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1938

Fitchett
Dahlias

JANESVILLE, WISCONSIN

Charter Member
American Dahlia Society
Central States Dahlia Society
Dahlia Society of Wisconsin

Recent Awards in Chicago Area

A. D. S. Silver Medal, Central States Show, 1932

Eight Blues, Sweepstakes and Gold Medal, A Century of Progress, 1933

Blue Ribbon, New Varieties, A Century of Progress, 1934

Blue Ribbon, Educational Display, Fall Flower Festival, Chicago, 1935

Nine Blues, Silver Cup, International Horticultural Exposition, 1936

Eleven Blue Ribbons and Medal, C. S. D. S. Show, Chicago, 1937

SECOND PRINTING

Fitchett

Dahlias



Gold Medal—A Century of Progress

Fitchett Dahlia Gardens

Established 1900

J. T. FITCHETT, Proprietor

735-737 Milton Ave.

JANESVILLE,

WISCONSIN

Recent Importations

Released for delivery Spring, 1939. May be seen and ordered this Fall.

DWARF BEDDERS

- Amber Gem—Fine amber, semi double.
- Baby Rose—Pure pink with a silvery glow.
- Ballego's Miniature—(Holland) Real pink, edged white. Fern-leaved.
- Ballego's Miniature—(English) Brilliant orange scarlet, fully double. An ideal bedding variety.
- Chard Vanity—Spiky petals of cherry pink.
- Cheal's Pink—Small, lively self pink.
- Evening Glow—Old gold and apricot, tipped red.
- Fenna—Semi double, pretty scarlet.
- Friars Craig—Flaming orange, slightly incurved. Free flowering with good stem and habit.
- Irma—A pretty rose pink.
- Joan—Small, cerise rose.
- Lady Aileen—Lively self pink, darker ring at center.
- Little Dream—A small cactus, pale pink.
- Little Snow Queen—Small flowers on hard stems. A pretty and useful white cactus.
- Mabel Crossling—May be described as a terra cotta Bishop of Llandaff, with same dark foliage.
- Mrs. Wm. Clark—An exquisite coloring, cerise red, suffused bronze, overlaid rose tint. Dwarf, compact, free flowering.
- Mrs. A. F. Dutton—Orange red, dark foliage.
- Our Annie—Shrimp pink, yellow at base.
- Poppy—Yellow at center, changing to deep coral and rose tints.
- Princess Elizabeth—The cactus formed flowers are full and long lasting. Crimson scarlet.
- Rita—Orange scarlet cactus, perfect in shape.
- Shirley's Orange—Almost double in form, of a brilliant cinnamon.
- Shirley's Yellow—A clear yellow; vigorous plant in bloom for a long time.
- Surprise Brilliant—A Baby Royal in appearance, a charming orange in color.
- Vrijbouter—Very early, free, blood red.
- Windermere—A wonderful new dwarf. Color, rose, suffused yellow and pink.

Miniatures

Our Miniatures won the highest award at A Century of Progress and also at the International Horticultural Exposition

In the English trial gardens for the past six years the gold medal for the best introduction of the season has gone to a miniature. This will give some idea of the increasing popularity of this type, as all varieties are in this competition.

All of this group are low growing plants and especially free blooming, with good stems. Very satisfactory for table decorations or small baskets.

INFORMAL DECORATIVE

Fully double flowers, conforming to definitions of either Formal or Informal Decorative types, but less than three inches in diameter.

Agalia—Orange fawn, overlaid salmon. 50c.

Coral Gem—Gold, overlaid geranium pink, darker at edges. 75c.

Glorious—Low growing raspberry red. English gold medal winner. 50c.

Lady Mary Hope—Amber and orange, tipped white. 75c.

Onah—A miniature Jane Cowl. Early and profuse. 50.

FORMAL DECORATIVE

Baby Sagamore—A miniature Sangamore with same beautiful coloring of rich amber gold, shading darker to center. Free flowering. Good for cutting. \$1.00.

Baby Beauty—Violet rose, shaded bright rose pink. \$1.00.

Beechland Gem—Exquisite peach on a yellow base. 75c.

Buckeye Baby—Golden buff. Early in season reverse and center tinged with red. An Ohio introduction that was a prize winner last season. \$1.00.

Coronne—Waxy white, resembling a gardenia. 75c.

Eclipse, Jr.—Light orange, shading to deep orange at center. \$1.00.

Fairy—Soft rose pink, tinted lavender. 50c.

Fedora—Salmon cerise on yellow ground. Early. 75c.

- Garden Love—A blending of yellow and pale red. 50c.
- Good Luck—Pure rich orange red. 50c.
- Little Jewel—Beautiful peach blossom pink. A wonderful cut flower. 50c.
- Mona Adair—Long stemmed, free blooming rose pink. Early. 75c.
- Mrs. Scrimgeour—Bright orange suffused with apricot. 75c.
- Mt. Whitney Sunset—The first miniature to make the Honor Roll. Amber and jasper red. 75c.
- Orchid Lady—Bright violet rose. \$1.00.
- Peggy Wood—A bi-color blending of Indian red and white. 50.
- Peytie Conway—Min. F. D.—The 1934 Championship miniature. Violet rose with tiny silver tip. Profuse bloomer with good stems. \$1.00
- Rapello—Velvety maroon, tipped gold. Filbert-shaped center is especially attractive if picked early. 50c.
- Rhoda—A most artistically formed little decorative. A glowing orange rose or shrimp pink. 50c.
- Seashell—Shell pink, white tip. 75c.
- Teddy Bear—Small, blood red with yellow petaloids. 50c.
- The Sentinel—Bright crimson; good stem. 75c.

MINIATURE CACTUS

- Baby Royal—Salmon pink and apricot with gold shadings. An English gold medal winner. 50
- Daybreak—Pale gold and amber. 75c.
- Little Pearl—One of the finest grown. Beautiful rose pink. Profuse. 75c.
- Nesthakchen—Creamy chamois suffused with soft lilac. 75c.

MINIATURE PEONY-FLOWERED

- Apoldro—Turkish red, with prominent golden stamens. 75c.
- Bishop of Llandaff—Crimson scarlet; dark bronzy foliage, finely cut. 50c.
- Charissie—The largest flower of the group. Clear rich rosy pink. 50c.
- Congo Belge—Dark scarlet maroon. Dark foliage and stems. Winner of a medal at A Century of Progress. 75c.

- Couldson**—Bright scarlet and gold; tall; pointed petals. 75c.
- Marcella**—Deep glowing rose on yellow base. 50c.
- Martha Lehmann**—Almost single, small Oriental red with yellow shading. Early and profuse bloomer. 50c.
- Nora Belle**—Orange red; yellow base; blue tints. Strong, free blooming bush. 75c.
- Northfield Priory**—Peony—Copper orange with yellow base. 50c.
- Picture**—Dwarf plant. Soft rose, blended orange, buff center. Wonderful bedder or for bowl decorations. 75c.
- Pink Pearl**—Peony—Rose pink, golden center. 50c.
- Symphonia**—Bright scarlet; a great improvement on Bishop of Llandaff, more fiery color. Foliage broad and very dark. 75c.
- Tiny**—Flowers small, three to four rows of petals. Color, rich amber, tinted bronze at tips and yellow at base of petals. 50c.
- Treasure**—Bright red, maroon base of petals. 75c.
- White Star**—Pure white with prominent yellow center. 50c.

SINGLE

- Miss Bep Vervooren**—Low, free-branching plant. A mass of dark maroon flowers. 50c.
- Mr. D. G. Vervooren**—Purplish maroon flowers freely produced on low-branching plants. 50c.
- Schweiter's Baby**—Prime new cut flower miniature; begonia rose changing darker to the yellow little heart. Low plant, long stem. 50c.
- Volkskanzler**—(The Chancellor) — Has won a number of awards in Holland. A fairly large bloom. Base of petals deep brown, shading to clear red, outside a striking salmon. 75c.
- Unwin**—During recent years we have been importing from England seed of their Unwin border dahlias. They are low growing, free branching plants and quite free bloomers. The flowers are small, a few single but mostly semi double, and come in a pleasing range of colors. The plants make an excellent border and the flowers are much used for table decorations. Assorted.

Five for \$1.00; dozen, \$2.00.

Early Flowering Dahlias

In the Miniature Class we have imported from Holland an entire family of early flowering dahlias. In Europe they have been potted and shown in bloom at the Spring flower shows. They are free blooming and especially adapted for planting as a low hedge. In our garden they began blooming about two weeks ahead of other varieties.

Christel—Pure white.

Kate—Deep scarlet.

Liesel—Golden yellow, heavily suffused rose.

Lena—Salmon, sulphur yellow at center.

Ostergrusz—(Easter Greetings) Creamy white cactus bloom, waxey stem. Free blooming, good stem desirable for cutting. 50c.

Traudel—Canary yellow, short stem.

Ursel—Maroon red, good stem, free blooming.

Roots of above 75c each, except as noted.

Released for delivery Spring, 1939. May be seen and ordered this Fall.

CACTUS

Andre Csizik—Exceptionally fine lilac.

Ballego's Surprise—Pure white. Holland awards.

Better Times—Lilac rose.

Farbenwunder—Brilliant orange, white tip.

Fiery Dawn—Best scarlet for years.

Flaming Torch — Orange red. Improved Miss Belgium.

Gannet—Long petaled, large white.

Golden Age—Burnt amber orange.

Leiden's Elegance—Crimson to vermillion.

Miss Antwerp—Rose, suffused yellow.

Mrs. Richard Twyford—Brilliant scarlet, yellow disc.

Nagel's Canary—Yellow. Certificates Paris and Haarlem.

Peach Blossom—Colossal peach pink.

Petunia—Best British cactus. Petunia lilac.

Pluie d'or—Gold and amber.

R. P. Rutherford—Golden orange, deepening to red.

DECORATIVE

Arthur Simmonds—Immense, light orange, red shade.

D. B. Crane—Crimson scarlet, tinged orange.

Enid Crane—Large, deep yellow.

Lord Lambourne—Sunset harmony of pink and gold.

Major C. C. Messervy—A yellow giant.

Nagel's Ideal—London's "blue dahlia."

Japanese Dahlias

Some of the finest cactus dahlias of recent years have originated in Japan. The first four have been released for delivery this Spring. The rest of the list may be seen and ordered next Fall. We are not importing any roots from Japan this season.

Senshin—A monster. pure snow white, gracefully incurving, with long narrow talon-like petals. Flowers open upright on long strong stems and easily attain width of twelve inches or more. We have grown this variety and can endorse all the originator claims for it. \$5.00.

Shirokane—Very free blooming, straight-petaled white. Won us a blue ribbon in the International Horticultural Exposition. \$3.00.

Zuiwn—Semi Cactus. Attractive bright red with strong stem. Goes well with Shirokane. Recommended for market or exhibition. \$3.00

Showa—Incurved. Originator says: "A truly recommendable world best." Deep cerise, tipped silvery white. A healthy grower. \$3.00

Shintenchi—I. C. One of the first Japanese varieties introduced. Color, an art shade of red.

Ogonkan—I. C. Giant yellow with erect stem. A sensational variety with Senshin.

Yown Matsuoka—I. C. Deep carmine. One of the best yet produced in Japan. Petals are long and somewhat incurving at point.

Kujakunomai—I. C. (Dance of Peacock). Deep, bright bluish violet. Free and attractive.

Kinko—I. C. Giant pale yellow, decidedly incurving.

Reimei—I. C. Soft rose, suffused with pinkish red.

Muramusume—F. D. Scarlet red with a white spot at the tip of each petal.

Tsukinoyo—S. C. Large, free-flowering yellow.

Hanayome—Min. S. C. White, pinkish at tip.

Suisei—Orchid. Yellow, amber tip.

Kasei—Orchid. Scarlet, long petals.

Saigetsu—D. Yellow.

Shimei—D. Red.

Informal Decorative

Fully double flowers. Floral rays generally long, twisted or pointed and usually irregular in arrangement.

Adorable—Peach pink with a blend of gold. \$1.00.

Andrea Ericson—Most easily described by calling it a white Fort Monmouth, with heavier petals. Needs slight shade in hot weather to reach its best. \$1.00.

Ann Rutledge—Glowing cerise shaded orchid, with mallow pink reverse. Unusually good stem. A dahlia of exceptional merit and worthy of the name of Lincoln's-sweetheart. \$1.50,

Arcturus—Named at the World's Fair in honor of the star. Scarlet, yellow reverse. 75c

Buckeye Glory—Bright orchid or real lavender; most beautiful in this shade. Good keeper. \$3.00.

Burr McIntosh—Large primrose yellow with pink tints. Extra long sturdy stems. \$1.00.

California Idol—Very large, clear glistening yellow. Has made a good record in various shows. \$2.00.

Clara Barton—Large blooms, facing out, on good stems. Face silvery orchid, reversed deep lavender. \$1.50.

Clara Carder—Originating in New Zealand, this variety has made a good record in America. Cyclamen pink; petals slightly waving. \$2.00.

Congressman Wolverton—A cross between Jersey's Beauty and Rodman Wanamaker. Bright salmon pink, buds yellow. \$1.00.

Dwight W. Morrow—A gigantic red dahlia that is admired by everyone. It prefers cool weather, a reasonably heavy soil and not too much forcing or water. \$1.00.

Elinor M. Radell—Deep rose pink at center shading to amaranth pink at edges. It qualified for the Honor Roll equally well in color, stem, form and size and is a prolific bloomer. \$1.00.

Elizabeth Harding—Ashes of roses, suffused orchid, pale yellow at base of petals. \$1.00.

Forest Fire—I. D.—Distinctive lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips. Clear yellow petaloids. The most distinctive novelty introduced in years. \$1.50.

- Galli Curci**—An immense bloom of rich bronzy gold. A vigorous grower. \$1.00.
- Great Harbor**—Medium height plant with flowers on good stems. A large flower of bright crimson carmine. \$1.50.
- James Kirby**—I. D.—Justly claimed by the originator to be the most beautiful rich crimson informal decorative grown. 75c.
- Jane Cowl**—Next to Jersey's Beauty, probably the most popular dahlia grown. Color, bronzy buff and old gold, blending to a darker center. 50c.
- King Midas**—Golden yellow. 75c.
- La Fiesta**—Butter yellow, pencilled with red. Huge flowers freely produced on large, free-branching plants. \$1.00.
- La Reina**—The originator says truthfully it is a combination of size and beauty hard to beat. A Californian of beautiful gold overlaid with buff on long strong stems. Many times a winner. \$1.00.
- Lillian Baldwin**—A good keeping variety. Crushed strawberry or rose pink. \$1.00.
- Man o' War**—Ox-blood red. Blooms with the earliest and continues up to frost. Flowers erect, stems long, foliage dark. \$1.50.
- Margaret Woodrow Wilson**—A large blossom with good stem. Cream white with phlox purple reverse. 50c.
- Marmion**—Large full flower on good stem. Golden yellow tinted bronze. 50c.
- Maryland Glory**—An early and satisfactory bloomer. Tyrian rose, shaded crimson carmine. \$1.00.
- Masterpiece**—The ray petals opening first give the impression of a trumpet narcissus bloom. Tan and old gold. 50c.
- Miss E. Davies**—Cream yellow, suffused with soft rose pink. Flowers well placed on exceptionally long erect stems. 75c.
- Mrs. Alfred B. Seal**—Pure, glowing old rose, a large flower of great depth on a robust plant. Has won a number of prizes in the west, where it originated. 75c.
- Mrs. Geo. LeBoutilier**—Deep crimson red held on good stiff stems. Free branching robust bush. \$1.50.
- Murphy's Masterpiece**—The standard big red for exhibition. Deep crimson red. \$2.00.

- Myra Howard**—Wonderfully thrifty plant producing giant blooms. A combination of saffron and gold with tints of salmon. Small petaloids at base of larger petals. \$1.00.
- Nature's Masterpiece**—A beautiful blending of old rose, cinnamon and bronze, suffused with mulberry. Large flowers and good stems. \$1.50.
- Orchid Queen**—Orchid pink blooms held well above the foliage. \$2.00.
- Oriental Glory**—Cadmium orange, shading deeper at center; reverse overlaid scarlet. Attractive and a very free bloomer. \$1.00.
- Pot o'Gold**—Clear yellow. Numerous long wavy petals. \$1.00.
- Pride of Austinburg**—Grenadine pink and light yellow; center and reverse light purple. A profuse bloomer. \$2.00.
- Pride of Wisconsin**—American beauty red. Plenty of flowers on good stems. \$1.00.
- Ray Warner**—Long pointed and twisted petals, good stems, low-branching bushes. Color is brighter pink than Jersey's Beauty. \$1.00.
- Robert Emmett**—Dark green, insect-resistant foliage. Large velvety cardinal red. \$1.00.
- Ruby Taylor**—Crimson carmine that holds well in sunshine. Plant thrifty and foliage good. \$1.00.
- Santa Anna**—A beautiful salmon rose, suffused with gold. \$1.00.
- Sharazad**—A gorgeous deep pink, resembling Jane Cowl in many ways. \$1.00.
- Spirit of St. Louis**—Deep American Beauty rose color. Will not fade or burn in the sun. Free bloomer. \$1.00.
- The Commodore**—Large, spectacular lemon yellow with darker shading. Petals broad and long. 75c.
- The Fireman**—Blooms are large, stems good. Color is a very flashy shade of scarlet, lightly touched with gold. \$1.50.
- Watching Wonder**—Royal red, with a touch of gold at the center. \$1.00.
- White Abundance**—Creamy white imposing flowers. Has won a lot of prizes in foreign shows. \$2.50.
- White Wonder**—One of the largest white dahlias in the informal class. Petals are long and wavy. Plant is spreading, vigorous and insect-resistant. 75c.

Formal Decorative

Fully double flowers. Floral rays generally broad, either pointed or rounded at the tips, outer ones tending to recurve and central ones tending to be cupped. A somewhat regular flower.

Asbury Park—Strawberry red, shaded salmon and old gold. Large, vigorous grower with excellent stems. \$1.00.

Avalon—Good even in a dry season. Chrome yellow. Stems equal to Jersey Beauty. Ideal in every way. 50c.

Bashful Giant—Apricot with golden shadings. A giant in size, but too bashful to hold up its head. 50c.

Blue River—A giant flower of French violet blue. \$2.00.

Buckeye Bride—Good shaped geranium pink, held well above the leathery foliage. \$1.00.

Buckeye King—Clear, glowing amber yellow. Stiff stems, good keeper, prolific bloomer. 75c.

Canteen—Broad petals of a delicate shrimp pink, suffused with gold. 50c.

Cavalcade—Much resembles Jersey's Beauty in form and stem, but with a larger bloom. Color a deep old rose. An introduction of 1935 which will outlive a number of its mates. \$1.00.

Chemar's Queen—A medium height plant producing large chrome yellow blooms throughout the season. 75c.

Champoeg—An unusual coloring in a dahlia, waxy yellow shading to bright peach red toward the outer ends of the petals. Plant is vigorous and insect-resistant, a free bloomer and flowers keep well. \$1.00.

Charm—Much admired. A pleasing combination of burnt orange and yellow. 50c.

Chatauqua Salute—Pure white and a prolific bloomer. 75c.

Chemar's Orange Beauty—A sport of Jersey's Beauty with characteristic foliage and form. Color, a pinkish orange, shaded lighter at base of petals. 75c.

D. M. Moore deep crimson maroon, with almost black center. Early. 50c.

- Dr. John Carman**—Light, brilliant, American Beauty rose color. An attractive flower. Partial shade will soften and enhance the color. 75c.
- Ellinor Vanderveer**—A beautiful dahlia of great size and depth; stems long and strong. Color a rich glowing satiny rose pink. 75c.
- Franklin D. Roosevelt**—A giant crimson flower of great depth and perfect formation. A recent introduction which makes a good cut flower. \$1.00.
- Frazier**—Oriental red, shading to yellow at base and tips. \$1.00.
- Geneva Beauty**—A beautiful dahlia of nopal red with a darker center. Early bloomer and a good keeper. \$2.50.
- Giant Ruby**—Deep scarlet, large deep flower on long stem. 75c.
- Golden Eclipse**—F. D.—A large golden yellow of the most distinct type. It has a very vigorous habit of growth and is a good root maker. Good record as a prize winner. \$1.00.
- Hercules**—An enormous loosely quilled flower. Color, tangerine and deep yellow. 75c.
- Honor Bright**—Peach red to light jasper red. Late in season may come a deep orange. \$1.00.
- Housatonic**—Deep velvety blood red. 75c.
- Ida Perkins**—A pure, clear white on a good stem. Free bloomer. 75c.
- Indiana Moon**—Flesh ocher, flushed pink, salmon and gold. \$1.00.
- Jane Dixon**—An exhibition dahlia of a beautiful shade of salmon orange. The flower is of unusual depth, with a high center. Foliage dark green and healthy. \$1.50.
- Jersey's Beacon**—Large globular shaped flowers; Chinese scarlet, with a paler reverse. 75c.
- Jersey's Beauty**—The most popular dahlia in commerce today. Known and prized wherever dahlias are grown and conceded to be the finest pink dahlia in existence. A tall, vigorous plant. 50c.
- Jessie Day**—Deep golden buff, fine stem for cutting. 50c.
- Judge Marean**—Orange yellow, red and gold—different colors predominating as the flowers develop. A free bloomer on good stems. 75c.

- Kittie Dunlap**—Has all that can be desired in size, substance and stem. A pleasing shade of carmine rose, similar to the American Beauty rose. 75c.
- Marcella Gill**—A good florists' variety. Color, soft rose pink. Medium sized flowers, freely produced on wiry stems. 50c.
- Mrs. A. T. Bunyard**—Deep rich yellow with no shading. A really good dahlia. \$1.50.
- Mrs. I. de Ver Warner**—One of the best of the Judge Marean dahlias. Large flowers, of good substance, on strong stems. Rich orchid or mauve pink. 50c.
- Nannie Sine**—Soft cameo pink. Free blooming. One of the most attractive of the larger flowered varieties in our garden. \$1.00.
- Nathan Hale**—Bronze, good stem, free bloomer. 75c.
- Oakleigh Monarch**—Blooms very large, deep crimson in color. Seen in all the big shows. \$2.50.
- Oregon Beauty**—Loose, oriental red with golden sheen. 50c.
- Porthos**—Large, flat, short-petaled cardinal red. Tends to show a green center early in season, but later comes very good. 50c.
- Queen City**—Very attractive scarlet pink, introduced by Golden Rule. Much claimed for it as a cut flower. \$2.00.
- Quota**—An ideally formed compact flower with heavy petals making it a good keeper. A clear white on good stems. 50c.
- Radio**—A large blood red flower, petals edged and tipped yellow. A strong grower. \$1.00.
- Rose Fallon**—One of the world's best dahlias. Large, old gold. By selection we have developed a strain of uniformly tall plants with long stems that won high praise at the World's Fair. 75c.
- Roxbury Ideal**—Sturdy plant. Massive, mauve pink blossoms. \$2.00.
- Supreme Beauty**—Well named. Somewhat lighter than Jersey's Beauty, with a higher center. Good stem and an exceptionally long-keeping flower. \$1.00.
- Tacoma's Beauty**—Type of Jersey's Beauty but better habits and roots. Deep salmon blended with strawberry pink, shading to gold at base of petals. A good cut flower variety. \$1.00.

Thomas A. Edison—Very dark purplish red. Robust grower, with dark leathery foliage. The unusual color is outstanding different from any other dahlia and always attracts attention in our show ground. Makes a safe root for keeping over. 75c.

Treasure Island—Bright apricot, with gold and rose suffusion. Flowers erect with full high center. Bush growth strong. \$1.00.

W. H. T.—Tall, robust grower with strong stems. Color, rich old rose or begonia rose, a shade not common in big dahlias. Florets are of good substance. \$1.00.

Semi Cactus

Fully double flowers with margins of the floral rays revolute for less than one-half of their length.

Alice Whittier—Erect plant, holding the flowers well above the foliage. Large, deep flower of primrose yellow with golden glow at base of petals. 75c.

Amelia Earhart—The originator claims it is the greatest exhibition flower ever introduced. Color, apricot buff with yellow at base of petals. \$2.00.

Baerne—Early, deep rose red. \$1.00.

Buckeye Star—Salmon or jasper pink with a golden yellow center. \$3.00.

Challenger—Rich cardinal red and white. The outstanding feature is the extremely long narrow petaloids. \$1.50.

Countess of Claverly—A persistent bloomer for us in a very unfavorable season. Color, a clear pink. \$1.00.

Ebenezer—Long, twisted petals rose, purple with lighter color on back. 75c.

Edna Ferber—Glistening coral, shading to old rose. 75c.

Elegance—Golden yellow with a pinkish sheen. \$1.50.

Emma Marie—Bright violet rose shading to cream white at center. Flowers of good substance and on strong stems. 50c.

Fanny Sandt—Intense tyrian pink showing well under artificial light. Insect resistant foliage. \$1.00.

- Farncott**—Aster purple, with a majority of the petals tipped white. A profuse bloomer with flowers well above the foliage. Good keeper. 75c.
- Frau O. Bracht**—A straight-petaled, clean cut light primrose yellow from Germany. \$1.00.
- Irene Anderson**—Large, rosy purplish cerise, heavily tipped with white. Very attractive and showy. Like all two-color varieties, it sometimes throws a solid color flower. \$1.50.
- Jean Trimbee**—A Canadian introduction which has made good in this country. Flowers are large and of a rich petunia violet color. 1\$
- Jersey's Radiant**—Bittersweet orange. Very attractive and much admired. 75c.
- Josephine G.**—True rose pink, fluted petals tipped pinard yellow. A very attractive flower due to its upright blooms and splendid habit of growth. 75c.
- Karl Bonawitz**—A tall branching plant producing flowers on good stems. Artistic flowers of brilliant velvety carmine. \$1.00.
- Kay Francis**—S. C.—Light lemon yellow. Probably the most nearly perfect yellow cactus dahlia yet offered. Very prolific bloomer and a good keeper. \$2.50.
- Kiss Me**—A name which alone should sell a very free blooming medium sized German cactus variety. 50c.
- Maryland Orange**—Bright orange with reddish shadings. Good commercial color and type. \$1.00.
- Nancy Carroll**—Golden Copper buff. Good size. \$1.00.
- Oriental Beauty**—Clear, bright violet rose. Strong rugged bushes. \$1.00.
- Robert E. Lee**—A bright cardinal red, which does not fade. A very attractive flower, but due to short stems, useless for cutting unless disbudded. \$1.00.
- Santuzza**—Coral pink of great size and depth, held erect on strong stems. \$1.00.
- Satan**—Flaming red with light touch of gold at center. A winner for size and vigor. \$1.00.

The quarterly Mid-West Dahlia News is well worth the \$1.00 subscription. D. O. Eldredge, editor, 170 Talmadge St., Madison, Wis.

Recurved or Straight Cactus

Fully double flowers with margins of the floral rays revolute for one-half or more of their length. Floral rays recurved or straight.

- Countess of Lonsdale**—One of the oldest varieties in cultivation, yet hard to equal for freedom of bloom. A pleasing blending of salmon-pink and amber. 25c.
- Dulcinea**—Soft crimson red with long pointed petals. \$1.00.
- Floradora**—Dark blood red. An old variety that has outlived many that have been brought out as "better." 25c.
- Frau Ida Mansfield**—Clear pale lemon color. Petals are cleft and revolute, making a very attractive flower. \$1.00.
- Hoffnung**—Good sized flowers of salmon or rose, shading to gold at center. 50c.
- Hollywood**—A free blooming rosy salmon. 75c.
- Jugendspracht**—A beautiful straight cactus, cream center to salmon rose outer petals. A good keeper. \$1.50.
- Kathleen Osbourne**—C.—New imported. Very large, narrow incurved petals, yellow at base tinted reddish. \$2.00.
- Lemonia**—A brilliant clear lemon yellow that is very striking. \$1.50.
- Mrs. L. Bregazzi**—C.—A striking new importation. Large, salmon pink, suffused with cream. Very narrow petals. \$2.50.
- Rene Cayeux**—Bright geranium red. A French variety which is a dependable bloomer with a good stem. 25c.
- Rheinischer Frohsinn**—White, heavily shaded Tyrian rose. 75c.
- Rondo**—Large, light lemon yellow, good stems. 75c.
- Wolfgang von Goethe**—Golden Bronze, shaded orange scarlet. 50c.

If not affiliated with the American Dahlia Society through some local society, by all means send \$2.00 to the Secretary, C. Louis Alling, 251 Court Street, West Haven, Conn., for membership which includes the quarterly Bulletin.

Incurved Cactus

Fully double flowers with margins of the floral rays revolute (or rolled back) for one-half or more of their length. Floral rays tend to curve in toward center of flower.

Chemar's Masterpiece—Flowers extra large, full and fine form. An orchid pink seedling of Mrs. I. de Ver Warner. \$1.00.

Eliza Conan—Deep, ruby-crimson and white. For the first time we are offering a new introduction of our own. The form is good, being an incurved cactus with the petals twisted and curled in an artistic fashion. The blending of color is beautiful. \$1.00.

F. W. Fellows—Orange scarlet. Incurved, long narrow petals. 75c.

Gladys Bates—Heavy blooms of soft tan color, tinted rose. Profuse bloomer with perfect stems. 50c.

Kareol—Incurved cactus with an unusually good stem. Maize yellow suffused and tipped Carmine, shaded old rose. Early. \$1.00.

Mrs. Herbert O'Connor—True deep rose pink. A strong grower. \$2.50.

New Glory—S. C.—Large, incurving petals, dark red tipped white. \$1.00.

Renate Muller—I. C.—One of the newer German cactus varieties which comes highly recommended. Shell pink shading to deep cream at the center. \$1.50.

RAINBOW GLADIOLUS COLLECTION \$1.00

1 Large bulb of each of the following 20 varieties, each one labeled. Com Koehl, Libelle, Maid of Orleans, Aflame, Ava Maria, Berty Snow, Blue Danube, Apricot Glow, Pirate, Paul Pfitzer, Minuett, Salbach's Orchid, Yellow Perfection, Golden Dreams, Betty Nuthall, Marmora, Picardy, Spirit of St. Louis, Osoline, Princely.

Address: F. M. PALMITER & SON, Janesville, Wis.

If a "Badger" you should belong to the Dahlia Society of Wisconsin. Dues, \$1.00.

The Central States Dahlia Society is a live bunch putting on two shows in Chicago each season. Membership \$1.00 per year, including "The Dahlia".

Peony

Open centered flowers with three or more rows of ray florets, often with smaller curled or twisted floral rays around the disc.

Alecto—Medium sized yellow, flushed rose crimson. 50c.

Alma Davies—Salmon pink shading to deep old rose. 50c.

Bulldog—English peony-flowered, deep crimson scarlet. 50c.

City of Portland—Immense clear yellow blooms on good stems. 50c.

Dandy—Scarlet crimson. 50c.

Decoration—Creamy white, carmine shadings. 50c.

Diana—A narrow-petaled Hollander of very attractive crimson violet. A dependable bloomer. 50c.

Etendard—An English importation. Easily the best white peony we have grown. \$1.50.

Giant Edelweiss—Beautiful peony-cactus. Narrow, pointed petals of pure white. 50c.

Liberty—Bright salmon scarlet. Good stem and a variety that is sure to please. 50c.

Lord Milner—Very satisfactory English variety. Cream yellow shading to nearly white tips. Until late in season heavily suffused with carmine. 50c.

Mrs. Chas. L. Seybold—Wonderfully productive of beautiful rose pink flowers, edged with white. Color varies somewhat, due to weather conditions. 50c.

Mrs. Irene Taft—Petals long, pointed and incurved. Rich wine red, toned with golden yellow at center. 75c.

Prairie Fire—Orange scarlet. 25c.

Queen Wilhelmina—Unquestionably still the best white for cutting. A wealth of pure white blooms with good stems. 25c.

U. S. A.—(Stillman's) A favorite in all sections of the United States. A glistening, pure, deep orange. 50c.

Waubesa—A seedling of Queen Wilhelmina. White, with a slight shading of lavender pink. 50c.

Collarette

Open centered flowers, one row of large ray florets, with one or more rows of petalloids, usually of a different color, forming a collar around the disc.

Albert Maumene—Crimson purple, white tip.

Diadem—Rose pink; white collar.

Eden—Pure white, new.

Fayette—Bright scarlet with lighter collar.

Flanders Field—Long ray florets and collar are flaming poppy red.

Gallia—Rose, mottled cream; collar cream

Marley—Old rose and canary yellow.

Maurice Rivoire—Deep red; collar white.

Mt. Lassen—Bright red; yellow collar.

Valentine—Pale yellow, lightly flushed crimson; white collar. Price—All Collarettes, 25c.

Ball

Fully double flowers, ball shaped or slightly flattened. Floral rays in spiral arrangement, blunt or rounded at tips, and quilled or with markedly involute margins. Two inches or more in diameter.

A. D. Livoni—Soft pink, evenly quilled. 25c.

Draude—Dark crimson red. 50c.

F. L. Bassett—Purple and white, variable. 25c.

Helen Hollis—Perfectly formed. Bright scarlet. 50c.

King of Shows—Exceptionally good, both in stem and bloom. Rich golden yellow with buff suffusion. 50c.

Mary Helen—A beautiful flower, deep canary yellow. Vigorous plant and free bloomer. \$1.00.

Maude Adams—White, suffused lilac pink; very free. 50c.

Norma—Large flowers on good stems; bright orange buff. 50c.

Pompons

Having same characteristics as Ball Dahlias, but less than two inches in diameter.

Achilles—Flesh, tipped darker pink.

Aimée—Tiny bronze flowers on long erect stems.

All Bright—Gold, heavily tipped and toned with red.

Amber Queen—Amber, suffused with apricot.

Atom—Small, perfect, orange.

Bantam—Brownish red; a fine cut flower

Bernice—Soft salmon; rather large but perfect.

Bobby—Plum color. Good bloomer.

Clara Harsh—Yellow, tipped crimson.

Dark Eye—White ground, lavender tip and darker center.

Dewdrop—White, lightly tipped lavender.

Eureka—Rich bronze, shading to yellow.

Fairy Queen—Sulphur yellow, edged pink.

Fashion—Golden orange.

Florist Gem—Deep golden, suffused and tipped orange red.

Frau Dr. Knabbe—White, heavily tipped rosy lavender.

Ganymede—Beautiful fawn, suffused pink.

Golden Queen—Rich yellow.

Harry Snooks—Rose pink with white center.

Hazel—Small finely formed buff deepening to brown.

Helen Anita—Lavender, white center.

Honey—Pale yellow with a faint suffusion of red on edge of petals, giving the appearance of an eye before the flower fully opens. Won a Certificate of Merit at Storrs.

Jack—Dull red. Low, free blooming.

Japan—Low growing salmon. Perfect flowers are freely produced throughout the season. 50c.

Jessica—Golden, tipped red.

- Joe Fette—The outstanding pure white pompon.
Perfect blooms on erect stems.
- Johnkeer von Citters—Yellow, heavily tipped red-
dish orange.
- Klein Domitea—Large, attractive orange buff.
- Lassie—Yellow base, tipped rose.
- Little Beauty—Attractive Shrimp pink.
- Little David—Deep orange, an ideal cut flower.
- Little Donald—Early, rich garnet red.
- Little Edith—Primrose yellow, tipped bright
carmine.
- Little Herman—Deep wine red, variably tipped
white.
- Little Irene—Clear yellow; perfect stem.
- Lloyd Hickman—Small, old rose; long stems.
- Nelly Fraser—Bluish ground, tipped rose.
- Nerissa—Clear orchid pink. 50c
- Pee Wee—Soft yellow, shading to brown.
- Petite John—Lavender rose.
- Rosalia—Long stemmed, light yellow, tipped pink.
- Rosa Wilmoth—A fine rose pink on ideal stems.
- Sennerin—Very small; vivid red.
- Syringa—Lavender pink; early.
- Tom Thumb—Very small Rich garnet red.
- Vivid—Bright scarlet.
- Winifred—White tipped lavender.

Price—All Pompons, 25c.

We invite you to visit
our gardens
during the blooming season
from August first until frost.

Anemone

Open centered flowers with one row of large ray florets, center filled with small tubular florets.

Ada Finch—Cream white single flower, center filled with tubular petals of the same color. 50c.

Graziella—Ray petals red, penciled with white; center gold. 50c.

Teeny Weeny—Pompon Anemone. Flowers averaging $\frac{1}{2}$ to 1 inch across very freely produced on a low plant. Color, bright salmon. 50c.

Duplex

Open centered flowers with two rows of ray florets.

Mme. Coissard—Cerise, shaded white. 75c.

Sensation—Vermilion red, tipped white. Often a solid red, but always attractive. 25c.

Single

Open centered flowers with only one row of ray florets, or petals.

Helvetia—White, edged scarlet. Fern leaved foliage. Very attractive.

Maroon Century—Rich dark maroon.

Newport Wonder—Large, pointed petals, long stems; a beautiful old rose. 50c.

St. George.—Clear primrose yellow.

White Century—Large, pure white.

Price—All Singles, 25c.

SERVALL

In order that you may have a sample of SERVALL, we are using it for packing orders this spring. It is highly recommended as a soil conditioner and mulch and we have found it very satisfactory as a medium for potting bulbs and starting seeds and cuttings. As long as our supply lasts, we are also including a booklet about this very useful product. Made from sugar cane by

GODCHAUX SUGARS, Inc., New Orleans, La.

H. M. GOLDWOOD, Wisconsin Representative,

Box 94, Janesville, Wis.

A Few Suggestions as to Culture

BY J. T. FITCHETT, JANESVILLE, WIS

Proper division of the roots at planting time, water and cultivation are essential to the successful growing of dahlias.

WHEN TO PLANT.

Plant out when all danger of frost is over—about corn planting time. If received too early, roots should be placed in sand or soil and may be started indoors.

Growers in the South may plant early in April and have dahlias in bloom early in June. When the heat gets them and the plants cease to grow freely and the stems become hard, then cut the plants back, leaving only two joints above ground. Keep cultivated and they will start a new growth which should give a fresh crop of bloom in October. This may seem heroic treatment, but it works out all right.

WHAT TO PLANT.

If you have old clumps, split them into as many divisions as possible with one or two sprouts on each. Do NOT pull the roots off but split the old stem and the crown (where all the eyes are located) with a sharp knife. It is as reasonable to plant a whole ear of corn as a whole clump of dahlias. A large division will produce too many tops and only poor flowers. The roots we send out are divided ready to plant. Don't worry about a small root, all you really need is a sprout or eye. A root without an eye is worthless.

WHERE TO PLANT

Best place to plant is in the vegetable garden where they can be cultivated. Spade or plow ground fairly deep. Dig a hole six inches deep, put back a little loose dirt, lay the root on its side with sprout up and cover with about an inch of loose dirt. Pour in a quart of water to settle dirt closely around the root. Sprinkle a level tablespoonful of Vigoro in a circle around where the sprout will come up, but not so as to come in contact with it; then nearly fill the hole with loose dirt. This leaves a slight depression around the stem, which is an advantage in watering. Two feet apart in the row and three and a half feet between rows is about right. If soil is heavy or rich in fertilizer, a shovel of coal ashes may be worked into each hill before planting. This will tend to keep the soil from packing and, being utterly devoid of fertilizer value, will tone down the over rich soil. Dahlias planted in a soil rich enough for roses or peonies will make a rank growth and not come to bloom as early as they should. Put a wooden label with the name written heavily in lead pencil beside each plant. It's half the fun of growing them to know their name when they bloom.

Green plants should have the ball of earth wet and the roots loosened, then plant as deep as dormant roots. If plants are small, only partly fill the hole and complete the job as they grow. Shade for a few days.

CULTIVATION.

Rake the ground thoroughly as soon as planting is completed and repeat this raking every week until plants

are large enough to shade the ground. If the season is dry, water thoroughly at night once a week and rake the ground the next morning. Flowers are produced on the soft growth, and if through neglect your plants have become hard and woody, better cut a part of the top off and start over again.

FEEDING.

At planting time use plant food as directed under "Where to Plant." When flower buds begin to form, apply a level tablespoonful of Vigoro around each plant in a circle starting two inches from the stem and extending out ten inches and work it lightly into the soil. This feeding should be repeated every two or three weeks. Do not let the plant food touch the stalk or leaves.

DISBUDDING.

Larger flowers may be produced by removing the smaller buds usually appearing on either side of the main bud. Also remove the side branches as soon as they start at the first three joints immediately below the terminal bud.

INSECT PESTS

One of your worst pests in a dry season is the Leaf Hopper, a very small insect which sucks the sap out of the under side of the leaf and flies away as soon as you brush against the plant. The leaves appear mottled and tips turn brown, like potato vines with "hopper burn." We have used both Derrisol and Greentox—sprayed on under side of leaves—with marked success. Black Leaf 40, Red Arrow and Evergreen are also recommended—BUT, "Get 'em early." In a trial of powdered Agicide it proved very effective in control of leaf hoppers and other insects. Believe an early dusting will be beneficial in protecting plants from becoming infested and also as a fungicide.

KEEPING FLOWERS

Cut flowers early in day if possible, trim off surplus foliage and put ends of stems in HOT water for a minute. after which they may be put in cold water in the usual manner. Fresh flowers treated in this way last much longer and wilted ones are much revived by it. Do not get the hot water on flowers or leaves.

STORING ROOTS.

After a killing frost, let the roots ripen for a week, then cut off tops and dig the clumps of roots carefully. Label each variety and pack clumps in boxes on floor of vegetable cellar. If after a few weeks they seem to be too dry the roots may be covered with papers or sand, Do not divide clumps until spring.

Our fields have been inspected and given a clean bill of health by the Wisconsin Department of Agriculture. Certificate of Inspection is on each package.

Delivered anywhere on receipt of price.

We guarantee roots to be true to name and to reach you in a condition to grow. Planting and cultural instructions with each order.

We cannot guarantee the weather or your care. If you are not willing to give the plants reasonable care, your order is not solicited.

ROOTS AND CUT FLOWERS IN SEASON

Fitchett Dahlia Gardens

ESTABLISHED 1900

J. T. FITCHETT, PROPRIETOR

735-737 MILTON AVENUE

JANESVILLE, WISCONSIN

March 1, 1938

FELLOW FANS:

Herewith we submit our Catalog for 1938 To the best of our knowledge and belief, it contains the best list of the increasingly popular Miniature Dahlias now offered in America. ("Verily, he that tooteth not his own horn, the same shall not be tooted." Chapter and verse on request.)

A friend makes a wonderful showing with his dahlias by planting in groups of three of one kind around a stake. To encourage others to try this plan, we are making a special offer of THREE OF ANY ONE KIND for the price of TWO. This offer applies on any of the following: Onah, Fairy, Baby Royal, Fedora, Jersey Beauty, Jane Cowl, Rose Fallon, Ida Perkins, Avalon, King of Shows, Newport Wonder, Cavalcade, Karl Bonawitz.

Yours for a good season,

FITCHETT DAHLIA GARDENS.

Mar. 22

1938

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Amount enclosed, \$ 300 When Ship Planting time

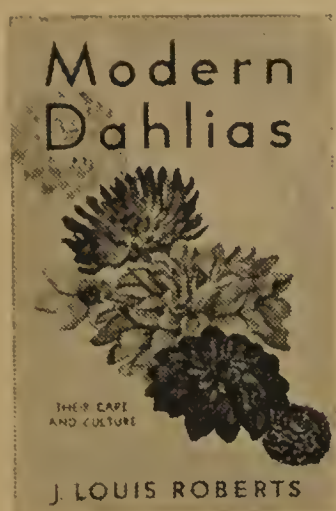
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Obey That Impulse---Order Fitchett's Dahlias NOW

Quantity	Variety	Price
1	Blue River	2.00
1	Jane Cowl	50
1	Jersey's Beauty	50
		<u>3.00</u>

Ad \$3.00

*The Last Word on Dahlias. Published
1938 by Country Life Press.*



MODERN DAHLIAS

By J. LOUIS ROBERTS

Edited by Leonard Barron

THE PURPOSE of this book is to interpret step by step the problems of the dahlia gardener. The author has been growing dahlias for over a quarter century and has written a manual for the home gardener that will answer all questions pertaining to dahlia growing from his point of view. Eighteen interesting chapters. Illustrated.

Price, postpaid, \$2.00

You may add a copy to your dahlia order or send for the book alone.



We have used Vigoro for years
with very satisfactory results