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62.57

1938

TIME OF SHIPMENT

Roots will be shipped after April 1st to June 1st, earlier shipments will not be guaranteed . . . Plants will be shipped after May 15th to June 15th. All retail orders shipped prepaid.

DERRING-DO



Dahlias

Visitors Always Welcome to Our Gardens

RECEIVED

FEB 23 1938

U. S. Department of Agriculture

LOCATED:

One mile east of town, center along State Highway No. 29, to and up Glenside Avenue, first left driveway end.

REFERENCES:

- The First State Bank, Scotch Plains, N. J
- Westfield National Bank, Westfield, N. J
- American Dahlia Society
- New Jersey Dahlia Society
- National Commercial Dahlia Growers Association, Inc.

TERMS: CASH

(Stamps not accepted)

Orders are filled in rotation; ordering early will insure the reservation of varieties that may be sold out . . . Substitutions are not permitted unless so ordered by customer. All tubers and plants are GUARANTEED true to name, and their arrival in good growing condition.

FREDERICK E. DIXON

DERRING-DO

Scotch Plains, N. J.

(WEstfield 2-3215)



**THIS IS THE RESULT OF FOLLOWING THE
DERRING-DO DAHLIA GUIDE**

Still the Best to Date

Price 25 cents



"Dear Sir:

Two years ago I bought your collection No. 1 and I wish (at this rather late day) to thank you for your generosity in substituting some very fine expensive roots in place of those you could not supply as listed in the group. You were kind enough to substitute Jane Cowl, Saxon Chief, Harry Mayer, and other and in accordance with the slogan of the National Association of Commercial Dahlia Growers I want to say THAT I RECEIVED MORE THAN A "Square Deal." In view of your very generous treatment toward a casual buyer whom you never saw or heard of before, it is needless to say that I will be glad to tell others to deal with Derring-Do for an honest and "Square Deal."

Very sincerely yours,

Otta M. Waeterling,
1392 Boston Rd. New York City."

"Dear Mr. Dixon:

I am again reading your Dahlia Guide, very interesting. I believe it all our customers could be induced to have a copy, it would be helpful to us all, especially the cuts on how to plant. Plants, it seems, too few understand, they don't get them deep enough.

D. Paul Wickersham,

MAD RIVER GARDENS,

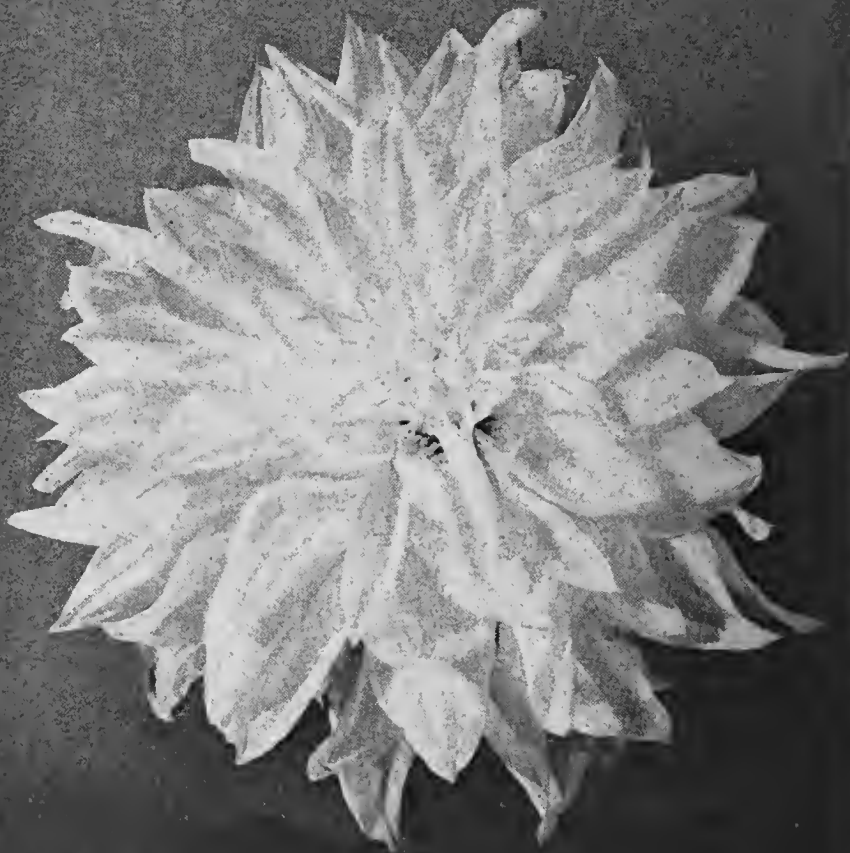
Urbana, Ohio."

"Dear Mr. Dixon:

Another thing you have issued one of the finest books on dahlia growing I have ever seen and I guess I have seen most of them. By that I mean that for Mr. Average Man it just simply cannot be bettered. Just why some of the other growers have not taken it up and issued it from your rights I fail to understand. Surely it would be well worth all the royalty they have to pay. I know if I were in a position to do so I would not hesitate a minute as it gives a service that you and I and others like us have had to experiment and work with, until we secured the results desired.

M. J. Reynolds,
REYNOLD'S DAHLIA GARDENS
Royal Oak, Mich."

DERRING-DO IN 1937



SINCERITY (I.D.)

Plants \$2.50

Roots \$5.00

Write-ups:

Own:—Regardless of all dahlias of this color and class, I know of none that beats it and my judgment dates back 11 years to Primula Rex, The Lemonade, Eagle Rocks, etc., up to now, including Amy Bartley and Palo Alto which are very new. SINCERITY is a very light sulphur-yellow flower with excellent long and strong stem, not clumsy but strong enough to stand being held out horizontally and revolving without bending, or snapping at the head. The foliage is dark green and leathery, growth is very good and flowering early—at no time, even late, does it show an open center, its a 10 inch bloom 3 to 4 deep.

The House & Garden:—"Sincerity (Dixon) is a very pale sulphur-yellow and has distinction,—and again it is a flower that you like."

The Flower Grower:—"Sincerity, pale sulphur-yellow with broad petals . . . It is so pale that under artificial light it looks white. It is one of those flowers that you like if you like this particular color: and I over heard considerable favorable comment of the general public looking at the flower."

PRODUCTIONS OF 1936



"CLASSIC"

From **THE ATLANTIC TO THE PACIFIC**

Quote:

From James Kennedy, former Kennedy & Sons, Red Bank, N. J.: "For peat's sake where has he been keeping this dahlia—why haven't we heard more about it—what a dahlia."

From H. Lodge, La Mesa, Calif.: "My main reason for writing is to state that your 'CLASSIC' is quite equal to its name, a tall clean grower and the bloom a real beauty; superior to any I have grown of its color."

From Dr. S. S. Shattuck, Everett, Mass.: "CLASSIC was one of the finest in my garden last season (1936). Wish I had more stock of it."

Mr. Hart stated in his "Dahlia Review" the following: "It was the best novelty in the 1933 Brooklyn Show and not since the introduction of Marg. Wilson in 1924 has such a distinctive pastel shade been shown. The color is warm, very definite but very light pink, almost flesh color. Unlike some pastel shades it is attractive in full sunlight and under artificial light as well. An outstanding grower."

At the A. D. S. Trial Grounds at Storrs, it won a **CERTIFICATE OF MERIT** and was "The most out-standing superb growth."

Plants \$1.00

Roots \$2.50

SEC. 562 P. L. & R.

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PAID

PLAINFIELD, N. J.
PERMIT No. 21

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