they may be planted closer in the bench.

Pure White—Crimson—Silver Lilac—Pink.

Each color separate . . . . . 1000 seeds \$1.00, 10,000 seeds \$9.00

### GIANT NOBLE FORCING STOCK

Teicher's latest creation which he feels sure will soon be the favorite of all Stock growers. Every plant is a model in regard to growth, abundance of flowers and beauty of color, together with the highest percentage of double flowered plants.

Clear White—Canary Yellow—Rose Pink—Silvery Lavender—Royal Purple.

Each variety separate . . . . . 1000 seeds \$0.75, per 10,000 seeds \$6.00

Choice mixed . . . . . 1000 seeds .65, per 10,000 seeds 5.00

### IMPROVED BISMARCK (Giant Imperial)

A Florist's moneymaker inside or outdoors. Vigorous branching habit, 24-30 in. tall, very early and with a high percentage of doubles. This strain is of the finest quality.

Clear White—Apple Blossom—Golden Ball—Fiery Scarlet—Rose—Lavender—Elk's Pride (Royal Purple).

Each color separate . . . . . Tr. Pkt. \$0.35, ¼ oz. \$1.25, oz. \$4.00

Choice mixed . . . . . Tr. Pkt. .35, ¼ oz. 1.00, oz. 3.00

### LARGE FLOWERED DWARF PYRAMIDAL FORCING STOCKS

Earliest of all, even when grown in the open they bloom four weeks before the Nice Stocks. Excellent for pot plants and they produce highly appreciated material for floral work.

Snowflake, white—Rheingold, yellow—Ruby, fiery red—Kaethe Teicher, light lavender—Sapphire, deep purple.

Each variety separate . . . . . 1000 seeds \$0.75, per 10,000 seeds \$6.00

Choicest mixed . . . . . 1000 seeds .60, per 10,000 seeds 5.00

### DOUBLE MAMMOTH BEAUTY OF NICE

A very early free flowering strain of stock of strong branching habit and distinct colors.

	¼ Oz.	Tr. Pkt.	Oz.
Beauty of Nice. Delicate pink . . . . .	\$0.65	\$0.25	\$2.50
Crimson. Deep red . . . . .	.65	.25	2.50
Summer Night. Dark violet blue . . . . .	.65	.25	2.50
Monte Carlo. Canary yellow . . . . .	.65	.25	2.50
Mt. Blanc. Pure white . . . . .	.65	.25	2.50
Old Rose. Extra fine double . . . . .	.65	.25	2.50
Choice Mixed . . . . .	.65	.25	2.50

### CYCLAMEN (Binneweis Strain)

Conceded to be the finest strain available for the commercial grower. Plants grown from this strain are consistent winners at shows, both here and abroad. Seed is selected only from plants of the choicest type with regard to habit, foliage and large blooms. Smallest quantities available are 100 seeds of one variety. 250 or more seeds go at the 1000 rate.

	100 Seed	1000 Seed
Dark Blood Red . . . . .	\$1.20	\$10.00
Bright Red . . . . .	1.20	10.00
Improved Rose of Marienthal. Soft rose with carmine eye . . . . .	1.20	10.00
White with carmine eye . . . . .	1.20	10.00
Pure White . . . . .	1.20	10.00
Bonfire. Brilliant salmon . . . . .	2.00	16.00
America Improved. Salmon scarlet . . . . .	2.00	16.00
New Salmon Rose Improved . . . . .	1.60	12.00
Glory of Wandsbek or Perle of Zehlendorf. Salmon red . . . . .	1.60	12.00
Rose of Zehlendorf. Salmon pink . . . . .	1.60	12.00
Saffron Red . . . . .	1.40	11.00
Mozart (Novelty). Deep pink . . . . .	2.00	18.00
Orange Beauty. Orange vermilion . . . . .	2.00	16.00
Lavender . . . . .	1.20	10.00
Mixed Colors . . . . .	1.20	10.00
Rokoko Mixed. Large ruffled and fringed flowers . . .	1.75	16.00



**PANSY**

**GARDEN STATE GIANTS**

Almost a lifetime of enthusiastic work is represented in this strain. Over many years, in the heart of New Jersey, the originator has been working patiently to obtain a strain that would meet with his high standards. Immense flowers of great substance, a wide range of splendid colors, compact sturdy plants with dark, green foliage, early and continuous flowering and a remarkable resistance to Summer's heat make these "Pansies that sell when others go begging."

Tr. Pkt. \$0.50— $\frac{1}{8}$  Oz. \$1.25— $\frac{1}{4}$  Oz. \$2.25—1 Oz. \$8.00—  
4 Oz. \$28.00—1 Lb. \$100.00

**OFFERED EXCLUSIVELY BY SOMERSET**

**Engleman's Special Mixture.** A wonderful strain of Tr. Pkt. Oz. the Scottish show type with immense flowers mostly in bronze and red shades. Compact and early flowering..... $\frac{1}{4}$  oz. \$2.75 \$1.00 \$10.00

**Rogli New Swiss Giants, Mixed.** A choice strain of compact growth with mammoth flowers in rich and varied shades..... $\frac{1}{4}$  oz. \$1.75 .50 6.00

**Giant America Florist Strain.** Very large substantial flowers in an extremely bright mixture..... .50 6.00

**Frilled Masterpiece.** Very large frilled or waved flowers in a wide range of rich colors.. $\frac{1}{4}$  lb. \$10.00 .50 3.00

**Large Flowering.** Finest mixed..... $\frac{1}{4}$  lb. \$3.00 .25 1.00

**GIANT FLOWERING BEDDING PANSY (Trimardeau)**

- Cardinal. Bright red..... .30 1.50
- Emperor William. Rich blue..... .30 1.50
- Golden Queen. Rich pure yellow..... .30 1.50
- King of the Blacks. Black..... .30 1.50
- Lord Beaconsfield. Violet shading to white..... .30 1.50
- Snow Queen. Pure white..... .30 1.50
- Trimardeau. Mixed..... .30 1.50

**PLANTS**

**PANSY PLANTS, GARDEN STATE GIANTS**

Vigorous young seedlings for lining out. Ready end of August.  
\$6.00 per 1000

## NOVELTY SWEET PEAS

### Shirley Temple (Waller-Franklin)

The introducers consider this the most beautiful they have ever originated. It is a cross between Pinkie and Lady Gay and it inherits the large rich pink blooms of Pinkie plus the dainty frilled and fluted flowers of Lady Gay. The soft color, extremely large flowers, mostly in fours on long stems, make this an outstanding sort. \$2.00 per oz., \$8.00 per ½ lb.

### Eileen (MacDonald)

Rich begonia rose with salmon shadings. Large flowers on long strong stems and of course four or five flowers on the stems. \$0.75 per oz., \$2.25 per ¼ lb., \$8.00 per lb.

## SWEET PEAS—Early or Winter Flowering

### BLUE

	Oz.	¼ Lb.	Lb.
Ball's Blue. Clear even blue.....	\$0.35	\$1.25	\$4.00
Blue Bonnet. Highly recommended as a clear deep blue.....	.40	1.35	4.50
Mrs. Herbert Hoover. Long stemmed, vigorous, uniform blue.....	.40	1.35	4.50
New Blue. Deep blue.....	.50	1.50	5.00

### BICOLOR

Columbia. Salmon rose, white wings.....	.50	1.50	5.00
Sunray. Cerise, cream ground, long stemmed.....	.35	1.25	4.00

### CRIMSON

Aviator. Extra large, crimson scarlet.....	.40	1.35	4.50
Grenadier. Dazzling crimson scarlet.....	.50	1.50	5.00
Vulcan. Orange scarlet, does not burn.....	.35	1.35	4.00

### LAVENDER

Fragrance. Sweet fragrant, mammoth, clear lavender.....	.60	1.65	5.50
Harmony. Clear lavender.....	.35	1.25	4.00
Lavanda. Mostly four extremely large and waved blooms on long stout stems. A pure clear lavender in color and quite fragrant. One of the finest lavender Sweet Peas to date.....	.65	1.75	6.00
Michigan. Long stemmed large lavender...	.40	1.35	4.50

### ORANGE

Ball's Orange. Rich deep orange.....	.50	1.50	5.00
Glitters. Brilliant orange cerise.....	.35	1.25	4.00
Valencia. Sun proof orange.....	.50	1.50	5.00

### PINKS

Annie Laurie. Richest tone of pure rose pink.	.50	1.50	5.00
Ball's Rose. Rose pink.....	.35	1.25	4.00
Fascination. Salmon rose.....	.40	1.35	4.50
Jean Mamitsch. Rose pink.....	.35	1.25	4.00
Lady Gay. Lovely soft shrimp pink.....	.50	1.50	5.00
Zvolanek's Perfection. Dark rose.....	.50	1.50	5.00
Zvolanek's Rose. Popular rose pink.....	.35	1.25	4.00

### WHITE

Hope. Mammoth pure white.....	.50	1.50	5.00
White Harmony. Fine white.....	.40	1.35	4.50
Choice Blend of Many Varieties.....	.30	1.00	3.00

## MYOSOTIS (Forget-Me-Not)

Alpestris, Blue Basket. The best and deepest blue, Tr. Pkt. Oz. upright growth, excellent for borders and cutting.			
	¼ oz. \$0.80	\$0.35	\$2.75
Alpestris Rosea. Fine rose color.....	.20		.75
Alpestris Victoria. Dwarf azure blue.....	.30		1.50
Alpestris Choice Mixed.....	.25		1.25
Hybrida Ruth Fisher. Largest and long blooming. Bright blue flowers and compact plants with dark green foliage. A beautiful and most valuable variety for pots.....	⅙ oz. \$1.25	.50	
Palustris Semperflorens. The hardy everblooming variety. Flowers from Spring until Fall.....	.30		1.75







Somerset's

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# THE NEW DAWN

Plant Pat. No. 1

## The Hardy, Everblooming, Climbing Rose

Despite the awards, favorable comment—advertising and publicity, *millions of potential rose buyers* do not really know the fine qualities of **The New Dawn**, the *ideal American Door Yard Rose*.

Hardy—Vigorous—Glossy Foliage—Large Flowers—  
Fine Form—Fragrant—Long Stems—And  
**IT REALLY BLOOMS ALL SUMMER**

Use as a bush, climber, or hedge. Plant several on your grounds as a sample. You will find them useful and profitable.

Fine Potted Plants for Midsummer Planting  
\$1.20 each—\$12.00 per doz.—\$90.00 per 100

We can also furnish potted plants of  
Blaze and Golden Climber

SOMERSET ROSE NURSERY, INC.

NEW BRUNSWICK,

NEW JERSEY

Place  
1c  
Stamp  
Here

# SELECTED F

## CALENDULA (Pot Marigold)

Raised extensively as a pot plant for bedding. One of the best greenhouse catch crops and being used during the entire year as a cut flower.

	1/4 Lb.	Tr. Pkt.	Oz.
Ball's Gold, forcing strain	\$5.00	\$0.30	\$1.50
Ball's Orange, forcing strain	5.00	.30	1.50
Ball's Lemon Queen, forcing strain	5.00	.30	1.50
Campfire (Sensation), orange with scarlet sheen	5.00	.30	1.50
Chrysantha or Sunshine, fluffy lemon yellow flowers	5.00	.30	1.50
Lemon Queen, sulphur yellow	.60	.15	.25
Orange King, florist strain. A striking shade of orange red with a dark center. Very vigorous growth.	1.50	.15	.50

## CARNATION CHABAUD'S ENFANT DE NICE

The best annual carnation to date. The plants are robust, with long, strong stalks, bearing flowers 2 1/2 to 3 inches in diameter. The colors come very true from seed and almost 90% of the plants come double. Hardy with slight protection.

	1/8 Oz.	1/4 Oz.	
Red	\$1.00	\$1.75	.50
Rose	1.00	1.75	.50
White	1.00	1.75	.50
Mixed	.75	1.25	.40

## CINERARIA

Popular pot plants. The strains offered below are considered the most desirable.

<b>Creamer's Prize Strain.</b> A consistent winner at shows. Very compact in habit. Mixed colors.	1/2 Tr. Pkt. 85c,	1/4 oz. \$4.50,	1/8 oz. \$8.00	1.50
<b>Multiflora Grandiflora Maxima.</b> (New.) Individual florets measure 2-3 inches and are produced in large quantities. Our strain includes many choice colors.	1/2 Tr. Pkt.	1/4 oz.	\$5.00	1.25
<b>Multiflora Nana,</b> very dwarf and compact, flowers of large size and produced in great profusion in a range of splendid colors.				
Azure Blue	1/2 Tr. Pkt.	\$0.60		1.00
Dark Blue	1/2 Tr. Pkt.	.60		1.00
Dark Red	1/2 Tr. Pkt.	.60		1.00
Rose	1/2 Tr. Pkt.	.60		1.00
Mixed Colors	1/2 oz.	\$2.50		1.00

## DIDISCUS

<b>Coeruleus</b> (Blue Lace Flower). Favorite free blooming cut flower. Sow where to bloom.	.25	1.00
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### LIEBS WINTER MARIGOLD

A new Winter cut flower, deep brown with golden yellow, crested center. Flowers five weeks after planting, continuing five months. A fine plant for that cool house and an exceptionally long-lasting cut flower with a distinctly sweet odor. We have a limited supply of seed to offer in 60c and \$1.00 Pkts.

## MIGNONETTE (Reseda)

Allen's Defiance. Popular florists strain.	1/4 lb.	\$1.00	.15	.40
Ball's Forcing Strain. A popular strain for winter flowering.			1.00	6.00
Machet. Extra select.	1/4 lb.	\$1.00	.15	.50
New York Market. Florists strain.			.25	1.00

We offer in this list only the most important of varieties that should be sown in midsummer. Good results will be had with most early blooming perennials if seed is sown during early August. Our complete Spring list contains many other items.

# OWER SEEDS

## BELLIS (Double English Daisies)

	Tr. Pkt.	Oz.
Giant White.....	\$0.40	\$2.00
Giant Red.....	.40	2.00
Giant Rose.....	.40	2.00
Giant Mixed.....	.30	1.50
Improved Snowball. White.....	.30	1.50
Longfellow. Double pink.....	.25	1.25

## CAMPANULA (Bell Flower)

Carpatica Blue (Carpathian Hare-Bell).....	.20	.75
Persicifolia Mixed (Peach-Leaved Bell-Flower).....	.40	2.00
Rotundifolia (Blue Bells of Scotland).....	.50	

### —Media (Single Canterbury Bells)

Media Dark Blue.....	.10	.40
Media Pale Blue or Lavender.....	.10	.40
Media Pink or Rose.....	.10	.40
Media White.....	.10	.40
Media Mixed.....	.10	.30

### —Calycanthema (Cup and Saucer)

Calycanthema, Dark Blue.....	.30	1.50
Calycanthema, Light Blue or Lavender.....	.30	1.50
Calycanthema, Rose Pink.....	.30	1.50
Calycanthema, White.....	.30	1.50
Calycanthema, Mixed.....	.25	1.25

## CARNATION

Double Hardy Border Mixed. An extra select strain.	.50	3.00
Grenadin Mixed. Early and free.....	.30	1.25

## PAPAVER NUDICALE (Iceland Poppy)

Coonara Pink. Shades of pink..... ¼ oz. \$1.50	.50	
El Monte. Rich orange..... ¼ oz. \$1.50	.50	
Single in White and Yellow. Separate colors.....	.25	1.00

## SWEET WILLIAM

Single Dark Crimson.....	.15	.50
Single Holborn Glory. Auricula-eyed in many shades.....	.15	.50
Single Newport Pink.....	.25	.75
Single Scarlet Beauty.....	.25	.75
Single White.....	.15	.50
Single Choice Mixture.....	.15	.50

## NEW VIOLAS

Arkwright Ruby. Rich ruby crimson with a darker eye. Fragrant and free flowering..... ⅛ oz. \$1.00	.50	
Chantryland. The finest apricot. Extremely free flowering..... ⅛ oz. \$1.25	.50	

## VIOLA (Tufted Pansies)

Apricot. Rich apricot yellow..... ¼ oz. \$2.00	.50	
Blue Perfection. Light blue.....	.30	1.50
White Perfection. Pure white.....	.30	1.50
Yellow Perfection. Yellow.....	.30	1.50
Jersey Gem. Pure rich violet..... ⅛ oz. \$2.50	.50	

## WALLFLOWER

Choice Single Forcing Varieties of these fragrant old-time favorites in separate colors: Yellow, Dark Brown, Blood Red, Mixed.....	.10	.50
Dwarf Tom Thumb Mixed. Extra choice and fine for bedding and pots.....	.20	.75



Delphinium—Selected Hybrids

## DELPHINIUM

We have been growing quantities of Delphinium for many years. The greatest of care has been taken to produce superior strains and critical buyers tell us our strains are better. Fresh seed is necessary for good germination and you will receive no old seed from us.

	Tr. Pkt.	Oz.
<b>Wrexham (Hollyhock Strain) Finest Mixed.</b> Our Wrexham Seed has been grown for us by a grower specializing in this type. We believe he has brought his strain up to the highest point of perfection . . . . .	\$0.50	\$7.50
<b>Wrexham Deep Blue Shades.</b> A selection from the above . . . . . $\frac{1}{4}$ oz.	\$2.00	.50
<b>Wrexham Light Blue Shades.</b> A selection from the above . . . . . $\frac{1}{4}$ oz.	\$2.00	.50
<b>Selected Double and Semi-Double Mixture.</b>		
$\frac{1}{4}$ oz.	\$2.00	.50
<b>Somerset's Hybrids.</b> 4-6 ft. Our own strain covering many years of selection for hardiness and freedom from disease. The individual flowers are large and produced on long spikes in all shades of blue with a good percentage of doubles . . . . .	.50	4.00
<b>Iceberg.</b> A selection of white hybrids . . . . .	.50	4.00
<b>Hoodacres White.</b> A fine strain of white.		
$\frac{1}{4}$ oz.	\$2.00	.50
<b>Belladonna Improved.</b> Large flowered, free blooming, light blue. Favorite cut flower sort. A really superior strain . . . . .	.40	2.00
<b>Blue Grotto.</b> Deep blue form of the above . . . . .	.50	3.00
<b>Chinensis Blue Butterfly.</b> Dwarf, deep blue . . . . .	.25	1.00
<b>Chinensis Alba.</b> Dwarf, white . . . . .	.25	1.00

