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DAHLIA GIANTS OF THE SHOWROOM

— SPRING, 1935 —

SUCCESS DAHLIA GARDENS

171 FERRY STREET

LAWRENCE, MASS.

GENERAL INFORMATION

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by Bank Draft, Post Office Order, or Registered Mail. Remittance must be made by Postal Order from Canada or other foreign countries.

ORDER EARLY and avoid disappointment should your choice of variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to supply.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a greenhouse specially built for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition. **No plants sent C. O. D.**

COMMERCIAL GROWERS: We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

CONDITION OF SALES (Read Carefully): Shipments not made earlier than February 1st. Will not be responsible for stock after acceptance by purchaser, if such stock is to be used for propagating to make green plants or cuttings. We cannot assume responsibility after stock is accepted. All stock sent out will have at least one good strong eye. Do not hesitate to **return stock immediately**, if not satisfactory. We are compelled to do this on account of stock being returned in a decayed condition caused by improper propagation, for which we were in no way responsible. We as usual will send out nothing but first class stock guaranteed to be true to name.

ABBREVIATIONS: C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I. Dec., Informal Decorative; F. Dec., Formal Decorative; S. C. Semi-Cactus.

NOTICE: This list cancels all previous prices.

NOTE: We have used the originator's description mostly in describing many of the newer varieties but we are not responsible as to the perfect color description, size or habit of the Dahlia described, as different soils and climatic conditions often cause plants to produce blooms that vary somewhat from color described.

EARLY SHIPMENT NOTICE

(Read before ordering)

As we are supplying commercial growers with the best in Dahlias and because of their constant request for early shipments, we wish to state that we use great care to protect any and all shipments so that the shipment will arrive at its destination in the best possible condition. But it is understood that **WE ASSUME NO RESPONSIBILITY FOR INJURY BY FREEZING OR OTHERWISE ON ANY ORDER SHIPPED BEFORE APRIL 1st.** We advise the shipping of early orders by express, as the express concerns are liable for any kind of loss while in transit. Parcel Post packages are not or cannot be insured against loss by freezing. They are only insured to guarantee delivery at destination, but special attention is given perishable shipments by mail. In all our experience in shipping early orders, very few have failed to reach the purchaser in the best of condition, but still we wish to protect ourselves as many orders are large and very valuable. Therefore we urge again express shipments up to April 1st. Protect yourself by requesting express shipment before the above date.

OUR GREETINGS FOR 1935

In extending our warmest greetings to our friends at the beginning of another Dahlia season, we trust the past season brought happiness to you and that your Dahlias were a success. We hope you are now planning a larger garden for 1935 or at least are planning to grow many of our newer varieties that will make their bow in the show room next fall.

Last year was our best since we entered the commercial field. We expect with our new introductions of merit to go forward in 1935 with still greater satisfaction to our friends.

We want to thank you all for the generous patronage which made it possible for us to see our best year to date in 1934, a year in which we might reasonably have expected a decline in our business. Our policy of the Golden Rule in business has again been vindicated.

In our announcement of new originations last year, we predicted cups and blue ribbons for those who grew them. The show rooms of the world during the past season upheld the prediction and many of our friends are the proud possessors of major awards won with them. All the awards mentioned elsewhere in this catalog are awards won by our introductions.

We are again backing our 1935 creations to uphold the name SUCCESS and entitle us to an undisputed claim to the phrase "Giants of the Show Room."

To the newcomer and prospective customer; We solicit your patronage and assure you that your orders will receive personal attention. A trial order will convince you that our stock, our service and our business methods are all designed to make you one of our "Ballay-Success Family."

Our advice is; Grow good Dahlias, enter them in the shows and win. If you do not win, give the other fellow a cheer; he had to work hard to beat you.

Let's make 1935, Bigger, Better and Busier.

Bigger Gardens, Better Dahlias and Busier People.

Sincerely yours,

CHARLES G. REED

Ballay-Success Super-Dahlia Originations for 1935

Again we announce these super-great Dahlias for your kind consideration. We do not exaggerate when we are offering a Dahlia. We introduced "Satan" as a 12½ inch bloom and the past year many growers have produced blooms from 12 to 16½ inches. We said "Full Moon" was a 12 inch Dahlia and it has been grown consistently over that size up to 14 inches. We said "Grandee" would produce 15 inch bloom and 1934 certified measurements have proven it to be a Giant among Giants. Our "Cadet" introduced last season, is referred to as the yellow "Satan"; it had a great season and we know of no yellow semi-cactus that approaches it in size, type or color. "Eugenia Ballay" had a great year; a Wisconsin grower of the best writes, "It was the best in my garden." And that sparkling Dahlia, "The Fireman," what Dahlia can match it for color, production of exhibition bloom and for root making.

We could mention more of last year's great releases, but it is our pleasure to again present a fine array of the newest of the new creations. All are up to our usual standard and some of them have been awarded Achievement Medals and Gold Medals this early in their career. Many of these varieties will bring honor, glory, pride and satisfaction to our customers in 1935.

All the goodness remains in our stock. It has taken time to produce enough stock to release without over propagating. Our stock has not been weakened by forcing for exhibition to build a show record before being introduced. We have refrained from doing this as we prefer to have our customers receive the glory of winning while the variety is new. The stock plants are full of vigor and ready for you to win major awards, as you have done in the past with our introductions.

Your Show Record is Our Show Record

Our Reputation is Your Protection.

We are exclusive Eastern introducers of the Famous Ballay Prize Winning Dahlias.

It has been a pleasure for us to introduce the famous Ballay introductions for the past few years in all the territory east of the Mississippi River. In that time we have seen a great improvement in Mr. Ballay's creations, especially in size and color. We have in our "Hope Chest" something quite different for 1936, which will be growing in our test garden at Lawrence, Mass., this year, in fact all of Mr. Ballay's new originations are grown here before releasing. You have our promise that we are in a position to keep our customers at the top in prize winning. Mr. C. W. Ballay joins me in extending our best wishes to the growers of our Ballay-Success originations which have proven them to be the "GIANT OF THE SHOW ROOM," a claim that has never been disputed. Our 1935 wonder Dahlias are described elsewhere in this catalog.

THE MID-WEST DAHLIA NEWS

Publisher's Address:

D. O. Eldredge, 170 Talmadge St., Madison, Wisconsin
Charles G. Reed, Associate Editor.

In our last year's catalog we gave you a brief story about this extremely interesting and fast growing youngster among the horticultural magazines.

When I first saw it a few short years ago, it was a four page leaflet and my first thought was, "It cannot last." But what strides it has made; it has blossomed out in a new dress, grown in size, is finely edited and is a consistently better magazine each issue. The last was better than ever, forty pages and a two-color cover full of interesting news and well written articles by better growers from here and abroad. Sixty odd commercial growers were using its pages, many of them full pages.

Mr. D. O. Eldredge, the Editor, started the publication of this magazine and assumed all responsibility both financial and editorial, not with the idea of profit but through interest in the development of the Dahlia and love for Dahlia growing.

The Mid-west is the fastest growing section in the country for Dahlia culture. The growers there were quick to see the value of the publication and have supported it to the limit. Their judgment was good: the Editor's vision, enthusiasm and ability have been of such high quality that the four-page leaflet has become a National affair and is read by growers, North, South, East and West. There could be nothing but success for the publication of such a newsy, interesting and friendly magazine.

Mr. Eldredge has honored me by his selection of myself as Associate Editor. I have helped where I could and my friends have been unsparing of their time to aid such a worthwhile Dahlia publication.

Why not stick a one dollar bill in an envelope and send it to Mr. Eldredge or myself for a one year's subscription. Remember four issues a year, full of the news about the shows, new varieties, in fact all the Dahlia news

NATIONAL ASSOCIATION OF COMMERCIAL DAHLIA GROWERS, Inc.

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Secretary, Assinippi, Mass.

CHARLES G. REED
Organizer and Past President

JOIN THE AMERICAN DAHLIA SOCIETY

C. Louis Alling, Secretary
251 Court Street, West Haven, Conn.

It would take this entire catalog to bring before you the many great accomplishments, beneficial to Dahlia growers, that have been brought about by this Society. These accomplishments have been the result of faithful, unselfish and painstaking work on the part of a loyal few.

This is the National, the Mother Society. We should all be under her wing. We must have a National head and it is generally recognized that it is the American Dahlia Society.

If you have not already done so, send along a Two Dollar bill to the Secretary for your membership and the four Bulletins that are issued during the year.

CHARLES G. REED, Honorary Vice-President

AMERICAN DAHLIA SOCIETY TRIAL GARDENS

Roland H. Patch, Director
Storrs, Connecticut

C. E. Wildon, Director
East Lansing, Michigan

The past season the A. D. S. inaugurated another Trial Garden at Lansing, Mich. With this addition there was no falling off of entries at the Storrs, Conn., Garden. In fact more new Dahlias were grown there than for several years. Just a word to remind you again, if you have something that you think is good, why not send it to a trial garden. You may send three roots or plants of one variety for \$3.00. You must pay the transportation charges both ways, as you know the clumps will be returned collect after digging. It will help immensely in marketing a Dahlia if it has received a certificate at an official trial garden. More information can be had by writing the above officials. Commercial growers search the world for new varieties and they do not pass up the trial garden.

THE SUCCESS FAMILY ANNUAL TRIP TO THE SHOWS AND GARDENS

The only baggage necessary on this trip, will be the old comfortable slippers, possibly a pipe or a box of candy, an open fire and the Magic Carpet. Then we shall see the Giants of the Show Room becoming the Champions among Champions.

Starting at the Boston, Mass., show, we find our "Margaret E. Broomall" declared the best bloom in the show; seven judges were unanimous. A close runner-up was another SUCCESS introduction "Grandee." Our new Champion "California Idol" the giant yellow, was awarded the American Home Achievement Medal, which was the fourth year in succession for a SUCCESS introduction. The old standbys, "Murphy's Masterpiece" and "Satan," were there in all their glory, and our new 1934 introduction, "The Fireman," is the brightest spot in the show. And has that Dahlia got color!

The Magic Carpet wafted us next to Rockville Center, L. I., show where, Lo and Behold! "Margaret E. Broomall" had just defeated nearly every one of the newest and best Dahlias that could be had in 1934 and many new varieties to be introduced in 1935, and had again been declared the best bloom in the show. Some of our own great Dahlias, "Murphy's Masterpiece," "Satan," and others, had to stand aside, kneel and bow as "Queen Margaret" ascended the throne. Dr. Preas, the grower, remarked, "This dahlia is unbeatable," and does he know his dahlias! Just for good measure Dr. Preas won with "Murphy's Masterpiece" as best red, best fifteen bloom, and best individual. As usual "Satan" was the obstacle which had to be overcome in winning the blue in the semi-cactus class.

Our Turkish Special next took us to the New York show. Here we saw "Murphy's Masterpiece" take largest bloom in the show and together with "Satan" and "Eagle Rock Fantasy" take seven blues in seven keenly contested classes. As was usual these varieties were outstanding in several displays.

On a side trip to Mineola, we again saw "Margaret E. Broomall" receive the supreme award as the best bloom in the show.

At the New Jersey State exhibition our "Grandee" came through by winning first prize in open for all class.

At Schenectady, N. Y., "Grandee" was great, took many prizes with it in different classes.

At Valley Stream, N. Y., our introductions won three major awards, including the largest and the best bloom in the show.

At the Akron, Ohio, Dahlia Exhibition, a hot-bed of growers and introducers, our "Satan" was awarded the blue ribbon as the largest and best in the show and first of course in its class.

The Columbus, Ohio, show brought out keen competition but, as usual, one of our introductions, "Murphy's Masterpiece," made a cleanup, largest and best in its class and best bloom in the show. It was a 14½ inch bloom and brought happiness to one of our SUCCESS family.

At the Indianapolis, Ind., show, our 1934 giant "Grandee" walked away with the first prize in its class.

At Minneapolis, Minn., exhibition, an amateur-grown "Murphy's Masterpiece" was best bloom in the show. One of the highlights of this show was our 1934 introduction "Arelida Lloyd" which bids fair to make as good a record as her parent, "Jane Cowl." "Palo Alto," "The Fireman," and "Grandee" were also all doing their share to uphold SUCCESS traditions.

Wafted onward to the Pacific Coast, the land of the keenest Dahlia competition, a great many California growers were showing their 1934 and 1935 introductions. Again at Los Angeles and at Long Beach "Grandee" was largest in the show and received a special award: at San Diego, "Full Moon" was best; at Bremerton, Wash., "Satan" was largest; at Portland, Oregon, "Satan" was largest; at San Francisco, "Satan" was best bloom in the show and "California Idol" was awarded a Gold Medal.

At Toronto, in Canada, "Satan" was largest.

Word has come from Holland that "Grandee" is the largest importation from America. From Europe, New Zealand, and far away Australia, and from Japan comes word that our Dahlias have been taking high awards and making friends galore.

And of course, as usual our introductions received Certificates of Merit at the A. D. S. Trial Gardens located at Storrs, Conn., and East Lansing, Mich., during the 1934 season.

These are the high spots. Many other prizes were won at the above shows and in the many smaller shows throughout the country and abroad.

In view of our past record and especially our record for 1934, we feel that we are entitled to brag a bit. Hence our cover for 1935 lays just claim to the title GIANT SHOW DAHLIAS.

Join us this season. As a member of our successful Success Family you are sure to reap the reward of good judgment in your selections for show purposes and in satisfaction in your home garden.

A GIFT SUGGESTION

What more beautiful way can be imagined to express your best wishes or affection for a friend or relative, than by the gift of a Dahlia root, a gift that will not wear out but will bring happiness and memories of you for years to come.

Our DELUXE GIFT PACKAGES are different. Each root has green moss carefully wrapped around it, is then wrapped in cellophane, tied with blue ribbon and enclosed in a carton, insuring safe delivery.

These Gift packages are sent parcel post prepaid to any address in the country. A personal Gift card will be enclosed if sent us with your order and remittance. Otherwise, we will enclose a gift card announcing the giver.

It is understood that we are to make the selection for the gift box. We assure you our selections will be good healthy stock selected from Prize Winners.

Size No. 1 contains One Prize Winning Giant Blooming Dahlia root	\$1.00
Size No. 2 contains Three Prize Winning Giant Blooming Dahlia roots	\$2.00
Size No. 3 contains Six Prize Winning Giant Blooming Dahlia roots	\$3.00

Place your order early.

WHAT OUR FRIENDS HAVE TO SAY TO US

Extracts from letters received from some of our friends show extraordinary results they have achieved with Success introductions.

A California Grower writes: "Won first prize and an Award of Merit with 'Grandee' for Largest, Perfect Bloom, Nov. 2, 1934. Have blooms of 'Eagle Rock Fantasy,' 'Murphy's Masterpiece' and 'Grandee' over 13 inches in diameter."

An Indiana commercial grower writes, "I am enclosing a snapshot of 'Murphy's Masterpiece.' This bloom is between 17-18 inches which I think is nearly a record. This Dahlia was grown in heavy soil."

A commercial grower in Michigan writes, "I had a basket at the show, of 'Murphy's Masterpiece' containing twelve blooms, any one of which would measure over twelve inches and some 13½ inches. 'Grandee' was over 14½ inches and some of my plants had six or more blooms that measured 13-14 inches. Had wonderful success with 'The Fireman,' 'Grandee,' and 'M. Masterpiece.'"

A regular customer from Wisconsin writes, "The frost hit us here, so our Dahlias are over for this year and yours surely were immense. The only kick I have is on one and this failed to grow. Everything else I secured from you this year was wonderful, although 'Grandee' was fine and I secured some big bloom on 'Margaret E. Broomall,' but to me the best of all was 'Eugenia Ballay' as it stood out among 135 varieties I had growing. The bush was about five feet high, and at one time there were five flowers on it, none under 10 inches and there were two of them 12 inches, so I can't have much kick about Success Dahlias."

An Indiana commercial grower writes, "Won first prize with 'Grandee.' We grew 'Margaret E. Broomall' largest in diameter of any Dahlia. I am safe in saying that 'Margaret E. Broomall' received more favorable comment than any other Dahlia. Our bushes of this variety grew nicely; they made wonderful growth and root crop. We are convinced that your introductions are top-notchers and are truly winners, winning for us 'Murphy's Masterpiece' for largest and most perfect bloom in the entire show. Other winners were, 'The Fireman,' 'Eugenia Ballay,' 'Palo Alto,' 'Chas. G. Reed,' 'Grandee.' Out of 31 entries we won 27 ribbons, Achievement Medal and other trophies."

A New York State amateur grower reports, "Many fine bloom from 'Margaret E. Broomall' winning for second time sweepstake prize with this variety. Size of bloom 14¾ inches which was displayed on Thursday, and was still in good condition on the following Tuesday, six days, fine keeping qualities."

A customer writes from Vancouver, Wash., "The plant came through in perfect condition and as good a specimen as I ever saw." You will kindly note this plant traveled over 3000 miles and proves our cellophane wrapped plant, in our new package, can stand the gaff and arrive in the best of condition.

Our friend, C. E. Wildon, in charge of the Mid-West Trial Garden at East Lansing, Michigan, writes, "Please let me congratulate you on the splendid showing of your 'Arelida Lloyd' in the trial garden." This variety scored 86.2.

A doctor in West Virginia writes, "Thanks a lot for the plant for replacement. The plant arrived yesterday in fine condition. Such fair dealing makes permanent customers. Again I thank you."

Another grower writes, "We take our bloom to the Bank and some to a local merchant's store. We get a great kick out of this, also a reputation that we don't deserve; you made the selection and furnished the stock."

A commercial grower on the Pacific coast writes, "The roots arrived in the best condition of any roots I ever had from any grower. I learned quite a bit about shipping, that I think very valuable, from your method of packing. Every root was in excellent shape with good eyes or sprouts and protected perfectly."

A well-known New Jersey commercial grower writes, "Have some fine 'Grandee' bloom 14 inches in diameter."

A St. Louis, Mo., grower writes, "I have dug my roots and was so impressed with the crop of 'The Fireman' that I have taken a photograph of same, which I am en-

closing. As this is a new variety and on account of it being a plant I thought you would be interested in the root crop, as the general run of customers have the idea that plants do not produce good tubers. You have my permission to use this testimonial and photograph in any way you see fit." Mr. Raymond Grass of St. Louis, Mo., wrote the above letter. Thank you, Mr. Grass, for your interest in our introductions. In another letter he writes as follows, " 'Grandee' was too early for the show but I had at one time four twelve-inch bloom and ten large buds on one plant. Your stock certainly did well for me, especially when one takes into consideration that during the past summer we had the worst drought and hottest weather on record."

From Scranton, Pa., comes the news that our "Murphy's Masterpiece," "Grandee," and "Eagle Rock Fantasy" were outstanding.

A Wisconsin grower writes, " 'Murphy's Masterpiece' is without doubt the best Dahlia that I ever grew. Right now I have a plant with four blooms on it—all over twelve inches. It is only fair for us growers to buy and stock from those who are producing the best in Dahlias, therefore send your catalog just as soon as possible."

From Indiana, "The second bloom has opened on 'Margaret E. Broomall' and it is a very gorgeous thing. Saw beautiful bloom of this variety at the Cincinnati show. It was not entered in competition."

A friend in Virginia writes, " 'Grandee' was a disappointment to me but oh, boy, is 'The Fireman' a dandy, one of the finest Dahlias that I know of today. People rush all the way across the garden to see it. I am crazy about 'Fireman' and hats off to you for it." Well, we like to hear good and bad reports about our Dahlias. One Dahlia can't please everybody.

From Ohio comes the news that one of our customers "has grown a 'Murphy's Masterpiece' that measured 17¼ inches in diameter." This just about takes a prize in any company. He has it entered in our contest.

A Pennsylvania grower wires: "If your new 'California Idol' is as good as your other creations we are particularly interested and would like a root for propagation."

One of the best known growers in New Jersey writes, "I had one bloom on Margaret E. Broomall after our storm which was 15 inches and this was the largest bloom in my garden last year and I grew all the so-called largest and best new ones. 'Arelida Lloyd' was more than good in every respect. I grew it 11 inches without forcing."

An internationally known commercial grower writes: "I am thoroughly convinced that there are no other introductions that can compare with yours. Over a period of time, I have bought them all and none are so good, none are in such demand as Success releases and it is the cash returns, plus my satisfied customers, that are of interest to me.

"I agree with you, that Margaret E. Broomall is the best Dahlia that has ever been produced and it is bound to be grown in all the better gardens, patent or no patent. The patent is the one reason why it is not grown more extensively at the present time."

"Your introductions stand out, what other grower can match your 'Murphy's Masterpiece,' 'Eagle Rock Fantasy,' 'Margaret E. Broomall,' 'Cadet,' 'Rudy Vallee,' 'Chas. G. Reed,' 'Palo Alto,' 'Strongheart,' 'Grandee' and a host of others?"

"Just before Christmas, may I extend my best wishes for your continued success in giving the world the best in Dahlias. Rush your advance list to me as soon as possible, I don't want to be late in ordering again this year and my customers are pestering me with their requests for my list for 1935, so hurry please."

A complete list of satisfactory reports from our customers is not possible and the above mentioned notes taken from their letters is a fair sample of their letters to us. We believe the above statements carry home the message that our Dahlias are outstanding in every show room, whether exhibited by amateur or commercial growers. We ask our customers this year to keep us posted on their success with our introductions. Yes, we want to know about any failures also.

DAHLIA SEED

We have a very limited supply of seed from the large blooming varieties that are winning prizes everywhere. It must be remembered that growing Dahlias from seed is very interesting but too much should not be expected as to the results obtained. It is very difficult to originate a real worthwhile Dahlia. You will get many kinds and colors and you may get a good one, but it's all a gamble. We cannot control the conditions under which the seeds are planted and we do not guarantee results, nor will we be in any way responsible for the crop. This is the condition upon which orders are accepted. 50 seed \$2.50, 100 seed \$5.00 net. Extra choice hand-pollenized California seed, 50 seed \$5.00, 100 seed \$10.00 net.

DAHLIA COLLECTIONS

Your choice of six of any Dahlias listed at \$1.00 for \$5.00. Our selection of six of any Dahlias listed at \$1.00 for \$4.00. Special collection of first class Dahlias, all different and all tagged with their proper names at \$25.00 per dozen and \$10.00 per dozen net. These collections will include varieties that would cost at least double the above amount if bought at catalog prices.

CUT-FLOWER VARIETIES

We have had many inquiries for cut-flower varieties that can stand shipping and that stand up extra well after cutting, so I wrote a large shipper of Dahlia bloom to the New York market for a list of the best and most popular varieties, and naturally these being grown by thousands they are mostly the older varieties, and every one is among the prize winners today. We take pleasure in recommending these Dahlias as the very best for cut-flowers, for home decorations or for roadside stands where there is a demand for cut-flowers.

	Root
AVALON (F. Dec.)—This splendid variety of clear bright yellow heads the list in its color in the New York market	\$1.00
ELLINOR VANDERVEER (F. Dec.)—One of the best for interior decorations. A satiny rose pink, long stems, free bloomer	1.00
IDA PERKINS (F. Dec.)—Another fine white for exhibition or cut flower	1.00
JERSEY BEACON (F. Dec.)—An old timer but still a great favorite. It has size a plenty, fine stems, a prize winner of note. Color Chinese scarlet with paler reverse	1.00
JERSEY BEAUTY (F. Dec.)—The champion of all cut flowers, as well as a prize winner of world wide reputation. Color erosine pink. Unexcelled for all purposes	1.00
JERSEY TRIUMPH (F. Dec.)—A real Autumn shade of bright copper flushed with salmon bronze. A great cut-flower variety	1.00
JANE COWL (I. Dec.)—A great favorite and an all-time champion among the elite of the Dahlia world in the show room or in the garden. Old gold and salmon	1.00
NATHAN HALE (F. Dec.)—Splendid cut-flower of deep orange bronze on long stiff stems. Plant early	1.00
ROSE FALLON (F. Dec.)—A champion of its day and still one of the best ever produced. It is a magnificent Dahlia of self color, deep old gold. A long lasting flower when cut. Exhibition flower too	1.00
SANHICAN BEAUTY (I. Dec.)—This is a general favorite on account of its exquisite coloring and excellent habits. A salmon shaded coral	1.00
YANKEE QUEEN (F. Dec.)—A unique coloring of true pink, shading lighter	1.00
LE TOREADOR—Another crimson that is a good cut-flower	1.00
MRS. C. D. ANDERSON—Quilled petal. Color maroon	1.00

MARGARET E.

THE WORLD'S SUPER DAHLIA



A 15 INCH BLOOM DAHLIA MARGARET E. BROOMALL
U. S. Plant Patent No. 36

HOLDS WORLD'S RECORD FOR LARGEST BLOOM AND HIGHEST SCORE IN ANY TRIAL GARDEN. THIS WAS ACCOMPLISHED AT A. D. S. OFFICIAL TRIAL GARDEN, STORRS, CONN.

AMERICA'S DAHLIA—The growers of the world are demanding this Super-Dahlia, but the American growers will be served first. Why not grow the WORLD'S BEST? Here it is. Supply is limited. Order now and win that major prize.

No orders for Margaret E. Broomall will be accepted unless the enclosed SPECIAL MARGARET E. BROOMALL ORDER BLANK IS USED. Save time and make sure of getting your plants by using the special blank.

Read carefully condition of sale on special order form before ordering.

BROOMALL



THE DAHLIA SENSATION OF ALL TIME

Since we introduced this creation at Atlantic City in 1930, where it won over every Dahlia both old and new for the largest and best bloom in the show, also the Achievement Medal and the cash prize of \$100.00, it has stood the test of time.

No other originator has equaled it nor even approached it as an exhibition Dahlia. It has met and defeated about every known Dahlia of this period of four years, such great Dahlias as Jane Cowl, Murphy's Masterpiece, Eagle Rock Fantasy, Satan, Lord of the Autumn, Palo Alto, yes, and hundreds of other nationally known creations have had to step aside to make room for this SUPER-DAHLIA.

It is not necessary to fill space telling about the victories that have been achieved by this wonder Dahlia.

Just a few winnings for 1934 at the Rockville Centre, L. I., show, where the growers seek the world over to try and beat the other fellow, and they sure did dig up some great Dahlias the past season, not only the best of the old but the cream of 1934 introductions and many of the best to be released in 1935. They were all the same to Margaret and such judges as Derrill W. Hart of Honor Roll fame and Leonard Barron, nationally known horticulture expert, and other equally known experts declared Margaret E. Broomall the best bloom in the show and along with it awarded the Achievement Medal for the best exhibit. Dr. Preas, the grower and exhibitor, writes, "It is unbeatable."

It happened that on the very same day, Sept. 14, 1934, Margaret was selected as the best bloom in the Boston, Mass., annual show. At a New York exhibition it won the prize for best bloom in show for the second time, competing with the latest varieties each year.

On file at the Patent Office at Washington, D. C., there are sworn statements made by America's most select group of Dahlia experts. Here are a few extracts from them:

Derrill W. Hart: "Because of color, size, beauty and form, wins the largest and most perfect bloom prizes."

Dr. Marshall A. Howe: "An outstanding white, such as this is, has been a desideratum for years."

George W. Fraser, President American Dahlia Society: "A model for other new varieties to be judged by."

Prof. Roland H. Patch: "The most outstanding Dahlia in the Garden." Referring to it growing at Storr Trial Garden.

W. L. W. Darnell: "Margaret E. Broomall is the best Dahlia ever produced."

Thomas Leavitt, Secretary National Association Commercial Dahlia Growers: "I consider its production a great horticultural feat."

J. A. Kemp: "In my opinion there is no other Dahlia like it, nor none as good."

William B. Sweeney, Trial Garden Committee: "It produced the largest blooms, combining beauty of petalage, perfect form, utterly lacking in coarseness, the writer has ever seen."

Conrad Frey: "I dare say, this is the best Dahila that I have ever seen."

It is a great tribute to these experts that after four years have elapsed since these statements were made, their predictions have proven true, as Margaret E. Broomall is still the world's greatest Dahlia, not by heresay but in actual competition under the world's most competent judges. We could go on telling the reader about this great big white, with perfect stems, and fine growing habits, but the words of the above experts should be more convincing than pages of what we could write..

Plants will be shipped before May 15th, as this variety should be planted early.

Green plants only again this year and a limited quantity. Plant \$15.00 net. Two or more plants \$12.50 each net

BALLAY-SUCCESS SUPER DAHLIA INTRODUCTIONS FOR 1935

BOSPHORUS (Inf. Dec.)

Deep burnt orange or golden brown. A fine, large, well shaped flower in a color that is new in our experience. It is a dark flower, almost as deep in the orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. We recommend this Dahlia on its color, but it is charming and satisfactory in all respects. This variety should be grown strong from the start like Full Moon and some other Dahlias with stalky habits, it will have a long straight stem and will be immensely attractive when cut. Certificate of Merit at Storrs.

Root \$15.00 Plant \$7.50

CALIFORNIA IDOL (Inf. Dec.)

Clear bright self-colored yellow. We have never had more confidence in the real merits of a new Dahlia than we have in this masterful brilliant yellow decorative. In size it ranks with the very largest, growing to 14 inches or more, has corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement Medal at Boston and the Dahlia Society of California's Gold Medal at San Francisco as the Best Undisseminated Three-Year-Old. This, you will agree is a good start, but we hold that the proof of the pudding is in the eating, and unless a Dahlia can win for the purchaser, Achievement Medals and Gold Medals do not mean much. We assure you that California Idol, like many of our previous great prize winners, has the capacity to win as the Largest Dahlia or Best Dahlia in the leading shows. Next year when we can tell you about these winnings, we will feel that we have a real sales argument. It has been freely said by those who have seen California Idol that it is the best Dahlia since Satan, and others have said that it is the best of all. Truly a Dahlia the exhibitor can win with and the commercial grower can sell. We will not attempt a detailed description more than to say that it is an early and free bloomer and an excellent root maker. You will have to grow it to appreciate it. Included in the *American Home's* list of "Dahlias of Distinction in 1934," and also in Mr. Derrill W. Hart's *Dahlia Review* published in the December issue of *House Beautiful*. Mr. Hart's impression of it follows: "This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as Best Three-Year-Old Seedling. At Boston it won the Achievement Medal as Best Undisseminated Dahlia. It was one of the outstanding varieties at Storrs this year. It is a fine grower with a deep flower of clear glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes."

Root \$25.00 Plant \$12.50

CALIFORNIA ROSE (Inf. Dec.)

Clear bright rose. Exquisite coloring, large, tall-growing, describe in a few words the salient features of this unusually satisfactory new Dahlia. California Rose is also included in Mr. Hart's 1934 *Dahlia Review*. For a number of years, Mr. Hart, in his annual Roll of Honor, has been able to select with remarkable accuracy the future Dahlia favorites. We quote Mr. Hart's statement: "One of the most beautiful of the novelties, and I must assume it was not shown in California or else we should have heard more about it. A bright salmon rose and a particularly beautiful flower for cutting. It was the best keeper I had on trial this year. Flower large, but extremely graceful."

Root \$15.00 Plant \$7.50



BOSPHORUS (Upper)
CALIFORNIA ROSE (Lower)

DON JUAN (Semi-Cac.)

Scarlet orange with a reverse of lighter orange. This is one of the truly spectacular varieties and should add to the fame of Ballay-Success Dahlias in the "Giants of the Show Room" class. If you have a crown flower of Don Juan for the show you will be hard to beat. Later flowers will be very numerous and large but an occasional one may have a crook in the stem. This variety is a true semi-cactus with the center rows of petals



CALIFORNIA IDOL (Upper)
DON JUAN (Lower)

Root \$15.00 Plant \$7.50

DRUM MAJOR (For. Dec.)

Pale gold with a reverse of deeper gold. A very, very tall Dahlia, standing head and shoulders above all the rest, and very large and showy. Not an early nor particularly free bloomer, but all flowers are perfect on extremely good strong stems. Have you ever needed some large flowers on 4-foot canes to top off your exhibit? This variety will serve that purpose and may win a prize for you too.

Root \$10.00 Plant \$5.00

GLAMOUR (Inf. Dec.)

Bright apricot overlaid with sunset pink. This is one of the finest of our new introductions, a 12-inch flower with perfect form and delightful color. The color resembles somewhat Chautauqua Sunset and the stem is long and the plant well branched. As we are writing this on Nov. 12th, there are still many large closed-centered flowers on the bushes that we are cutting to sell.

Root \$10.00 Plant \$5.00

HAPPY CHOICE (Inf. Dec.)

Although it is on the border line of the formal type. From among the new sorts we chose this one to introduce and we consider it a HAPPY CHOICE. Upstanding, very large and free blooming, with the blooms above the foliage on the best of rigid long stems, it is one of the largest we have grown, 13 inches without forcing. Insects do not like this variety, it is too sturdy and thrifty for them to feast on. The color is very pleasing, but hard to describe, perhaps the best description would be, light salmon orange with tones of coral pink. Yes, it has a Show record, runner up at one Show for the Achievement Medal and three firsts as an undisseminated seedling. Just started on its journey in the footsteps of our former introductions. We do not exaggerate about our Dahlias and when we say, this is one of the best of our introductions, we mean it. If you do not agree, we are ready to refund the purchase price.

Happy Choice has been growing in our garden, next to unreleased creations that are on Derrill W. Hart's 1934 Honor Roll, we have had a chance to compare its merit with some of Mr. Hart's selections. We have but recently decided to release this one and too late for Honor Roll consideration.

Root \$10.00 Plant \$5.00

MAY DAY (Inf. Dec.)

Rosy pink lightly touched with gold. A variety of medium size that is an exceedingly prolific bloomer. Pleasing formation and excellent coloring that everyone loves. It will never win as the largest flower in the show, but with a few plants it would not be hard to have a vase or basket of 12 or even 25. At the California Flower Festival, where our display again received the First Prize, a large bowl of this Dahlia combined with the maroon colored blooms of Domino was a novel arrangement and one that attracted a great deal of attention. Certificate of Merit at Storrs.

Root \$10.00 Plant \$5.00

NORTH STAR (Semi-Cac.)

Light yellow. If this Dahlia were finer petaled, it would belong to that rare class of cactus called straight. The regularly formed flower is at once suggestive of a star. Size and stem are good and it is another that will supply many good flowers until late in the season. Furthermore, it is a good keeper and we do not hesitate to recommend it as a very useful and beautiful cut flower.

Root \$10.00 Plant \$5.00

NEW DAHLIAS OF SUPERIOR MERIT

ARELDA LLOYD (Inf. Dec.)

This sport of the celebrated Jane Cowl lived up to our description in every way the past season and nothing but the highest praise has come from those that grew it. *The Mid-West Dahlia News* comments on this variety, in comparing it with another sport of Jane Cowl exhibited at the Minnesota Dahlia Show. " 'Arellda Lloyd' is more yellow. 'Arellda Lloyd' bids fair to be as good as her parent, 'Jane Cowl.' " We believe this statement is well founded and now that we are releasing roots of this variety for the first time, it will become a great favorite among the exhibition growers and a difficult flower for the judges to pass up. A New Jersey grower writes, "Arellda Lloyd was great in every way, had bloom up to 11 inches with no forcing." Prof. Patch at Storrs Trial Garden, where it received the highest score in 1933, writes, "I noted the resemblance in the growing habits of Jane Cowl in Arellda Lloyd but the color is much better." What higher compliment could be paid to any Dahlia? The introducer of this Dahlia visited the Trial Garden at the Field Day in 1933 and was admiring this fine Dahlia along with others when along came one of the most prominent commercial growers in New Jersey, who said or asked the group, "How are you going to score this Dahlia down?" meaning of course, that it was just about the perfect Dahlia. We all agreed with him that it was by far the best in the garden. In 1934 it repeated at the Michigan Trial Garden by scoring over 86 points. It was bound for the Honor Roll in 1933 but we did not decide to release it until after the Honor Roll varieties had been selected. But please remember that it defeated about a dozen Dahlias that did land on the Honor Roll which were growing at Storrs in 1934, so we believe it will reach the heights that many of our other varieties have attained in the exhibition show room. The best way to describe this Dahlia is to say it is just like Jane Cowl in habits in every way except color. It is described in the Trial Garden report as follows, "A deep soft shade of yellow with a slight flush of pink on ends of petals, reverse a clear yellow with pink veining." Prof. George W. Fraser writes, "Arellda Lloyd was a corker at Storrs this year. Think you did a fine thing in getting this wonder to introduce." In our home gardens this variety had a very pronounced pinkish overcast. The stems and habits are all that could be desired. If you liked that grand Dahlia Jane Cowl, you will like this one better which is a sport of Jane Cowl. Field grown stock guaranteed to make good.

Root \$7.50 Plant \$3.50

BABY ROYAL

A miniature that is a little sweetheart. Winner of the Gold Medal in England. The bloom on this Dahlia are about three inches in diameter and the plants are covered with these little pink pearls on long, wiry, stiff stems. For home decorations it is an ideal Dahlia, giving plenty of bloom throughout the entire season. Our stock is imported and grown two years before releasing and we are now offering it for the first time. The exact color is flesh-pink on yellow ground or at base of petals. It is of decorative type.

Root \$1.50

CADET' (Semi-Cac.)

One of our best 1934 introductions. A light primrose yellow that many have referred to as a yellow Satan. We know of no yellow semi-cactus that can match this variety for all around fine habits. It has plenty of size, the best of stems and is outstanding in any collection. This type of cactus Dahlia in the shade mentioned is truly distinctive and should be well received by a discriminating public. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower. So clean-cut in form and color, it impresses one as having been artificially fashioned by the deft hand of a skillful artist. Will grow large on a tall, straight stalk.

Root \$7.50 Plant \$3.50

DOKOUPIL'S GIANT (Dec.)

Few Dahlias from abroad have attracted more attention than this fine Dahlia. With no forcing it is always covered with great big exhibition bloom. I mean by covered, that it is possible to cut six or eight nice large bloom at a time from one bush, with many more passing their best condition, and as many more just opening up. It is an ideal Dahlia. To grow it, is to be a booster for this Dahlia. Few if any visitors to our gardens the past two years have failed to add this Dahlia to their want list. One of the best of all European varieties. Color is soft lilac-rose, perfect long stems.

Root \$5.00 Plant \$2.50

DOKOUPIL'S TRIUMPH

Another giant from abroad that has attracted unusual attention here and abroad on account of its great size and its free blooming habits. Producing as it does great big bloom away above the foliage on long stiff stems. It truly is a giant. Have grown this variety two years in our test garden. The color is a very pale yellow with an overcast of lavender.

Root \$4.00 Plant \$2.00

DRESDEN (Inf. Dec.)

Clear pink lavender. Here good color is again very much in evidence. The lavender is plainly of the rich pink tone throughout the flower and is in no sense a bluish lavender. This rich coloring is well supported by large size, full formation and a matchless stem.

This 1934 introduction was a much improved Dahlia the past season growing in our home garden. I know of very few Dahlias that can match this creation and it should be in every first-class collection. To grow it is to love it.

Root \$7.50 Plant \$3.50

EDWARD G. BARNES (Inf. Dec.)

This is a grand imported variety that has quality blazing forth in every way, the habits of the plants are perfect, the finest of long stiff stems, but the real attraction is its color, in fact I know of no color just like it in the Dahlia family—cream at center to pure white. It is massive in size, the florets being broad but curling prettily at tips and forming the largest of flowers both in diameter and depth. The size of bloom continues to be of exhibition size throughout the season.

Plant \$5.00 net

ELEGANCE (Semi-Cac.)

Center and tips of petals yellow, body of flower glistening coral. We classify this variety as semi-cactus but it is not far removed from the true cactus type. A noticeable swirl to the petals is also reminiscent of certain English type cactus varieties of some years back. Few Dahlias have been so cordially received on their first appearance as this one and we consider it one of our very best varieties because of its unusual charm and beauty and because the great quantity of blooms it gives are useful for every purpose. It is a full, deep flower with ideal habits.

Root \$7.50 Plant \$3.50

EUGENIA BALLAY (Inf. Dec.)

Rich cream. This Dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show and can always be counted on to exhibit to good advantage. It is a very early and a very prolific bloomer. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth, and at all times will have very long, strong stems. In California everyone admired the color and general habits of this new Dahlia and we have named it to honor our mother.

This variety has proven worthy of the name of Mr. Ballay's mother for whom it was named.

Root \$5.00 Plant \$2.50

FLORENTINE (For. Dec.)

Bright mallow purple. From the thousands of seedlings that we grow we have ample opportunity to study the Dahlia in its many phases from a standpoint of real progress. Many new colors appear but the problem is to get the outstanding colors in a flower that shows equal advancement in other respects. Good purple shades are not plentiful and we thought the color of this Dahlia especially worthwhile. The huge flower superbly built in formal fashion presents a striking contrast alongside Dahlias of colors more frequently seen. It is congenially at home among the best, possessing all good qualities.

Root \$5.00 Plant \$2.50

GRANDEE (Inf. Dec.)

Light nopal red shaded orange yellow. The great size of this Dahlia made the demand for it last season far heavier than we were able to supply. For tremendous size we are inclined to think Grandee surpasses them all. We continue to have 15-inch blooms without forcing or shading on plants 4 feet tall. Six blooms all 14 inches or more at one time on a plant are not unusual and size is maintained through the whole season. As stated last year, we do not exaggerate when offering a new Dahlia. It was winner of the 1933 American Home Achievement Medal at San Francisco and has won as the Largest Flower in a number of shows. In Southern California it was Largest at both the Los Angeles and Long Beach shows, also receiving a special Award of Merit at the latter show, and was largest at the California Flower Festival last year. 15-inch blooms were shown at Boston but Margaret Broomall won as Largest in this show. A report from Holland states it is the largest American Dahlia. First Prize Cincinnati, Ohio, best autumn shade. Beautiful coloring, good formation, first-class stem, are all present in this superlative Dahlia. Mr. Hart's Roll of Honor described it as follows: "'Great' is indeed the right adjective to use here. A very

large flower of a striking combination of Spanish red and golden yellow...It has individuality."

Root \$10.00 Plant \$5.00

NOTE: We have never grown a Dahlia that will produce as many large bloom, throughout the season as Grandee.

Keep this plant free from buds until it reaches the height of at least three feet or you will have a very dwarf plant with plenty of 14-15 inch bloom.

HELEN S. FRASER (F. Dec.)

Another fine Dahlia originated by George W. Fraser named after his most attractive daughter Helen. Formal decorative are not very plentiful and it is a pleasure to present this one for the first time. Color according to Ridgeway's color chart is prairie yellow at center, outer petals alizarine pink, a most attractive combination of colors. It has clean, upright growth with flowers carried high above the foliage. Certificate at Storrs.

Root \$10.00 Plant \$5.00

JESSIE CRAWFORD (Inf. Dec.)

This variety is offered through the courtesy of George W. Fraser, president of the American Dahlia Society. It is of course an Honor Roll Dahlia, in fact it was on two Honor Rolls in 1934. This is a real art Dahlia that is difficult to describe but here goes. We can call it very nicely an ivory white with blendings of cattleya pink, with petal tips a deep cattleya rose, so much admired in the cattleya orchid. The bloom is large and held erect on the best of stems well above the foliage. A free flowering, well-balanced bush about 4-5 feet in height. The beautiful blending of the soft, yet attractive colors make it an outstanding creation. Stock very limited.

Root \$10.00 Plant \$5.00

LORD OF THE AUTUMN (Inf. Dec.)

This variety did its full share of prize winning in 1934 and no doubt will be a fixture as one of the standard varieties. The color is deep golden yellow and the bloom are of the largest size, making it most desirable for exhibition.

Root \$10.00 Plant \$5.00

MARIANNA (Semi-Cactus)

This is a Dahlia of rare beauty and distinction and worthy of wide dissemination. It is a beautiful Amaranth pink with a rich silver sheen which greatly enhances its beauty. The large blooms are held high above the foliage facing, on the best of stems that are long and stiff as a cane. A thrifty grower, with disease and mildew resistant foliage. It produces a tall plant always covered with bloom. This variety produces the best of roots or tubers with strong neck not easily broken. The last Dahlia in our garden to resist Jack Frost attack, the large blooms standing up like sentinels long after the other Dahlias are through blooming. Yes, this is another Certificate of Merit winner at Storrs, Conn., A. D. S. trial garden. Grown alongside Satan, Palo Alto and other top notch prize winners under natural conditions, Marianna kept pace with the best varieties in size of flower produced. Description does not do this fine exhibition Dahlia justice. It must be grown to appreciate its real beauty. To grow it is to love it. Will attract attention in any collection. Stock limited.

There are few if any more attractive semi-cactus Dahlias than Marianna. A 1934 introduction that more than made good. It won first prize at the Indianapolis exhibition in the class for 1934 semi-cactus introductions.

Root \$5.00 Plant \$2.50

MASTADON (Inf. Dec.)

Some growers describe this as semi-Cactus but perhaps it would be better to place it under the informal decorative class, anyway, it is a gem of the first water. It is one of those Dahlias that lingers long in one's memory, it has color, it has size, stem and everything to place it among the leaders from abroad. Have grown it two years in our test gardens. It is massive in size, color is rich amber or apricot. Another of those Dahlias that produces many exhibition bloom at the same time, with no forcing or pruning. No collection is complete without this new Dahlia with its new color. Stock is very limited.

Root \$5.00 Plant \$2.50

MISS BELGIUM (Cac.)

Perhaps there are few Dahlias of medium size before the public today that have attracted more attention than Miss Belgium. We have grown this variety for two years in our garden, and in the exhibition room it has steadily made friends. Few Dahlias measure up to this variety for home decoration and basket display in the show room. In 1934 this creation was quite popular with the judges at the Boston, Mass., Dahlia Exhibition, when they were awarding the prize for the best bloom in the show. It is always covered with bloom with wiry, but perfect, long stiff stems. We sent this variety to Bronx Park under number 16 the past season and we received many inquiries about this fine Dahlia. Color, bright orange.

Root \$2.50 Plant \$1.25

PAUL PFITZER (Cac.)

Another of those gems that are hard to beat when arranged in a basket or vase. Words cannot describe this Dahlia as it really is. The beautiful color, the formation of the bloom, the long stiff stems, it's cut and come again habit, the clean foliage moulds itself into one of the finest garden and exhibition cactus that has yet been produced. Color is chamois pink. Something different. Don't miss it.

Root \$3.00 Plant \$1.50

PHANTOM (Inf. Dec.)

A few years ago we all admired Mr. George Stillman's Dahlia "Our Country" in color and size, but the stem was nothing to write home about and yet Mr. Stillman sold plenty at \$50.00 per root. Since then we have been trying to find a real Dahlia with the same color combination but with a perfect stem. We believe that our hunt is at an end, as Phantom is the answer. It has a perfect stem carrying the big bloom high above the foliage, which is insect resistant, the color is royal purple, with every petal tipped and edged pure white. We have never seen an imperfect bloom as to color or otherwise on this variety. Just a very few plants to offer.

Plant \$5.00 net

R. P. RUTHERFORD (Semi-Cactus)

Just another of those gems from abroad. We could describe it better by calling it twin of our famous "Satan." It has great size and a color all its own, the blooms are huge in size, held perfectly erect on the best of long rigid stems, and is it a free bloomer of exhibition size? Yes, and then some. But it's the color that is something to rave about, but difficult to describe, golden orange, flushed, veined and deepening to red. We have booked many orders on this variety and will be sold out early on plants. May I just add a word to our friends, if you are looking for a real honest to goodness semi-cactus order a plant of this variety now.

Plant \$7.50 net

ROSE TRIUMPH (S. C.)

A lovely semi-cactus of medium size, but just right for interior decoration or basket and vase arrangement for the show room. It has a color all its own, pure rose, suffused and tipped with violet, fine habits and one of the most popular in our 1934 test garden.

Root \$2.50 Plant \$1.25

ROYAL ROBE (Inf. Dec.)

This variety is a seedling from the famous Jane Cowl and the introducer thinks it is better than its parent; however we are sure it is worthy of adding to our listings for 1935 as it is of a different color than our other offerings. It might well be called a Royal Purple Jane Cowl. This is an Honor Roll Dahlia.

Plant \$5.00

SLAVKA D.

Another of those little gems for interior decoration of the pompon type, it may be a trifle large for exhibition but what a gem for basket or vase arrangement. It has the best of stems and holds its center to the very last of the season, but it's the color that attracts, a rich warm buff with each and every petal tipped white. It created quite a bit of stir at the 1934 New York show. Plants only.

Plant \$1.50

THE FIREMAN (Inf. Dec.)

This grand Dahlia has made many friends the past three years not only in our home garden but in the American Dahlia Society official trial garden at Storrs, Conn., where it was awarded a Certificate of Merit in 1933. At the New York Botanical Gardens it was well up among the leaders of the popularity contest and at Boston it won The American Home Achievement Medal, and to end the year successfully it made a happy landing among the elite of the Dahlia world on The American Home Honor Roll. There are many other awards that could be credited to this creation. The Trial Garden report contains such comments as: Spectrum red, dazzling, occasional stripes and tips of petals mustard yellow. Flowering habit prolific. Very showy and free flowering." Mr. Derrill W. Hart, Dahlia expert, describes it as follows: "This variety is a flashy cardinal red with golden flushes and golden tips at center of the flower." This variety has won the approval of many Dahlia experts. It's flashy, it's striking, it's a proven winner of major awards.

This hot-spot of a Dahlia sure made them sit up and take notice the past season as it seems to have a color all its own. One grower writes, "The visitors rush across the garden to see this flaming, dazzling creation," and when you see it you will not wonder why. I know of but one other Dahlia that compares with this for a vivid color and that is our new introduction "Don Juan" but the type is entirely different. A great root maker.

Root \$5.00 Plant \$2.50

TOWERS EMPIRE (F. D.)

Another formal decorative that attracted much attention in the East the past season. It is a very tall grower but produces fine exhibition bloom on the best of stems. Mr. Hart describes it as clear gold with deep amber shadings at center. He also comments on the size and depth of this variety which altogether makes it a good Dahlia to add to any collection. Plants only this season.

Plant \$7.50

WENOKA (I. F.)

A new informal decorative that attracted much attention in the East and Mid-West the past season. The color is of rosy mauve. It is of exhibition size. Mr. Hart describes it as a formal

decorative in his description of this variety on his Honor Roll in 1934. We did not grow this variety but our friends advised us to grow it, therefore we will offer only plants on this variety this season.

Plant \$10.00

New and Standard Varieties that are Champions in Garden and Show Room

ALBATROSS (I. Dec.)

Soft cream shading to greenish yellow at the center, in cool weather the tips of the petals sometimes being lightly touched with apple-blossom pink. This new Dahlia is large as all popular new Dahlias must be, it has delightful and unusual coloring, and the formation is strikingly distinctive with petalage suggestive of the water-lily. A huge pond-lily is what it looks like with its petals broad and flat at the base and turned upward decidedly at the tips.

Root \$5.00 Plant \$2.50

BETTY COLTER (I. Dec.)

This is a most charming new introduction that has caused favorable comment from many of the most prominent judges in the East. Derrill W. Hart describes this variety on the American Home Honor Roll for 1931 as follows, "One of our favorites among the new Dahlias. The color is distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals. The flower is nicely formed on good stems."

Root \$2.00

BUBBLES OF HILLCREST (Inf. Dec.)

This is a giant and of an unusual color which is magenta of a different shade. Made quite a hit with our visitors in 1934 growing in our test garden.

Root \$1.70 Plant \$3.50

CARO NOME (Inf. Dec.)

A rich, rosy pink, suffused lilac. Don't worry about size, it has plenty size to meet the elite, great depth and wonder stems, the kind we pray for on the new varieties. Buy it.

\$2.00

CHAUTAUQUA REGAL (F. D.)

For vigor and resistance to insects, the only Dahlia to be compared with this is Chautauqua Sunset which is very similar in growth of bush, stem and size of flower. The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. Small petaloids showing toward center of flower also shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems and facing the sky. Also particularly long lasting when cut.

Root \$7.50 Plant \$3.50

CHAUTAUQUA SALUTE (I. D.)

The perfect white. The large, perfectly formed blooms are produced in the greatest profusion on long, straight stems. Begins blooming early and continues until frost. Plants are very vigorous and insect resisting. A certificate of merit Dahlia.

Root \$1.00

CHAUTAUQUA SUNSET (F. D.)

Most pleasing in color as it is a wonderful blending of sunset colors, gold, shaded old rose and coral. A great exhibition Dahlia. Growing habits are excellent with strong, straight stems and dark green foliage.

Root \$5.00 Plant \$2.50

CLARA BARTON (I. D.)

An immense bloom facing slightly upwards on a long, straight stem, twelve inches to first set of leaves. Face of petals silvery orchid, reverse of petals deep lavender, general effect lavender. Bush growth medium height; a very prolific bloomer that never stunts.

Root \$5.00 Plant \$2.50

CHARLES G. REED (F. Dec.)

Purple red. This is the color in plainest words. Exactly petunia red is what an authority on dress materials called it. Has won numerous prizes and is a Roll of Honor Dahlia.

Root \$1.50

CELESTE (Dec.)

Lilac pink overlaid with carmine. A very handsome large flower that is attractive especially because of its peculiar shadings of color. The well-branched plant produces deep well-built blooms over a long period. There are no faults noticeable to take from the general usefulness of this valuable addition to Dahlias of this color range.

Root \$1.50

DAILY MAIL (Dec.)

The sensational giant of 1930 in England. We imported this variety and consider it one of the best of our importations in the matter of size and habits. The color is unusual in a Dahlia as the blending of deep yellow and orange shades give the bloom a soft, warm color that appeals to those who like delicate shades in a Dahlia.

Root \$1.50

DIXIE CARDINAL (F. D.)

This very large Dahlia is a most charming new variety. It has size aplenty and a color all its own. The stem could be a bit stronger to carry all the monster bloom erect. In some gardens the stems are perfect. The real beauty is not only in its size but in its Flaming Salmon that attracts all Dahlia fans. This is a new variety.

Root \$3.00

DONNA CALIFORNIA (Dec.)

Deep rose pink suffused with lavender. The color is not new, but it is doubtless the largest Dahlia by far of that coloring.

Root \$1.00

DOROTHY STONE (I. Dec.)

A most outstanding Dahlia in every way. It is a huge decorative of a deep, pure pink. This is a distinct and splendid exhibition variety. Very full center. Petals are thick and evenly placed, profuse bloomer, deep green leathery foliage, medium to tall habit, stem straight upright and strong.

Root \$1.00

EAGLE ROCK FANTASY (I. Dec.)

There are a very few Dahlias that never seem to grow old and this is one of the few. I know of no Dahlia of its age that has been such a universal favorite as "Fantasy" all over the world where Dahlias are grown. It has won the award for largest and best bloom in the show room. It was impossible to keep a record and yet with all the new creations since this Dahlia was introduced in 1930, it still was awarded the largest and best in quite a few exhibitions in 1934. Color clear mallow pink. It has received universal acceptance. You can never duplicate its equal for the price we are offering it for. A sure winner.

Root \$2.00

EAGLE ROCK WONDER (S. C.)

For tremendous size, perfection of form and habit of profuse blooming qualities and vigorous growth, I have seen no equal of this Dahlia. It was the outstanding feature in the garden. The color is mars-orange shading to orange-buff with tints of coral-pink and coral-red according to Ridgeway's color chart; the general effect being between orange and apricot.

Root \$2.00

FRED SPRINGER (Dec.)

This is truly a Dahlia suitable for a hedge as it only grows about the height of two feet and is completely covered with medium size blazing red bloom on stiff stems. The plant itself is unusual; it seems to grow square instead of the usual type of Dahlia. Many orders were taken on this variety to be used for hedges and we must agree that such a hedge would not only be attractive but unusual.

Root \$1.50 Plant \$1.00

FULL MOON (F. Dec.)

Canary yellow. Here is a variety that can truthfully be called a superlative Dahlia. The large distinctive blooms, easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The thickness and strength of the stems are particularly noticeable and the flowers are always upright, never facing the least bit to the side. Best bloom in show at San Diego, Calif., 1934.

Root \$2.50

GORGEOUS (I. Dec.)

Another of Mr. Broomall's giants that has attracted unusual attention on account of its great size and color. This Dahlia is at its best after the first blooms have come and gone, as the first blooms or at least some of them show double centers and none of us like those, but the later blooms are wonderful. If this variety produced all perfect blooms we would put it into the \$20.00 class, but we want the reader to know our Dahlia faults as well as their good qualities. The color Rhodonite pink with tinge of pale yellow, reverse rocellin purple veined pale yellow, general effect salmon. If you like the monsters this one will please you. The stems are long and extra strong to carry the giant bloom erect.

Root \$2.00

IDA PERKINS (Dec.)

One of the best exhibition whites to date.

Root \$1.00

KEMP'S VIOLET WONDER

The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich naphthaline violet, with an underlying tone of royal purple, with bluish lavender reverse.

Root \$1.00

LAVINIA BROOMALL (Am. Cac.)

Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.

Root \$1.50

LOLA (F. Dec.)

We are shy on formal decorative type Dahlias, so we recommend this fine exhibition Dahlia. It grows very large with little coaxing. It has strong rigid stems, it is a medium tall grower. Color, deepest orchid, overlaid with reddish cast. Petals broad, twisted, and curled like ribbons. We recommend this one very highly. New to you perhaps but not to us.

Root \$2.00

MRS. EMILE H. KITSON (I. Dec.)

One of the most attractive Dahlias in our garden as it is always covered with large blooms held erect on the very best of stems. It has also won the prize for the best Dahlia in show in strong competition.

Root \$1.50

MONMOUTH CHAMPION (D.)

This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size and brilliant orange flame color that fairly glistens from its own color. It is the only fairly glistens from its own color.

Root \$1.00

MONTALVO (Inf. Dec.)

Golden bronze shading to a deep bronze center. Size seems to characterize most of our introductions this year, but not at the expense of beauty. We have been asked repeatedly for extremely large ones and this time we are able to supply them with a vengeance. Montalvo is another 12 inch Dahlia when grown with ordinarily good care and it has proportionate depth and strength of stem.

Root \$2.00

MURPHY'S MASTERPIECE (Inf. Dec.)

Since we introduced this variety it has won in almost every class where it has been exhibited. It stands at the top as the largest and best decorative winner not only for 1933 but also for 1934, and with the new crop of introductions for 1935 it has cleaned up almost all opposition. There is no other red that is even near it today. Satan, the semi-cactus, another of our introductions, has battled it when it came to picking out the largest and best bloom in the show. We have two certified certificates from two customers describing one bloom of 17 inches and another 17 $\frac{1}{4}$ inches in diameter. Who can best this for size? Our stock is very limited, therefore would advise ordering field grown stock direct from the introducer now. You are sure to get good stock, correctly tagged and guaranteed to please.

Root \$5.00 Plant \$2.50

**MURPHY'S MASTERPIECE****NARCISSA (Semi-Cactus)**

Bright daffodil yellow. We wanted a name that would express the freshness and warmth of early spring for this Dahlia and could think of nothing more appropriate than the daffodil and the other yellow flowers of the narcissus family. In the full formation of the flower there is also further suggestion of the double daffodil. This Dahlia averages 8 or 9 inches in diameter and is another one that grows straight up on a long perfect stem. It is striking in the garden, charming when cut, and has no faults whatever.

Root \$2.50**NOB HILL (I. Dec.)**

Pale orange. Occasionally you see a bed of Dahlias containing so many blooms that there does not seem to be room for a single one more. That is how Nob Hill looked last September. In the first crop from eight to a dozen large disbudded flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the blossom is another feature to be considered.

Root \$5.00 Plant \$2.50**NORRINE NEWSOM (Inf. Dec.)**

I have grown this Dahlia on trial for two years and I have never seen a Dahlia of such a different color as this one. At Boston in our display it was a knock-out. It is a new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long, straight stems and of perfect form.

Root \$2.00**PALO ALTO (S. C.)**

Bright pinkish salmon shading to sort of salmon gold at the center. "Perfection" would have been an appropriate name for this Dahlia, for, as our Eastern Representative, Mr. Reed, says, "It has everything." Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep (some customers have reported blooms much larger and deeper); moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well whether growing or out. The prediction Mr. Hart made in last year's Roll of Honor, that it would surely be one of the sensations of the 1933 show room, has come true. We are now informed that it was very outstanding wherever shown and was particularly good in the amateur classes, being a variety that even a beginner can grow well.

Root \$5.00 Plant \$2.50**PEKIN (For. Dec.)**

Deep cerise rose. The color of this Dahlia somewhat reminds one of that oriental shade sometimes called Chinese pink. The many petals of the large flower are quite regularly placed but are somewhat quilled toward the center so that the general effect is not severely formal. Long, strong stems hold the flower up well, and the growth of the plant is vigorous and healthy.

Root \$1.50**RADIANT SUN (S. C.)**

I have never seen a cleaner growing Dahlia than this variety. It grows tall and is vigorous. The large blossoms are of pale lavender, shading to true canary yellow at center. Each petal is outlined with a pencil line of a deeper color. Stems are perfect, and extra long. It's so different and it is new.

Root \$3.00**ROSINA MEHAFFEY (Dec.)**

We all admire the large ones and in this new variety we find our want fulfilled to the uttermost. We like good vigorous growers that are insect proof. We have it here. I do not know how large they can be grown if disbudded or pruned, so judge for yourself. Color tyrian-pink. Fine strong stems holding the big blooms erect. This variety was one of the outstanding Dahlias in our garden in 1932. We recommend this variety as one of the best.

Root \$1.50**RUDY VALLEE**

Semi-Cactus. In this variety we have one of the most beautiful Dahlias ever offered. When the flowers begin to open they show chrome yellow at center, with a graduation of grenadine red as the flower expands, finally becoming solid grenadine orange red when in full bloom. The flowers are pleasing to look upon, and instantly catch and hold the attention of all who see them.

Root \$2.00**RUBY TAYLOR (I. Dec.)**

The clear self color is difficult to describe but the nearest color we could find in the color book was Carmine. The habits of this Dahlia are nearly perfect. It has long, stiff stems, is an open growing bush, and needs no pruning to produce large, deep bloom.

Root \$5.00 Plant \$2.50

SANHICAN'S CAMEO

Its wonderful color will bring it within the scope of the new A. D. S. demand for "distinctiveness." The color is a true coral-rose with a glistening golden sheen on the face of petals and deep rose pink color on reverse of petals. This deeper tone on the reverse of petals adds greatly to the appearance of depth. An extremely beautiful flower in daylight and even more so under artificial light. Free bloomer and an excellent keeper when cut, frequently there are from four to six exhibition blooms out at one time. Plants are of medium tall habit of growth and have dark green insect-resisting foliage. Stems long and straight and carry flowers well above the foliage.

Root \$3.00

SATAN (S. C.)

Flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The horn-like petals, perfectly rolled and incurved, give rare form and character to a flower of unusual brilliancy. The rugged, almost leafless, stems give the impression of being nearly as thick at the top as at the base. No Dahlia in existence, we believe, is more sensational and spectacular than this giant cactus, and it appears to be the most popular Dahlia in the world today. Wherever exhibited it becomes the general favorite.

Root \$4.00 Plant \$2.00

SONNY BOY (I. D.)

A monster old rose slightly striped and tinged old gold Dahlia that made an excellent record the past year, winning in all the major shows where exhibited. Best bloom in a 1934 exhibition. It grows 11 inches across and 8 inches deep and sometimes larger in the open field without fertilizer or irrigation. It is a hardy variety, insect resisting and makes a good bush of medium height; is a very prolific bloomer; flower stems good.

Root \$5.00 Plant \$2.50

STEGMAN (Cactus)

This is a very unusual Dahlia on account of its red stems and colored foliage. The color of the bloom is a rich maroon, a prolific bloomer, stiff stems and has never been listed in the East to our knowledge. It made many friends where it was in our display in Boston. Stock limited. Something new.

Root \$1.00

STRONGHEART (F. D.)

Amber-gold. Another new Dahlia with no imperfections. This has always been one of our favorites and is truly a gem of a Dahlia. Its size is of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. While coming nearer to the formal type of decorative than any other classification, it is not decidedly formal, as the petals are longer and rather inclined to curve more than is usual with this type, especially in the late season.

Root \$2.50 Plant \$1.50

SULTANA (Dec.)

Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. Here is another Dahlia of enormous size, which continues until quite late, but it was at the height of the season that this variety made its special appeal. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is

one that is hard to beat in its class and has every good quality. One of our best Dahlias.

Root \$1.00

SUNFLOWER (Inf. Dec.)

The originator describes the imported variety as follows. A huge flower, in fact one of the largest that we have grown. Color, deep yellow. Flowers are very full and the florets, although big and broad at the base, are definitely although bluntly pointed. The plants are healthy growers and flower early, continuing to produce good flowers till the end of the season. Introduced for the first time in this country.

Root \$2.00

THE DUCHESS (Inf. Dec.)

This is one of the most attractive Dahlias that we have ever grown and we had many inquiries from visitors at the New York Botanical Garden, where we had it growing in 1934. It is a clear bright yellow at center and greater part of petals, but heavily tipped with pure white. The flowers are large with the best of stems. Have grown this variety for three years and have never seen a flower that has not come true to this description which is unusual for a bi-colored Dahlia. Stock very limited.

Root \$3.00 Plant \$1.50

THE SHRINER (F. Dec.)

Formal decoratives are not very plentiful especially in new color combinations, but in this new Dahlia we have something really different in color, a rich Oriental red, with all the center petals edged and tipped gold and an overcast of lavender almost like a haze. Have never seen a Dahlia of such a color combination. Stock limited.

Root \$3.50 Plant \$1.50

THOS. HAY

A giant in very truth, of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. This variety is almost identical in every way (except for its lilac color) to the now famous "Berengaria." One of the best Dahlias in our garden.

Root \$1.00 Three Roots \$2.00

TREMENSE (Dec.)

This is a very large flower held erect on the best of stems and the plant produces plenty of bloom of exhibition size. The color is sort of a salmon rose as grown in the East, with pale yellow at base of petals.

Root \$5.00 Plant \$2.50

VICTORIA (Incurved Cactus)

Without doubt this incurved cactus tops all other Dahlias of this type. No collection is complete without a few of the best cactus Dahlias. We have tried out many and this is the best incurved rich yellow that has been produced to date.

Root \$2.00 Plant \$1.00 net

WHITE WONDER (Inf. Dec.)

The bush grows to a height of 5-6 feet, is wide spreading and many branched, from the ground up, making it possible to cut large blooms on 2-4 foot stems. Foliage is very thick and leathery like, rendering it practically immune to insect injury.

Root \$2.50 Plant \$1.25

YELLOW WONDER (Inf. Dec.)

This is another of the celebrated Broomall introductions that has made good. The color is a deep rich yellow, the blooms are very large and held erect on long stiff stems. If you are interested in a first class exhibition flower at a low price, try this one.

Root \$2.00

USE THIS ORDER SHEET ONLY

WHEN ORDERING

MARGARET E. BROOMALL

U. S. Plant Patent No. 36

SUCCESS DAHLIA GARDENS

Charles G. Reed, Prop.

171 FERRY STREET, LAWRENCE, MASS.

Date..... Amount Enclosed.....

How many plants.....

PLANTS \$15.00 EACH

TWO OR MORE PLANTS \$12.50 EACH

NOTICE AND AGREEMENT

This "Margaret E. Broomall" variety of Dahlia is protected by Plant Patent No. 36, issued by the United States Patent Office, October 18, 1932.

The purchaser is hereby given by the patentee, Charles G. Reed, Proprietor of Success Dahlia Gardens, the right to grow this root or plant for his own use and enjoyment and to sell cut flowers therefrom, but he is specifically prohibited from reproducing this variety by any means other than the natural growth from whole roots and not from cuttings, and neither roots nor plants may be sold, leased, given away, or otherwise transferred without the written consent of patentee.

It is a further condition of this sale and a consideration of the limited license hereby granted, that any sports or mutations that may develop from this variety shall become the property of the above named patentee and that as special compensation therefor, the discoverer of any such sport or mutation, shall be entitled to one-fourth interest in any patent which may be issued thereon.

I have read the above NOTICE AND AGREEMENT and will abide by and carry out the conditions of sale as set forth therein.

Sign in writing your name _____
or firm name (Write it plainly. Ladies will please use the prefix Miss or Mrs.)

If a firm ordered by _____

Street _____

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State _____

Use other side when ordering Standard Varieties.

USE THIS ORDER SHEET ONLY
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New and Standard Varieties

Issued by

SUCCESS DAHLIA GARDENS

171 FERRY STREET, LAWRENCE, MASS.

Date.....

Amount Enclosed.....

Your Name
(Write it plainly. Ladies will please use the prefix Miss or Mrs.)

Street..... City.....

County..... State.....

Shall we substitute for any that are sold out?.....

About what date do you want them shipped?.....

How Many Roots	How Many Plants	Name of Dahlia	Price

Note: If plants are to be sent special delivery please add 25 cents extra to cover this service.

Use other side when ordering Margaret E. Broomall.

OUR "WIN A PRIZE CONTEST" WINNERS

We are the exclusive originators of the plan to offer yearly prizes to those who can produce certified measurement of bloom grown from our introductions. It does not matter how old a variety may be to enter the contest, the size only counts. We herewith present the winners of our 1934 contest.

FIRST PRIZE: Won by Harold J. Gallimore of East Liverpool, Ohio, with Murphy's Masterpiece. Size of bloom was 17 $\frac{1}{4}$ inches in diameter. This to our belief is the largest bloom on record. This measurement was certified and measured by Maud E. Gill, Notary Public, Columbia County, Ohio, on Sept. 28, 1934. Mr. Gallimore won second prize in 1933 with a 15 inch bloom of Eagle Rock Fantasy.

SECOND PRIZE resulted in a tie, therefore two second prize awards will be made.

Mr. Raymond Sparks of the Sparks Glad-Dahlia Gardens, Columbus, Ohio, grew a 15 inch bloom of Margaret E. Broomall.

Mr. R. W. Webb of Scranton, Pa., grew a bloom of Grandee to the size of 15 inches.

THIRD PRIZE goes to Mr. Rufus E. Smith of Bellerose, N. Y., with a 14 $\frac{3}{4}$ inch bloom of Margaret E. Broomall.

We have many letters on file from our customers telling us of having bloom up to 17-18 inches but in as much as it is necessary to have measurements certified, and these customers did not fill out our entry form, we could not consider them in the awarding of prizes.

Space forbids the mention of any more entrants for prizes but in as much as there were so many, we can say we thank them all for their interest in this yearly contest. May you all grow our GIANTS OF THE SHOW ROOM still larger next year and don't forget to enter our contest, it costs you nothing and you may win a prize.

WIN A PRIZE THIS SEASON

This season we are going to offer the following prizes to the growers of our introductions old or new. The first prize will be \$15.00 worth of Dahlia stock to the grower who produces the largest bloom in diameter on any of our introductions. The second prize will be \$10.00 worth of Dahlia stock to the next largest bloom. The third prize will be \$5.00 worth of Dahlia stock to the grower who produces the third largest bloom on any of our introductions. The only restrictions connected with this offer are, the bloom must be measured before a Notary Public, Justice of the Peace, Mayor of a city or Selectman of a town as witness, or at least two judges at a flower show. Use this blank.

Name of Grower _____ Date _____

Street _____

City or Town _____ State _____

Name of Dahlia _____ Size of Bloom _____

The above grower has appeared before me and I have measured the flower mentioned above and found it to be _____ inches in Diameter.

Signed _____ Official Office _____

City or Town _____ State _____

This blank is furnished for your convenience, but any signed statement will be acceptable.

This contest is open to all growers. Selection to the amount of prizes may be made from our 1936 catalog by the winner, except 1936 introductions. No grower can win more than one prize. This contest closes December 1, 1935, and data must be in our hands not later than that date.

SUCCESS CHAMPION
"HAPPY CHOICE"



A SURE WINNER
(See Page 13)



Remember we are members of the National Association of Commercial Dahlia Growers, Inc., which guarantees a "SQUARE DEAL" to the customers of its members.

Member American Dahlia Society, Inc.; Dahlia Society of New Jersey; Dahlia Society of New England; Dahlia Society of San Francisco; Dahlia Society of California; Massachusetts Horticultural Society; Dahlia Society Southern California.

Reference: Bay State Merchants National Bank, Lawrence, Mass., or any reliable Dahlia grower in the world.