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NEW VARIETIES—UNUSUAL COLORS
ORIENTAL POPPIES

• *and How to Grow Them* •

PLANT EXPLORATION
AND INTRODUCTION

Rec'd JUL 26 1937 ★

CATALOGUE No. 133

1936 Rec. 1937

The Siebenthaler Company

SIEBENTHALER AVENUE AND CATALPA DRIVE

Dayton, Ohio

STRANGER than fiction are some of the modern Creations in horticulture. The Black Tulip once caused a political upheaval in Holland, the seedless orange changed the fruit industry of California and now the Oriental Poppy promises to change the complexion of our gardens.

It is being made to reproduce itself in heretofore unknown colors. No longer must we content ourselves with the old fashioned orange red poppies of our grandmother's garden. These aristocrats of the flower world may now be had in "Old Rose Pink", "Lilac-rose", "Golden Orange", "Coral Pink", "Carmine", "Flame Scarlet", "Shrimp Pink", "Cerise" and in fact many other shades which harmonize beautifully with other spring flowers.

The color descriptions marked * are taken from "Color Standards and Nomenclature" by Ridgway, and are checked repeatedly for accuracy. The numeral following the name indicates the usual height when in bloom.



JOHN III
See Page Six

WHEN TO PLANT ORIENTAL POPPIES--JULY and AUGUST.
The balance of the year, even through the winter months, they are in an active growing condition. The dormant season, unlike most other plants, is midsummer and if moved then good results are sure to be secured. Of course, the clumps increase in size with age and may be left in the same spot for many years.



SIEBENTHALER POPPIES are strong, field grown plants, ready for planting directly in their permanent place in the garden or perennial border.

The following alphabetical list contains not only the latest introductions of the leading plant breeders of this country and Europe but many originated by us and offered here for the first time.

	Each	Per 3
APRICOT QUEEN--32 in. True Apricot, large silky petals.	.35	1.00
BEAUTY OF LIVERMERE--39 in. Deep Spectrum Red* on sturdy, erect stems with distinctive foliage.	.75	2.00
<p>BETTY ANN--24 in. (Siebenthaler 1935) Offered for the first time this year, this beautiful crinkled flower of La France Pink* has caused more favorable comment than any of our other hundred or more promising new sorts. There are no spots. It is a most profuse bloomer and a single plant makes a veritable bouquet in itself. And more than that, it lasts longer as a cut flower than any other variety so far observed.</p>		
Limited quantity	Each	3.50
<p>BIG JIM--36 in. (Siebenthaler 1935) Another new one this year. Mammoth, gorgeous flowers of Deep Maroon, combining the outstanding color of Lula A. Neeley with the sturdy vigorous growth of Joyce.</p>		
Limited quantity	Each	3.50

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	Each	Per 3
BRIGHTNESS--28 in. Light Orange-scarlet medium size flower.	.50	1.25
CAVALIER--34 in. New Neeley introduction. Nopal Red* flower, crinkly petals, fine, erect stem carrying well proportioned dark green foliage.	3.00	8.00
CERISE BEAUTY--32 in. Old favorite bearing many medium sized flowers of Rose Doree* or Light Cerise color.	.50	1.25
COLONEL BOWLES--26 in. Scarlet Red, immense flower.	3.00	8.00
DELICATA--30 in. Unusual in color. Purplish-vinaceous* or Old Rose Pink. Heavy bloomer and does best where shaded from mid-day sun.	1.00	2.50
DUKE OF TECK--24 in. Produces large quantities of medium Orange-red flowers. Old favorite as a bedder.	.50	1.25
E. A. BOWLES--26 in. Peach Red* to Coral Red*, very large six-petalled flower on heavy erect stem with good foliage.	.75	2.00
ECHO--Neeley's new seedling, delightful silvery pink, maroon spot.	5.00	
EDNA PERRY--28 in. Alizerine Pink*. Bright Pink of good form, medium sized and limited number of flowers.	.75	2.00
ENCHANTRESS--Neeley's seedling of Masterpiece. Soft Lilac-rose. A magnificent new variety.	12.00	
ENFIELD BEAUTY--44 in. English introduction. Large Cherry Pink flower on tall erect stem.	3.50	
FLANDERS--32 in. Deep Crimson.	1.00	2.50
GAIETY--Light iridescent Pink.	3.00	

GOLD OF OPHIR--24 in. New Neeley introduction. Golden Orange which develops into the nearest yellow of any Oriental Poppy as the plant grows older. May be disappointing the first year, but will repay you for waiting.	Each	3.50
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"I was highly pleased with the poppy roots you sent me last year, all having come safely through our severe winter while others in my garden died."

Mrs. H. H. Wilder; Westfield, Mass.

"The plants I got last year are in their glory now and they are the most beautiful things I ever saw. I have many inquiries about where I got them."

Mrs. Emma Hufbauer; Newkirk, Okla.

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	Each	Per 3
GOLDSMITH--24 in. Orange-yellow.	.50	1.25
GOLIATH--24 in. Brilliant Scarlet*. Short stocky stem and immense blooms.	.75	2.00
GRAND MOGUL--34 in. Scarlet* flowers of good size on tall stems.	.75	2.00
HARMONY--Satiny, deep Rosy Lavender.	1.50	4.00
<p>HELEN ELIZABETH--24 in. (Siebenthaler 1935) This is a real acquisition of light La France Pink*. The petals are deeply crinkled and show no evidence of spots or blotches. Just the right shade to plant with light blue delphiniums. Limited quantity. Each 5.00</p>		
<p>HENRI CAYEUX--30 in. Vernonia Purple*, might be called Old Rose shading into Burgundy. An early bloomer and good grower with distinctive gray-green foliage. Flowers most attractive where protected from mid-day sun.</p>		
	.75	2.00
<p>HERCULE--42 in. Immense flower, often nine inches across, of true Scarlet*, borne on extra tall and sturdy stems. A leader in its color class.</p>		
	.75	2.00
<p>JEANNIE MAWSON--32 in. Geranium Pink* flowers of good size on erect stems.</p>		
	.50	1.25

"All the Oriental Poppies I purchased from you bloomed this year and I have never had anything as lovely and surprising as to unusual color."

Mrs. Frank Acton; Elkins Park, Pa.

"Last August I ordered a selection of varieties of your field-grown Oriental Poppies. One of these by the name of WELCOME I prize very highly, due to its decorative character. This one plant produced in May four very outstanding blooms of very fine quality. The petals are true to color, with firm, long straight stems. And when we had the Country Club Amateur Garden Show in May of this year, this one flower was selected for the Blue Ribbon prize, as being the outstanding flower in this class exhibited at the show.

"I am sure that only such marvelous results can be produced from good, high class field-grown stock and not from the so called pot-grown quality."

C. M. Moore, Division Manager
Truscon Laboratories
Kansas City, Mo.

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JOHN III--21 in. (Siebenthaler 1935) This is a choice new poppy that we are offering for the first time this year with dainty flowers of Coral Pink. A vivid color with no base spots. Besides, the petals remain crinkled until they drop. A new lasting quality seems to be developed here, holding up in water appreciably longer than the older varieties. Only a few to sell this year. Each 3.50

	Each	Per 3
JOYCE--48 in. Spectrum Red* or may be described as Cherry Red in color. Flowers are of medium size borne on tall, perfectly straight stems. We consider it one of the very best garden varieties.	.35	1.00
JULIA BUCK--34 in. Deep Coral Pink, somewhat deeper in color and larger than Mrs. Perry. Stems are rigid and foliage is well proportioned. New Neeley introduction.	2.50	
JUNE DELIGHT--Neeley hybrid of bright, Silvery Pink, magnificent flower.	20.00	
KING GEORGE--Large fringed flowers of brilliant Scarlet.	1.00	2.50
LACH'S KOENIGEN--Peach Red with Pink cast.	1.00	
LEON LAURENT--Clear Wine Red. Excellent.	1.50	
LIGHTNESS--26 in. This variety produces flowers with a variable amount of white at the base, deepening to Jasper Pink* at the edges of the petals.	.75	2.00
LITTLE PRINCE--Attractive Scarlet of dwarf growth.	1.50	

S OIL CONDITIONS FOR ORIENTAL POPPIES--They will thrive and prosper in any good garden soil, whether it be sandy, clay, loam, or even heavy clay. However, they dislike having water stand over them for any prolonged period, or even where the water level is as close as six inches from the surface of the ground. They do not seem to be particular as to lime or acid soils, nor should they have any strong fertilizer in any form. Leaf mold seems to be their favorite source of food.

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LITTLE SHRIMP--18 in. (Siebenthaler 1935) A veritable gem with great quantities of very small Shrimp Pink flowers on slender, erect stems. No spots. Of most unusual size and habit that gives it a place at the front of the border.

Only a few plants to sell this year. Each 3.00

Each Per 3

LORD LAMBOURNE--32 in. Light Scarlet* flowers on flexuous stems. As the plant becomes established the flowers are produced with lacinated petals.

.75 2.00

LORELEY--24 in. Red.

1.50 4.00

LULA A. NEELEY--34 in. A Neeley introduction and considered very fine. Flowers are of medium size and their color is between Spectrum Red* and Carmine*. Does well as a cut flower.

1.50 4.00

MAGNIFICUS--26 in. A Purple, very similar to Henri Cayeux, but 10 days later and darker foliage.

1.50 4.00

MAHONY--44 in. Oxblood Red* or mahogany in color. Very unusual and a fine garden variety.

1.00 2.50

MANDARIN--28 in. A splendid Scarlet* with no spot in the flowers of established plants.

1.50 4.00



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MARY ELLEN--24 in. (Siebenthaler 1935) This new one is unusual in that it opens flat, making a very different but most pleasing effect. It is a pale Shrimp Pink* and produces most abundantly.

Limited quantity Each 3.00

MARY JANE MILLER--Dr. Neeley named this latest introduction of his in honor of his Mother. A perfectly gorgeous, large flower of Geranium Pink*, tall growing, early, and a prolific bloomer. Each 20.00

	Each	Per 3
MAY QUEEN--Very double Orange Scarlet	.75	
MAY SADLER--30 in. Salmon Pink	1.00	2.50
MRS. BAKER--Iridescent Spectrum Red*	1.00	
MRS. HEENK--Excellent Rose color, high quality.	1.50	
MRS. JOHN HARKNESS--28 in. A free flowering light Pink very similar to Mrs. Perry.	1.00	2.50
MRS. PERRY--29 in. The old favorite Salmon Pink or Geranium Pink* of Ridgway. Rather loose growing plant.	.50	1.25
NANCY--28 in. Deep Crimson with glossy black blotches at base of petals.	1.00	2.50
NEELEY'S LAVENDER--Rose Lavender or Old Rose.	15.00	

ARRANGEMENT OF POPPIES IN THE GARDEN--Oriental poppies have long suffered the reputation of not harmonizing with other garden flowers. This idea is the fruit of ignorance, for there are a great many varieties of poppies which will go well with any other respectable garden flowers. One of the prettiest garden combinations conceivable is a soft pink poppy such as Watteau or Pink Beauty in combination with Belladonna Delphinium and Madonna Lilies. Another good combination is the variety Welcome used with Regal Lilies with a good variety of Mock Orange as a background. Of course, the promiscuous use of the old-fashioned seedling oriental poppies does create a clash of colors in the garden, but a little forethought in the proper selection of named varieties will avoid any such criticism. The deep red oriental poppies always make a splendid appearance where they can have a background of dark green evergreens or white blooming shrubs such as Syringas.

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CARE OF ORIENTAL POPPIES--Oriental Poppies need very little special care, as they are not ordinarily susceptible to disease or insect pests. About the only care which is necessary is the usual cultivation and weed control, and when new plants are entering their first winter it is well to mulch the surface of the ground under the leaves of the plant with a light layer of excelsior or straw. Newly planted poppies require moderate watering if a dry season should prevail following their planting.

	Each	Per 3
NEGRILLON--30 in. A French variety with flowers of a very unusual color, Bordeaux*, between Harmony and Mahony, somewhat of a Purplish Carmine. The first to bloom after Olympia. It holds its color well if shaded from the hot sun.	.75	2.00
OLYMPIA--32 in. The earliest poppy to bloom. Small, double Flame Scarlet* flowers profusely borne on sprawling stems.	.35	1.00
PEARL PINK--Delicate shade of pearly Pink, vigorous growth. No spot.	2.50	
PERFECTION--32 in. Large, well formed Jasper Pink* or light Coral flowers on sturdy, upright stems. Well shaped plant and splendid foliage.	.75	2.00
PERRY'S WHITE--Satin White, dark maroon base.	1.00	
PINK BEAUTY--32 in. Salmon Pink. Very much like Mrs. Perry, but slightly taller and a better shaped plant.	.50	1.25
PRIMIER--24 in. Flame Scarlet of giant size.	1.50	
PRINCE OF ORANGE--Fine new distinct Orange color. Rare.	2.00	
PRINCE OF WALES--28 in. Light Jasper Red*, or Coral Pink flowers of large size on sturdy stems. A good mid-season bloomer.	1.50	4.00
PRINCESS ENA--34 in. Small Coral Pink tulip shaped flowers on tall, slender, erect stems which place the flowers well above the foliage. Fine to use with Delphiniums.	.50	1.25

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S EQUENCE OF BLOOM--Recent developments in the varieties of oriental poppies have extended the period of bloom a great deal. With the proper selection of varieties we can now extend the poppy season over a period of nearly six weeks, beginning the 15th of May and ending the first of July. The earliest variety to bloom is the double, orange colored Olympia. This is soon followed by May Queen and Harmony. Other very early varieties coming before the first of June are Henri Cayeux, King George, and Beauty of Livermere. The first half of June brings Lula A. Neeley, Purity, Enfield Beauty, Cerise Beauty, Julia Buck, and Mahony into bloom. These are followed by Lightness, Salmon King, Gaiety, Joyce, and then come Perfection, Perry's White, Wunderkind, Mandarin, and Trilby. The season is usually ended with the last flowers of Mrs. Stobart, Loreley, Colonel Bowles, and Echo.

	Each	Per 3
PROSERPINE--36 in. Immense Scarlet Red* flowers borne on heavy upright stems. One of the best of its class.	1.00	2.50
PURITY--Pure soft pink without spot or blemish. Neeley Hybrid.	8.00	
RED LACQUER--44 in. Deep Crimson of giant size.	2.00	
REGGIE PERRY--Tulip shaped flowers of soft Salmon Rose.	1.50	
ROSE QUEEN--28 in. Old Rose	2.50	
ROYAL SCARLET--31 in. A bright Scarlet, heavy blooming variety of medium sized flower.	.35	1.00
SALMON KING--26 in. Peach Red* or Salmon colored flowers slightly larger than Salmon Queen.	1.00	2.50
SALMON QUEEN--28 in. An old favorite Salmon variety of medium size.	.50	1.25
SASS PINK--Large flowers of delicate Flesh Pink.	2.00	5.00
SILVER BLICK--24 in. Very large Jasper Pink* flowers with a silvery sheen and Blue markins at base of outer petals.	.75	2.00
SILVER QUEEN--Silvery White, delicate color and texture.	6.00	

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SIEBENTHALER AVENUE AND CATALPA DRIVE



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Dayton, Ohio

Date _____ 193__

ORDER BLANK -- USE THIS CONVENIENT FORM FOR ORDERING

Name _____

Ship by _____

Address _____

Do you want us to send an equally good variety if any of the kinds ordered are sold out? _____

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I inclose check or money order in full for \$ _____

Ship C.O.D. and I will pay postman full purchase price plus transportation charges. _____

No.		Each	Three	Total	No.		Each	Three	Total
.....	APRICOT QUEEN35	1.00		Carried forward _____			_____
.....	BEAUTY OF LIVERMERE .	.75	2.00	MANDARIN	1.50	4.00
.....	BETTY ANN	3.50		MARY ELLEN	3.00	
.....	BIG JIM	3.50		MARY JANE MILLER	20.00	
.....	BRIGHTNESS50	1.25	MAY QUEEN75	
.....	CAVALIER	3.00	8.00	MAY SADLER	1.00	2.50
.....	CERISE BEAUTY50	1.25	MRS. BAKER	1.00	
.....	COLONEL BOWLES	3.00	8.00	MRS. HEENK	1.50	
.....	DELICATA	1.00	2.50	MRS. JOHN HARKNESS ..	1.00	2.50
.....	DUKE OF TECK50	1.25	MRS. PERRY50	1.25
.....	E. A. BOWLES75	2.00	NANCY	1.00	2.50
.....	ECHO	5.00		NEELEY'S LAVENDER ...	15.00	
.....	EDNA PERRY75	2.00	NEGRILLON75	2.00
.....	ENCHANTRESS	12.00		OLYMPIA35	1.00
.....	ENFIELD BEAUTY	3.50		PEARL PINK	2.50	
.....	FLANDERS	1.00	2.50	PERFECTION75	2.00
.....	GAIETY	3.00		PERRY'S WHITE	1.00	
.....	GOLD OF OPHIR	3.50		PINK BEAUTY50	1.25
.....	GOLDSMITH50	1.25	PRIMIER	1.50	
.....	GOLIATH75	2.00	PRINCE OF ORANGE	2.00	
.....	GRAND MOGUL75	2.00	PRINCE OF WALES	1.50	4.00
.....	HARMONY	1.50	4.00	PRINCESS KNA50	1.25
.....	HELEN ELIZABETH	5.00		PROSERPINE	1.00	2.50
.....	HENRI CAYEUX75	2.00	PURITY	8.00	
.....	HERCULE75	2.00	RED LACQUER	2.00	
.....	JEANNIE MAWSON50	1.25	REGGIE PERRY	1.50	
.....	JOHN III	3.50		ROSE QUEEN	2.50	
.....	JOYCE35	1.00	ROYAL SCARLET35	1.00
.....	JULIA BUCK	2.50		SALMON KING	1.00	2.50
.....	JUNE DELIGHT	20.00		SALMON QUEEN50	1.25
.....	KING GEORGE	1.00	2.50	SASS PINK	2.00	5.00
.....	LACH'S KOENIGEN	1.00		SILVER BLICK75	2.00
.....	LEON LAURENT	1.50		SILVER QUEEN	6.00	
.....	LIGHTNESS75	2.00	SPOTLESS75	2.00
.....	LITTLE PRINCE	1.50		SUNNY JIM75	
.....	LITTLE SHRIMP	3.00		TOREADOR	3.50	10.00
.....	LORD LAMBOURNE75	2.00	TRILBY	1.50	
.....	LORELEY	1.50	4.00	WATTEAU	1.50	4.00
.....	LULA A. NEELEY	1.50	4.00	WELCOME	1.00	2.50
.....	MAGNIFICUS	1.50	4.00	WUNDERKIND	3.50	10.00
.....	MAHONY	1.00	2.50	WURTEMBERGIA75	2.00
Sub-Total—					Total Purchase Price—				

DAYTON, OHIO

	Each	Per 3
SPOTLESS--22 in. A beautiful soft Pink, well described by its name.	.75	2.00
SUNNY JIM--24 in. Semi-double. Scarlet Orange.	.75	
TOREADOR--32 in. A genuine Carmine* poppy of immense size, nine inches across the spread petals, with beautiful base markings and very crinkly. One of the best dark red poppies.	3.50	10.00
TRILBY--26 in. Dark lustrous Red.	1.50	
WATTEAU--24 in. Shrimp Pink* or flesh-coral colored, small sized, but abundant flowers on compact, well formed plant. This is the finest poppy for border planting.	1.50	4.00
WELCOME--40 in. Shiny Nopal Red*, very large flowers on heavy stems with good dark green foliage.	1.00	2.50
WUNDERKIND--33 in. Considered the finest Cerise colored poppy, true Begonia Rose* shade. Well shaped plants and sturdy stems with excellent foliage. Fine for cut flowers.	3.50	10.00
WURTEMBERGIA--38 in. Nopal Red* or dark Scarlet. Large flowers on good stems and foliage. An old favorite.	.75	2.00

ORIENTAL POPPIES IN BOUQUETS--When properly prepared, poppies will maintain their freshness and last as long as many other varieties of garden flowers. The newly opened flowers or buds which have burst and are showing color are the ones to cut. Then burn the cut ends of the stems over a blaze until they have charred to a length of one to two inches. Immerse the stems in cold, deep water and place in a cool, shaded location for a couple of hours, after which time they may be arranged in suitable bouquets and by adding fresh, cool water twice a day they will give surprising results.

