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U. S. Department of Agriculture

S. YOHE VEILE

PRESENTS

THE ULTIMATE IN DAHLIAS

FOR

1937

INTRODUCTION

It is with a great deal of pride that I offer you on the following pages, what I consider to be the cream of the dahlia world. I again have the honor to market the famous seedlings of Dr. E. W. Crooks of Parkersburg, West Virginia. His seedling, Miss West Virginia, was without question the finest of all cactus dahlias exhibited in the show room in 1936. He follows that up with the sensational CATHERINE CROOKS, the perfect lavender dahlia. On all the Honor Roles and winner of too many prizes to enumerate. His "GOLDEN GODDESS" is another spectacular flower, new in shade and gigantic in size. I also have the honor to introduce "LILY PONS" the outstanding pure orange that was a feature of the New York Show. This is a seedling of Mr. Edward O'Keeffe of Cold Spring, N. Y., outstanding amateur dahlia grower of America. I had named another seedling of mine Lily Pons earlier in the season, and this seedling was exhibited in the Middle West under this name. I have decided not to market it this year and it will not be for sale. I hope this clears up a misunderstanding that seems to exist.

The Modern Dahlia Gardens of Milwaukee, Wisconsin, are my representatives in the Middle West. They grow and exhibit all the seedlings that I originate or introduce. Their catalog is possibly the most unusual one in the country. Write them for more information, Box 1659, Milwaukee, Wisconsin.

I shall be glad to see any dahlia fan at my gardens at any time. Remember, you are always welcome. To reach my gardens take the Freemansburg road directly out of Easton. The gardens are about three miles from Easton and directly opposite the Kendon Nurseries, a large evergreen concern. You will see only the newer varieties together with seedlings sent for trial from all parts of the country, as well as many of my own. I do not sell a cut flower, using all the flowers for seed where practical. Please do not write about the sale of seed, as I absolutely will not sell any.

I guarantee every root and plant sent out by me to be true to name and in a strong, healthy condition when received, after which responsibility ceases, as I have no control over growing conditions.

Orders are shipped as soon after April 1st, as convenient unless notified otherwise. Green plants will be shipped on or around the 20th day of May. All wholesale orders shipped at the buyer's expense.

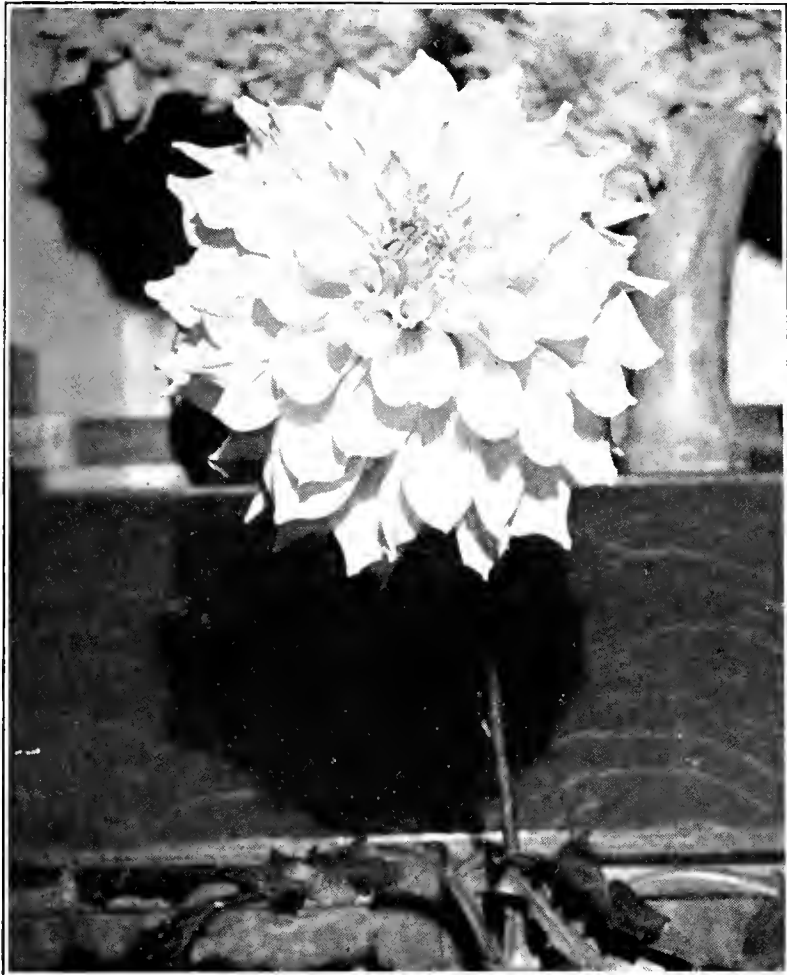
Remittance with order on or before shipment.

S. YOHE VEILE,

R. D. No. 2, Easton, Pa.

Mid-West Representative,
MODERN DAHLIA GARDENS,
Box 1659, Milwaukee, Wis.

33 1/3% discount to Commercial Growers only



CATHERINE CROOKS

(Crooks-Veile)

Have you ever noticed the lack of lavender blooms on the show table, and, in fact, in too many shows the complete absence of this favorite color? Here at last, is the perfect lavender dahlia to fill that long felt want. It is, without any exception the most beautiful dahlia I have ever had the privilege of growing. Stem and foliage are all that can be desired, and it is a prolific bloomer. It was shown in many shows throughout the east and won more than its share of prizes. There are many people that thought it, together with "LILY PONS", the best new varieties at the New York Show. Winner as best seedling at Bangor, Pa., and Beacon, N. Y., best informal decorative at Philadelphia and at Camden. Best lavender at New York. On Mr. Johnston's Dahlia Futurity in the House Beautiful Magazine, Mr. Leonard Barron's Honor Role in The Flower Grower, and Mr. Louis Roberts' Dahlia list in the Central States Bulletin.

Root (Stock very limited) \$10.00 NET

Plant \$5.00

LILY PONS

(O'Keeffe-Veile)

An immense exhibition variety of the purest shade of orange. Another color that is greatly needed on the exhibition table. It can be grown with very little effort as large as any variety. Excellent foliage and an unusually long stiff stem. Three flowers of this dahlia at New York was one of the features of the show. The color is bright and vibrant and under artificial light it has no equal for beauty. It is informal decorative in type. On Mr. Johnston's Dahlia Futurity in the House Beautiful where he refers to it as being a shade of orange-red. Perhaps under the light in the New York Show, it gave this impression, but as it grows for the originator and for me it can only be called orange without any apparent shading. This should be on your "must" list for new dahlias for the year.

Root \$10.00 NET

Plant \$5.00





MISS WEST VIRGINIA

(Crooks-Veile)

Here I am privileged to present the outstanding cactus dahlia in culture today. I say this without reservation, as I think it the greatest cactus dahlia of all time. The color is clear mauve, and I do not think there is a dahlia with better stem or foliage. Most cactus dahlias have very poor foliage, but the foliage on Miss West Virginia is as thick as leather. It won in every class in which it was entered in New York and a large vase of it in my exhibit was easily the talk of the show. It is a prolific bloomer and I found this past season that it likes a lot of water. This is one dahlia that you cannot afford to miss as it is the ideal dahlia for exhibition, garden decoration and vase.

Root \$7.50 NET

Plant \$3.75

GOLDEN GODDESS

(Crooks-Veile)

A tremendous dahlia of a color that I have never seen in a dahlia as yet. It is an informal decorative of the Jane Cowl type but even more massive, and the color is pure gold. It is not a dead color as gold suggests, but the petals seem to be sprinkled with powdered gold dust. Flowers grow to an immense size on good stems with husky, insect-resistant foliage. This dahlia was not shown in the best of condition due to the fact that rains spoiled the flowers before every show. I predict this flower will be one of the outstanding exhibition dahlias in the future. It was greatly admired at New York. It also produced an abundance of seed this past season.

Root \$10.00

Plant \$5.00



GENERAL LIST OF VARIETIES

ADIRONDACK SUNSET—I. D. Striking combination of red and yellow. Very large and showy with fine stems.

Root \$2.50

Plant \$1.25

ADORABLE—I. D. A lovely shade of peach. Large, with fine stems and foliage.

Plants only, \$1.50

AMELIA EARHART—S. C. Immense exhibition variety. Apricot with primrose shadings. Not as easy to grow as some of them.

Plants only, \$1.25

AMERICA'S PURITY—S. C. Pure white and one of the best new seedlings of the year. This will be a hard one to beat on the exhibition table. On the Honor Role.

Plants only, \$7.50

AMERICA'S SWEETHEART—I. D. Lemon yellow of huge size. Ranked with Lord of Autumn and California Idol as one of the three best yellow dahlias.

Root \$5.00

Plant \$2.50

AUDREY AMES—(Ames-Veile) F. D. A new and unusual shade; ashes of roses. A perfect formal in type with excellent growth and stem.

Root \$7.50

Plant \$3.75

BALLEGO'S SURPRISE—S. C. A pure white dahlia not unlike the form of Frau O. Bracht.

Plants only, \$2.00

CALIFORNIA IDOL—I. D. A superb light yellow and easily one of the outstanding exhibition dahlias. Huge flowers with excellent habits.

Root \$5.00

Plant \$2.50

CAROLINA BEAUTY—I. D. Seedling of Jersey's Beauty but better in every way, averaging 8 to 10 inches field grown. Bright clear pink with a faint gold suffusion. Very prolific.

Plants only, \$3.75

CLARA CARDER—I. D. Cyclamen pink. A very delicate shade and a very beautiful flower. Fine stem and foliage.

Plants only, \$2.50

CORNELIA BRYCE PINCHOT—I. D. (Veile). Rich Burgundy wine. Immense flowers on fine stems. Thick foliage. One of the most beautiful flowers ever introduced.

Root \$2.50

Plant \$1.25

DAVID COPPERFIELD—I. D. Rich violet. A new and very unusual shade. Very large and spectacular. One of the best new ones.

Plants only, \$5.00

DEAN ANDERSON—I. D. A shade best described as salmon-copper. I know of no dahlia with this coloring. Really, one of the most beautiful dahlias in existence.

Plants only, \$5.00

ELEANOR ROOSEVELT—(Veile) F. D. Pure white and flower of mammoth size. Should be grown to four canes and no more for best results. Fine stems. The foliage will require some spray.

Root \$2.00

Plant \$1.00

EVA HUNT—I. D. Pure waxy white. Medium size but flowers of great substance.

Root \$1.50

Plant \$1.00

GOLDEN AGE—S. C. Golden orange with fine stems and foliage. An excellent foreign variety.

Plants only, \$2.00

GOLDEN STANDARD—I. C. Golden tan. A grand exhibition cactus. Easy to grow and a sure winner.

Root \$2.50

Plant \$1.25

GREATER GLORY—S. C. Light pink shading to yellow at the center. A magnificent variety and one of the outstanding new dahlias of the year.

Plants only, \$10.00

HUNT'S VELVET WONDER—I. D. Immense royal purple. Fine for exhibition and much in evidence at the shows. The stem is somewhat crotch.

Root \$2.50

Plant \$1.25

JEROME KERN—(Veile) I. D. Shrimp pink and gold. One of the most beautiful dahlias of all time. Fine stems and growth. It is grown all over the world. Winner of the \$100.00 prize at Atlantic City in 1931.

Root \$1.50

Plant \$1.00

JUDGE SAMUEL SEABURY—I. D. Very large flowers of pink and cream. Excellent growth and fine stems. Highly recommended.

Root \$2.50

Plant \$1.25

KENTUCKY SUN—F. D. Very large golden yellow with splendid stem and growth. One of the best in the middle west.

Plants only, \$3.75

LELAND STANFORD—I. D. Best and brightest big red, possessing many of the fine characteristics of its yellow predecessor "California Idol".

Plants only \$7.50

LORD OF AUTUMN—I. D. Unrivalled deep golden yellow. The leading exhibition variety. I have excellent stock of this variety.

Root \$2.50

Plant \$1.25

MARGRACE—I. D. Very striking combination of red with gold shadings. Outstanding in exhibitions in the Middle-west.

Plants only, \$2.50

MARY RETZER—S. C. A rose pink sport of Edna Ferber. Very beautiful and easy to grow.

Root \$2.50

Plant \$1.25

MILTON J. CROSS—I. D. Apricot with bright gold face. It did not behave very well this past season, the stems being very soft. This was probably due to the season.

Plants only, \$5.00

MISS GLORY—S. C. Light yellow. One of the best varieties that I grew last year. The best yellow semi-cactus.

Plants only, \$3.50

MOTHER MAYTROT—I. D. A pure white with an abundance of broad petals. Very graceful and attractive. One of the best of the many new good whites.

Plants only, \$7.50

MRS. GEO. LE BOUTELLIER—I. D. Rich carmine red. An early bloomer, and every bloom naturally big. Later in the season it has a tendency to produce weak stems. A fine seed parent.

Root \$2.50

Plant \$1.25

MURPHY'S MASTERPIECE—I. D. The leading exhibition red variety and always a candidate for the largest dahlia. Fine stock.

Root \$2.50

Plant \$1.25

NORMANDIE—(Veile) I. D. Immense pure pink. Can be grown to unbelievable size. Lacy, fernlike foliage. It is not a good root maker.

Root \$5.00

Plant \$2.50



LILY PONS
(O'Keeffe-Veile)

Sensational pure orange. Named by special permission of Miss Lily Pons, Metropolitan Opera and Motion Picture Star.



OAKLEIGH MONARCH—F. D. A very satisfactory bright cerise red. A splendid addition to the limited formal decorative class. Was a heavy winner in the eastern shows.

Root \$5.00 Plant \$2.50

PINK DAILY MAIL—F. D. A pink sport of the golden "Daily Mail". Large size and good growth.

Plants only, \$1.00

PRACHTKERL—S. C. Bright gold. Immense size. One of the best foreign importations.

Plants only, \$2.00

PRIDE OF AMERICA—S. C. Primrose yellow. Large size and proficient bloomer. It did not favor the semi-cactus type with me, but was nearer an informal decorative.

Plants only, \$3.75

PRIDE OF AUSTINBURG—I. D. Apricot, buff and rose. Very robust grower and very prolific.

Root \$5.00 Plant \$2.50

RHUMBA—(Veile) F. D. Golden orange. A medium sized flower with excellent stems. The coloring is beautiful.

Root \$3.50 Plant \$1.25

ROBERT L. RIPLEY—I. D. Intense rose pink of immense size. A very beautiful flower and one that will be heard from in the future.

Plants only, \$10.00

RUDOLPH'S GIANT—I. D. One of the largest dahlias grown. Golden apricot. Fine growth and stem.

Plants only, \$5.00

SULTAN OF HILLCREST—F. D. A giant flower of clear gold flushed with bronze and red. Fine for exhibition.

Root \$1.50 Plant \$0.75

COLLECTIONS

(All collections are net)

A. One plant each of America's Sweetheart, Judge Samuel Seabury, Mary Retzer, and Pride of America for

\$5.00. Value \$8.75

B. One plant each of Mrs. Geo. Le Boutellier, California Idol, Murphy's Masterpiece and Pride of Austinburg for

\$5.00. Value \$7.50

C. One plant each of Oakleigh Monarch, Pride of America, Mary Retzer and Cornelia Bryce Pinchot for

\$5.00. Value \$7.75

D. One plant each of California Idol, America's Sweetheart, Judge Samuel Seabury, and Miss Glory for

\$6.50. Value \$9.75

Are you a member of the American Dahlia Society? If not, why don't you join? The dues are nominal, \$2.00 a year, and that includes the Bulletin; a publication that will give you far more than \$2.00 worth of enjoyment. Write the Secretary, Mr. C. Louis Alling, 251 Court St., West Haven, Conn., and he will cheerfully furnish you with any information that you may wish.