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All about the
NEW ROSES



JACKSON & PERKINS WORLD'S FAIR EDITION 15¢

THE THRILLING BEAUTY

can be yours on your



Within these pages you will find the latest Rose creations from the far and near quarters of the earth. They are the results of the painstaking work of the leading Rose-men of Europe and America—Roses disciplined to conquer the Rose-gardens of America.

They are the same Roses which you will see at the New York World's Fair, for Jackson & Perkins have been selected to create the World's Fair Rose-Garden as pictured below . . . a garden as "modern as tomorrow" and planted with J. & P.'s newest Rose creations. This catalog will make it possible for you to enjoy the beauty of these very same Rose creations on your own home-grounds this summer.

The modern Roses rise above the old by virtue of superlative coloring, distinc-

*Copyright 1939, by
Jackson & Perkins Company
Newark, New York*

ECLIPSE

Plant Patent No. 172

© J. & P. CO.

See page 7



OF WORLD'S FAIR ROSES

own home-grounds

tion of form, and vigor of growth—or a combination of all these virtues. These Roses are no accident. They are wrought by the hybridizer's genius out of the richness of Nature's materials. They must pass rigid tests and must prove their worth under actual growing conditions. Only then may they be entrusted to fly the regal banners of the New Roses—the queens of the garden. Some are of European and some of American origin, but by extensive tests in various parts of the country we have found that all of them have a particular liking for American climatic and soil conditions.

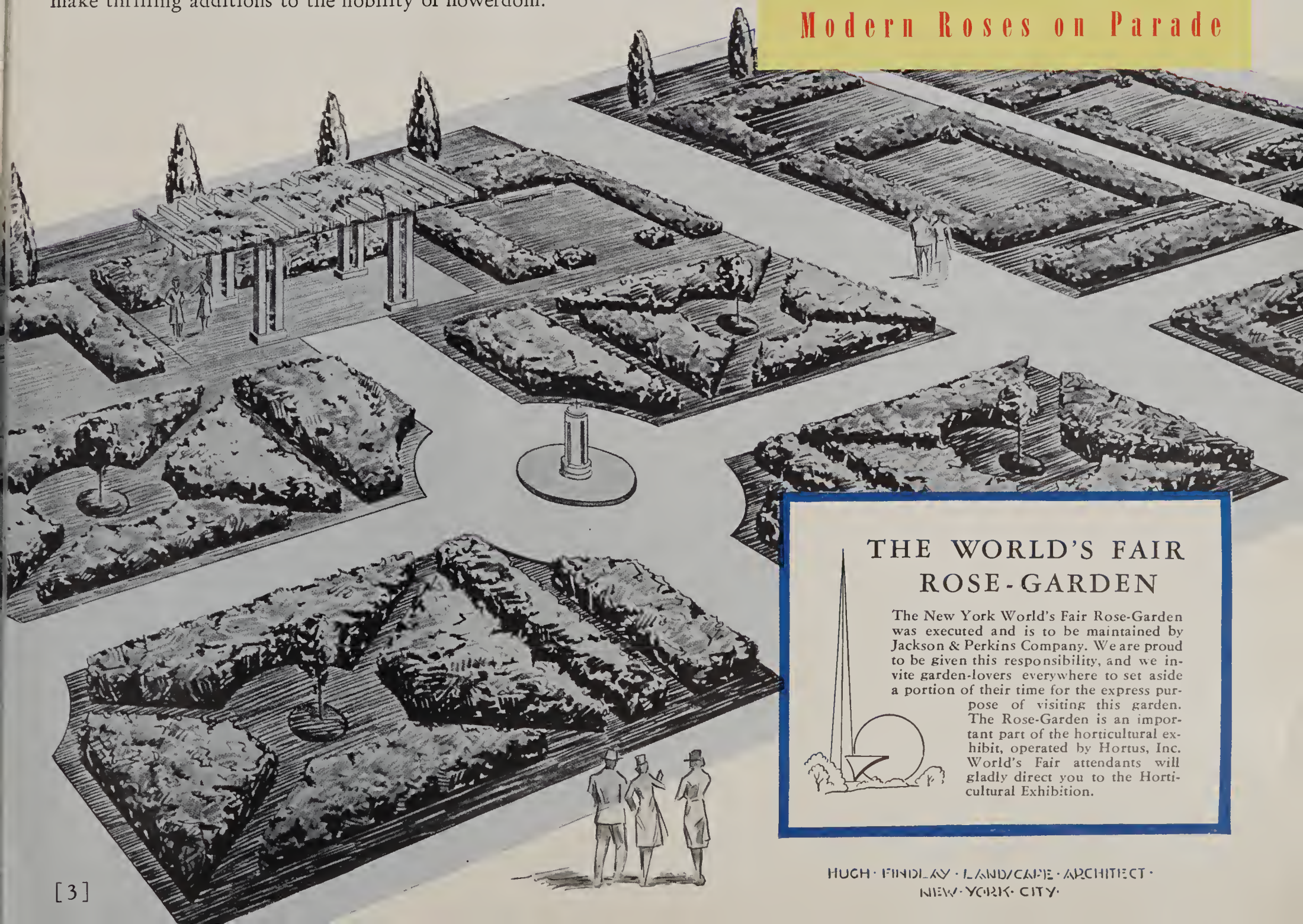
Many of these novelties were produced in our own Newark laboratories and selected out of thousands of seedlings from blue-blooded parents and new hardy strains. Altogether these newcomers make thrilling additions to the nobility of flowerdom.

Visit

J & P'S WORLD'S FAIR

ROSE GARDEN

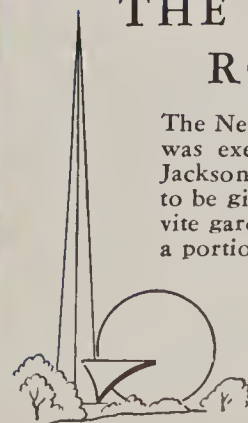
Modern Roses on Parade



THE WORLD'S FAIR ROSE-GARDEN

The New York World's Fair Rose-Garden was executed and is to be maintained by Jackson & Perkins Company. We are proud to be given this responsibility, and we invite garden-lovers everywhere to set aside a portion of their time for the express purpose of visiting this garden.

The Rose-Garden is an important part of the horticultural exhibit, operated by Hortus, Inc. World's Fair attendants will gladly direct you to the Horticultural Exhibition.



HUGH · FINDLAY · LANDSCAPE · ARCHITECT ·
NEW · YORK · CITY ·



The pleasure of growing THE NEW VARIETIES

Not all the pleasure comes in the bloom of a new Rose. First, there is the pleasure of deciding just which of the latest Rose creations to plant. Shall it be striking Princess van Orange or profuse yellow Doubloons for the trellis? And among the Floribundas, both Smiles and Betty Prior would be particularly beautiful in special beds all to themselves. To do without the glorious new Sunset from the House of McGredy in Ireland is almost unthinkable!

Then, there is the thrill of anticipation from the time you set out the precious plants until you are rewarded with the first of many lovely blooms. Yes, thousands of Rose-lovers attest—"there's no greater thrill than growing the New Rose Creations." Some of these New Roses will become famous and household words throughout the world, like Dorothy Perkins, Marechal Niel and American Beauty. But you can be among the very first now to enjoy them in your own garden, to display these beautiful new blooms at Rose shows or the flower show of your garden club.

Modern Roses are easier to grow because hybridizers have improved their methods and the strains. Parents have been chosen more carefully for hardiness. Jackson & Perkins' novelties are renowned for their vigor, reliability, and adaptability to most conditions.



HOW TO SECURE J & P ROSES

Jackson & Perkins' Roses are sold by leading nurserymen, seedsmen, florists, and dealers everywhere. If you cannot readily find these Roses for sale in your own community, or listed in your seed and nursery catalog, send your order to us direct. It will be acknowledged and shipped just the right time for planting in your section. We do not want you to be denied the pleasure and beauty of these New Roses if they cannot be secured through your regular trading channels. Prices are given per each and per dozen, 3 or more plants of a kind at the dozen rate.

The Roses on the cover—



1. McGredy's Sunset. See page 13;
2. Miss America. See page 10.
3. Rome Glory (red). See page 12.

The J. & P. Test and Display Rose-Garden at Newark, New York

The *Parade* of the New Rose Creations

Yes, the Rose keeps pace with the march of time, and here comes the parade of the new Roses—the aristocrats of the flower world—new queens for the garden.

Out in front, is McGredy's Sunset with a golden orange bud. It holds its head high, for hasn't it been selected as the newest and best from the famous House of McGredy in Ireland? Next is Eternal Youth, bringing with her the sparkle and beauty of the Italian Riviera. And why the display of happiness all down the line? Why, it's because of Smiles—an American-born queen with her masses of

semi-double, salmon-pink flowers borne joyfully down the garden path.

Grandmother had her lovely Tea Roses—but she had to care for them tenderly. Today, we have the delicacy of the Tea Rose blossom, plus the vigor of new racial strains. And, in addition, a color panorama that would send grandmother into ecstasies. Even the finest of modern color printing cannot show the exquisite beauty of these new Roses, their gradations of tone, and their change of coloring as they advance from bud to open bloom.

The ultimate in Pink Roses

**ETERNAL
YOUTH**

(Aicardi, Italy)

Plant Patent applied for

Eternal Youth is a Rose of a joyful pink hue. Its graceful pointed buds are a clear warm pink, retaining their color in all stages. There is a livening touch of yellow at the base of each petal which suffuses softly throughout, eliminating the less attractive tones so common in pink Roses. The foliage is a light shade of green and the leaves medium in size, but the bush is symmetrical, well proportioned, and disease-resistant. It has an interesting fragrance reminiscent of the sweetness of the old-fashioned Roses. Instantly appreciated by all who see it. Prolific bloomer. Every Rose-lover will wish to enjoy Eternal Youth.

**Each \$1.50
\$15 dozen**

LOOK FOR THIS LABEL

Jackson & Perkins' New Roses are patented for your protection.



This label is your guarantee of the genuine plant.



A new rose of outstanding merit

ALICE HARDING



ALICE HARDING

(Mallerin, France)

Plant Patent No. 202

The masterpiece of a great French hybridizer, and incontestably the greatest exhibition yellow Rose produced, yet an ideal garden Rose because of its handsome plant and abundance of flowers. Color is a rich sunflower-yellow, uniform and without shading, on which the sun has but little effect. An exhilarating perfume adds to its beauty. This Rose was dedicated to Mrs. Edward Harding of New Jersey, by the French National Horticultural Society. Gold Medal, A. R. S., 1936.

Each \$1.50
\$15 dozen

AMELIA EARHART

(L. Reymond, France)

Plant Patent No. 63

Very large straw-yellow buds with a blush, opening to an immense double bloom. The center is lemon-yellow surrounded by a collerette of light-colored petals, assuming a flesh tint. Plant is medium tall. In exhibitions it very frequently wins "Best Rose in Show." Gold Medal, Special Exhibition of New Roses, Troyes, 1928.

Each \$1.25
\$12.50 dozen

BETTER TIMES

(Jos. H. Hill Co.)

Plan Patent No. 23

A perfect bud and bloom of an unusual cerise-red, a little lighter in the center; double and very fragrant. This is a good cut-flower, spreading the happy feeling indicated by its name; millions of Better Times blooms are being sold throughout the country. A worthy introduction from Hill of Richmond, Ind. Gold Medals: New York, Philadelphia, and St. Louis Flower Shows, and A. R. S., 1933; Bronze Medal, Portland Test-Gardens, 1935.

Each \$1.00
\$10 dozen

ALICE HARDING

Plant Patent No. 202

© J. & P. CO.



COUNTESS VANDAL

(Leenders, Holland)

Plant Patent No. 38

The Countess needs no further introduction. In fact, she has been enthusiastically received by Rose-lovers everywhere. Countess Vandal has been acclaimed the belle of the modern Rose Pageant, defeating all challengers to the honor, by producing, without contradiction, the most artistic bud in rosedom, garbed in coppery bronze and pink, suffused with silver and soft gold. It presents a continuous "movie" developing new beauty at all times during its life. The open bloom is a compass pointing to all parts of the horizon. A consistent bloomer. Gold Medal of the King of Spain, Pedralbes Contest, Barcelona, Spain, for profusion of blooms in summer and autumn.

Each \$1.00
\$10 dozen



© J. & P. CO.

COUNTESS VANDAL

Plant Patent No. 38

ALEZANE (Pahissa, Spain)

Plant Patent No. 116

A Spanish Rose of the most astounding colors. Bud urn-shaped, large, reddish brown; flowers cupped, opening to sorrel, unfurling from sorrel to rich apricot, and reverse of petals sorrel striped with yellow veins. Petals not affected by hot or wet weather. Growth very vigorous, upright, branching. Dark green foliage. An extremely interesting and striking novelty which has attracted much attention wherever shown. Starts blooming very early. Silver Medal, A. R. S., 1936.

Each \$1.25
\$12.50 dozen

ECLIPSE (J. H. Nicolas)

Plant Patent No. 172

This lovely Rose with the streamlined bud has quickly become one of the most popular of yellows.

The plants are of the vigorous branching type that produce a lot of bloom all the time and they have healthy foliage of an attractive shade of green. The open flowers are not very double (they have from 20 to 25 petals) but the large, substantial petals are of the same golden yellow color as the buds and are so beautiful that one hardly knows whether there are 10 petals or 50. See color illustration on page 2.

Eclipse received the Gold Medal of the American Rose Society, and, when tested in Europe, carried off top prizes in both France and Italy.

Each \$1.25
\$12.50 dozen

ALEZANE

Plant Patent No. 116

© J. & P. CO.





GLOAMING

(J. H. Nicolas)

Plant Patent No. 137

A cut-flower variety which has proved a "winner" wherever grown. Gloaming has been enthusiastically received and is already a "must" standby in all gardens. A he-Rose on a real plant, it will still be there after the hardest winter, "rarin' to go." Its large buds are carried on long, rigid stems, amply clothed with handsome foliage. The general tonality of Gloaming is salmon-pink, overcast with tawny orange, and gold at the base running up the reverse of the petals. Open bloom is very large, double, and fragrant. Yes, it is a pink Rose, but there is no other like it. Gold Medal, A. R. S., 1936.

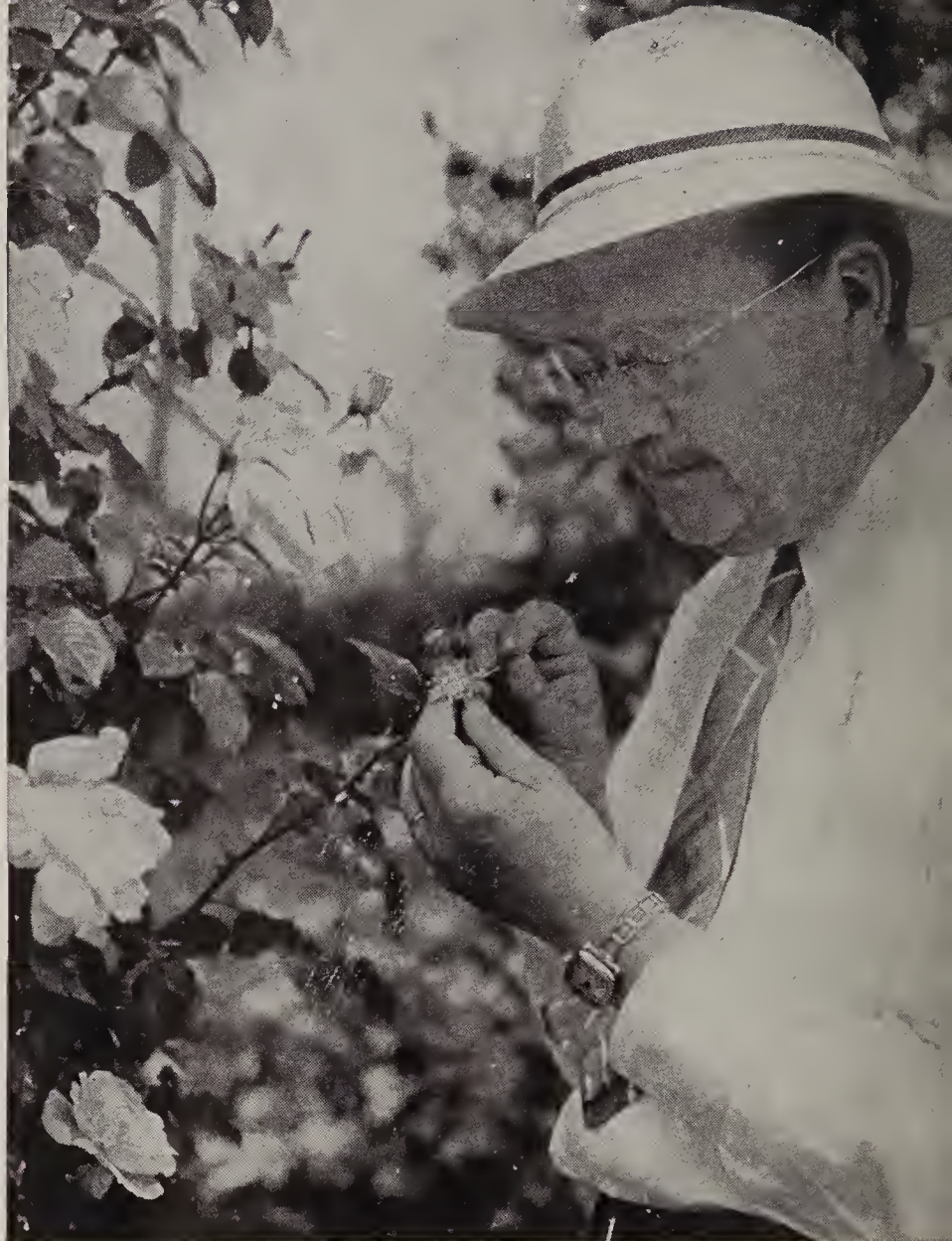
Each \$1.00
\$10 dozen



© J. & P. CO.

GLOAMING

Plant Patent No. 137



Gloaming was originated by the late Dr. J. H. Nicolas who, until his death in 1937, was in charge of Rose Research work for Jackson & Perkins. This great international Rosarian still lives in the beautiful Roses he created.

The other Nicolas originations presented in this catalog are Eclipse (page 7), Mrs. Francis King (page 11), Rocket (page 10), Yosemite (page 12), and the Floribundas, Smiles, Snowbank, Rochester, and Carillon.



GOLDEN MAIN

Plant Patent No. 254

© J. & P. CO.

GOLDEN MAIN

(W. Kordes Sons, Germany)

Plant Patent No. 254

Came to us from Germany as "Golden Mainz," but visitors in our gardens shortened it to Golden Main. This Rose has great vigor and strong, dark foliage immune to diseases, a plant built for long service. A decorative Rose continuously in bloom. Its clusters of large, full, pure clean yellow blooms look like burnished brass, or dandelions in the morning dew. The most brilliant yellow among yellow Roses. Fades but little in the hot summer sun. Cert. of Merit, Sangerhausen; Second Prize, Rellingen; Silver Medal, Portland, 1937.

Each \$1.25
\$12.50 dozen

JEAN COTE

(Gaujard, France)

Plant Patent applied for

It is named for Jean Cote, wealthy silk industrialist of Lyons, France, great patron of the Rose. An opulent and fragrant Rose, large and full to the center, but of gracefully imbricated form. Clear orange-apricot, assuming toward the end an overcast of light carmine. A medium-growing plant producing steadily throughout the season. Flowers come singly and continuously on good stems but not broomstick-like, and the blooms wave gracefully with the breeze. The plant is of medium height and branching; a group planting literally blankets the ground. Large glossy foliage. A novelty of high standing, greatly admired in our test-gardens. Cup for most beautiful unnamed seedling when shown before Congress of Amis des Roses, 1934.

Each \$1.50
\$15 dozen

MARY HART

(George Hart)

Plant Patent No. 8

A sport of Talisman, it performs even better. The bud is deep rose-red, opening to well-formed blossoms of velvety blood-red with an overflow of amber. It is a superb Rose and will prove a delightful addition to your garden.

Each \$1.00
\$10 dozen

MATADOR

Plant Patent No. 170

© J. & P. CO.



© J. & P. CO.

JEAN COTE

Plant Patent applied for

MATADOR

(Van Rossem, Holland)

Plant Patent No. 170

The name reveals the color—a bright crimson with darker silvery sheen, yet it is not a harsh, shocking red. It is a soft velvety crimson with a maroon depth restful to the eyes and blending harmoniously with other Rose colors. The bloom is large and double, brimful of attar of Rose. While it is a cut Rose, the branching habit of the plant makes it also a good bedding variety. It brings the fire and flash of the toreador to your garden. Sturdy grower. Gold Medal, The Netherlands, 1934, and France, 1935; Silver Medal, Portland, 1936.

Each \$1.00
\$10 dozen





© J. & P. CO.

RADIANT BEAUTY

Plant Patent No. 97

RADIANT BEAUTY (Cleveland Cut Flower Co.)

Plant Patent No. 97

Related to Radiance, the American-loved Rose, and somewhat of the same habit, sturdiness, hardiness, and bloomingness. The foliage is handsome and the bloom is more finished, its form and fragrance reminding one of American Beauty. The color is radiant red! Makes beautiful bouquets. It is a superb Rose and is certain to prove a welcome addition to any garden.

Each \$1.00
\$10 dozen

MISS AMERICA (J. H. Nicolas)

Plant Patent No. 264

Wonderful new Rose which has almost everything a good Rose should have. It has vigor, fine healthy foliage, extreme hardiness, a lovely color, fragrance, and persistence of bloom. The color is flesh with salmon and gold suffusion, faint gold at the base, and frequently with a salmon center. Flowers average 65 petals and are produced singly on long stems all through the season. First Cert. of Merit, Colle Oppio, Italy, 1937; Cert. of Merit, A. R. S., 1938.

Each \$1.00
\$10 dozen

ROCKET (J. H. Nicolas)

Plant Patent No. 171

The indefatigable red Rose, a necessary color accent in all gardens. Rocket is at work in midsummer when most other Hybrid Teas take "forty winks." Exquisite bud of beautiful bright scarlet-red, on strong stem, unfurling slowly to large, very double blooms, full to the brim of rich old-Rose perfume. Does not clash, and holds its color well under all conditions. The plant is an unusually good grower with handsome foliage. One of its parents was the Australian hardy Climber, Scorcher, which means hardiness and "rugged individualism." Silver Medal, A. R. S., 1936.

Each \$1.00
\$10 dozen

*Prices slightly
higher in the
"Fertil Potted"
Packages*



MISS AMERICA

Plant Patent No. 264

© J. & P. CO.



© J. & P. CO.

ROCKET

Plant Patent No. 171

MME. JEAN GAUJARD

(Gaujard, France)

Plant Patent applied for

A Rose of real distinction from the home of Pernet-Ducher Roses now owned by Monsieur Jean Gaujard. The long-pointed bud and high-centered flowers are borne profusely on long stems. When fully opened the blooms are an orange-buff, rich in tone and character. Its half-open buds show the inside of the petals a warm orange and the reverse of the petals a carmine-pink with a suffusion of gold at the base. The contrast is rich and alluring, both in regular daylight and also when cut and under electric lights. Foliage is a light green and is well spaced on the branches. It is disease-resistant, and a most desirable Rose for garden and cutting. Gold Medals: C. F. S. R., France, 1934; Colle Oppio, **Each \$1.50**
Italy, 1937. **\$15 dozen**

MRS. FRANCIS KING

(J. H. Nicolas)

Plant Patent No. 253

All hybridizers agree that a good white Rose is hardest to produce. This probably is why such a connoisseur as Mrs. Francis King, one of the founders of the Garden Club of America, specified a white Rose as the one she wished to bear her name. She wisely wanted a Rose not easily duplicated. To make the problem more difficult, she requested "white gold" with the arcticness and vigor of the Alaskan Rose, Nutkana, the new strain developed in our own laboratories. The bloom is very large and full, carried on a long upright stem, white drawing to pale gold in the center. It has the pleasing fragrance of wild Roses and is a prolific, continuous bloomer. Cert. of Merit, Portland, 1937. **Each \$1.00**
\$10 dozen



© J. & P. CO.

MME. JEAN GAUJARD

Plant Patent applied for

SIGNORA
Plant Patent No. 201
 © J. & P. CO.



ROME GLORY

(Aicardi, Italy)

Plant Patent No. 304

We have no hesitation in proclaiming Rome Glory the finest red Rose yet produced. Extraordinarily robust and hardy plant. Was selected as the official Rose to glorify the third millennium of the founding of Rome, the Eternal City. A red Dame Edith Helen but of larger size and opening well in all weathers. Heavy, ovoid, crimson bud, evolving into a large, very double bloom of superb form. The color graduates to a lighter tint toward the center. Very perfumed. Long stems for cutting. Open blooms have been likened to perfect greenhouse American Beauties. The flowers are long lasting on the plant or when cut, and are not affected by dry or wet weather. Gold Medal, S. A. F., 1938.

Each \$1.50
 \$15 dozen

SIGNORA

(Aicardi, Italy)

Plant Patent No. 201

Signora was raised on the Riviera where summers are long and dry. Its long bud is of a warm brownish orange, opening to a lighter tint toward a combination of mandarin and salmon. The bloom is double, but not crowded, and very fragrant. Close study reveals so many hues and such an everchanging iridescence as to deserve the description of "the most polychrome" of all Roses. The plant is vigorous, branching, and tall-growing. A prolific bloomer—as many as thirty-one blooms have been seen on one plant at the same time, every one with a long stem for cutting. The foliage is unusually beautiful and immune to disease. Indispensable to those who grow Roses mainly for cutting. Gold Medals: Portland, 1937 (scored highest rating of any 1937 Rose); Colle Oppio, Italy, 1935.

Each \$1.25
 \$12.50 dozen



© J. & P. CO.

WHITE BRIARCLIFF

Plant Patent No. 108

WHITE BRIARCLIFF

(Lens, Belgium) *Plant Patent No. 108*

The first and only absolutely pure white Hybrid Tea Rose—the goal of hybridizers for years. A supreme white Rose, with the finest form since Bride's Roses have been grown. Vigorous, bushy plant of unusual arcticness. Tremendous producer and ideal for cutting. Keeps a long while in water. It cannot be recommended too highly. Prize of Honor and Gold Medal, International Exposition, Paris, 1932; Silver-Gilt Medal, French N. H. S., 1932.

Each \$1.00
 \$10 dozen

YOSEMITE

(J. H. Nicolas)

Plant Patent No. 109

A spreading type for bedding, effectively hiding the ground. Great masses of medium-sized, pleasingly informal double Roses. Buds scarlet-orange with a suffusion of carmine on the reverse. Vigorous, bushy, with continuous-blooming habit.

Each \$1.00
 \$10 dozen



ROME GLORY

Plant Patent No. 304

© J. & P. CO.

McGREDY'S NEW IRISH ROSES

ROSE CREATIONS FROM THE FAMOUS HOUSE OF McGREDY IN IRELAND

For four years we have had the exclusive rights of testing and distributing the famous Irish Roses from the McGredys. Throughout the Rose-world the words, McGredy and Roses, are synonymous. No one house has contributed more to the embellishment of our gardens. We will always remember the epoch-making favorites, Lady Alice Stanley, Mrs. Wakefield Christie-Miller (1909), Mrs. Henry Morse (1919), as well as the later Margaret McGredy, Mrs. Sam McGredy, and others. McGredy's Roses are distinguished by their perfection of form, handsome, vigorous foliage, and strong, robust plants. From the more recent introductions of this great Rose-hybridizing establishment, we have selected the following varieties which we can recommend confidently to American Rose-lovers.



McGREDY'S SUNSET

(McGredy, Ireland)

Plant Patent applied for

As glorious as a summer sunset. The petals are a clear buttercup-yellow, tipped orange on the outside, and chrome-yellow, flushed with scarlet on the inside. As the bloom expands the color is intensified and it is at its best when fully opened. Flowers are of medium size, full and shapely, and for a while the petals remain symmetrically curled like a camellia. They are freely borne on a magnificent bush with dark green foliage. When cut, its fragrance soon suffuses throughout the room and leaves an unmistakable impression of its freshness. Very sun-resistant. Excellent in hot weather. An outstanding Rose and one much commented on in our garden. Certain to please garden lovers everywhere. Certificate of Merit, N. R. S., 1936.

Each \$1.50
\$15 dozen



McGREDY'S SUNSET

Plant Patent applied for

© J. & P. CO.

McGredy's Roses, continued



REX ANDERSON
(McGredy, Ireland)

Plant Patent applied for

This variety can be described as white with an overcast of ivory, slightly deeper in the center. The large blooms are carried, several together, on strong stems and may be grown to enormous size by disbudding. It has a pleasant perfume. The habit of growth is exceptionally free and vigorous, and the abundant gray-green foliage sets the flowers to perfection. First Class Trial-Ground Cert., 1932; Cert. of Merit, N. R. S., 1935.

Each \$1.50
\$15 dozen

McGREDY'S PRIDE
(McGredy, Ireland)

Plant Patent applied for

In the young stage, color of the blooms is orange and salmon-pink, flushed and veined saffron-yellow; outside of petals yellow-cadmium, flushed flesh-pink. Its buds are long and pointed and the large, full flowers are of a wonderful brilliancy, borne freely on long, stout stems. The blooms are remarkably long-lived, both on the plant and when cut. Not liable to damage by rain. As a garden and bedding Rose this variety is outstanding, and we are confident that it is a Rose that cannot fail to please. Cert. of Merit, Portland, 1937; Gold Medal, N. R. S.

Each \$1.50
\$15 dozen



© J. & P. CO. **McGREDY'S REX ANDERSON**
Plant Patent applied for

McGREDY'S TRIUMPH
(McGredy, Ireland)

Plant Patent No. 190

The color-tone is even throughout, reminding one of a brilliant strawberry, blushed scarlet and orange. The flowers are very large, full, and of perfect shape. In addition to the brilliant and unusual coloring of the flowers, the extraordinary freedom, vigor, and habit of growth is something far from the every-day Rose. The stems are dark mahogany-red, and the foliage is extra large, dark reddish bronze in color, and of great beauty. Gold Medal, N. R. S., 1932; Award of Merit, Glasgow and West of Scotland Horticultural Society; Silver Medal, Portland, 1937.

Each \$1.25
\$12.50 dozen

McGREDY'S PINK
(McGredy, Ireland)

Plant Patent applied for

The color is a beautiful bright rose, and, as the flower opens, the outer petals shade to a pearly cream and pink, with a saffron-yellow base. Its blooms are large, of perfect form, and sweetly scented. They are produced on stiff stems, free and continuously from early summer to late autumn. The long stems are covered with dark green foliage and few thorns. It is a Rose of considerable merit on account of the model blooms produced in the greatest profusion. Fine for exhibition and garden purposes. Bronze Medal, Portland, 1937.

Each \$1.50
\$15 dozen

Prices slightly higher in "Fertil Potted" Packages

© J. & P. CO. **McGREDY'S TRIUMPH**
Plant Patent No. 190

Garden lovers everywhere acclaim

THE FLORIBUNDAS

Especially bred for mass planting

FLORIBUNDAS are a group of Roses especially bred for mass planting. They were formerly unclassified or misclassified as Hybrid Teas or Hybrid Polyanthas. They are noted for their permanence, continuity of bloom, and ease of culture. Their habit of growth is bushy, and their chief characteristic is sturdiness. The plants are winter-hardy, therefore permanent, and bloom continuously in numerous clusters. Flowers are fairly large, vary from single to full double, and include the entire range of colors of Roses. A distinctive feature is the long-lastingness of the flowers in all weathers. These varieties should be planted closely—about 14 inches apart—in large groups and masses, or in borders of one color, so they will blanket the ground and in small groups of 3 or 5 of a variety. For color display, they are most effective and more permanent than the tender geranium and other foliage plants.



CARILLON
Plant Patent No. 136
© J. & P. CO.

CARILLON
(J. H. Nicolas)
Plant Patent No. 136

The Floribunda *par excellence*. From time immemorial the carillon has been a symbol of public rejoicing, cheer, and happiness. This Rose was named Carillon because it is a singing Rose, a Rose which creates a feeling of joy and good cheer. It is never out of tune, and its enchanting melody pervades the garden! The full harmony of this cheery Rose is best obtained by planting in groups. These make a magic carpet of lustrous coral-flame resting on glossy green foliage. The bloom is semi-double but large and fragrant. Bronze Medal, Portland, 1935; Gold Medal, A. R. S., 1936.

Each 85 cts.
\$8.50 dozen

BETTY PRIOR
(Prior, England)
Plant Patent applied for

A really great new Floribunda. An outstanding addition to this new class of Roses, distinctive in its appealing color, its extremely healthy foliage and growth, and its positive continuity of bloom. In early spring the single blooms resemble the flowers of a red dogwood. They are produced in clusters which are followed continuously by other clusters throughout the entire season. Cert. of Merit, N. R. S., 1934.

Each \$1.00
\$10 dozen

ANNE POULSEN
(Poulsen, Denmark)
Plant Patent No. 182

Large, semi-single blooms, brilliant scarlet in tone, with a vivid overcast of crimson. Blooms come in sprays and have a pleasing fragrance. Cert. of Merit, Bagatelle, 1934; Silver Medal, Portland, 1936.

Each 75 cts.
\$7.50 dozen



BETTY PRIOR
Plant Patent applied for
© J. & P. CO.



Planting of Floribunda Roses in our Newark garden—Smiles in the foreground.

Floribunda Roses, continued

GLOIRE DU MIDI (Poly.)

(De Ruiter, Holland)

Plant Patent No. 270

The name means "Glory of the South" and was suggested by the ability of the color to stand the hottest sun. Trusses are large. The orange-scarlet color is more brilliant and steadfast but does not clash with other Rose colors.

Each 75 cts.

\$7.50 dozen

ROCHESTER

(J. H. Nicolas)

Plant Patent No. 131

No bush Rose ever produced more blooms per plant, and a group of Rochester is a continuous mass of beautiful flowers. It is hardy, as it belongs to that new popular strain of bedding Roses—Floribunda-Hybrid Tea-Polyantha. The bloom is medium large and double, with the brilliant colors of an Oriental pearl mounted on gold, reminiscent of its pollen parent, Rev. F. Page-Roberts. Blooms in clusters.

Each 85 cts.

\$8.50 dozen

PERMANENT WAVE

(M. Leenders & Co., Holland)

Plant Patent No. 107

A striking novelty from Holland. Its single flowers have received a permanent marcel and make conspicuous large clusters. The reverse of the petals is a peculiar cochineal-red, while the inside is a tint lighter. Vigorous grower. Its new foliage is similar to a purple-leaf beech and very ornamental. The blooms make long-lasting table decorations of a handsome effect under electric lights. Permanent Wave is certain to be talked about. Gold Medals: The Hague, 1932; Spain and Bagatelle, 1933.

Each 75 cts.

\$7.50 dozen

SNOWBANK

(J. H. Nicolas)

Plant Patent No. 279

Large-flowering, low-growing Polyantha. Buds buff-orange, opening to semi-single blush-white flowers that turn pure white. They are borne in large panicles and are very long-lasting. Always in bloom. Gold Medal, Hartford, 1937.

Each 85 cts.

\$8.50 dozen

VISCOUNTESS CHARLEMONT

(McGredy, Ireland)

Propagation rights reserved

Buds are salmon-rose, shading off into a satiny rose-pink as the blooms develop; deep buttercup-yellow at base of petals. The blooms are large, full, and perfectly formed; very fragrant. Foliage is dark cedar-green, with reddish brown thorns on long, strong stems. The large clusters of flowers are very showy. It may also be disbudded. Gold Medal, N. R. S.

Each \$1.00

\$10 dozen

GLOIRE DU MIDI

Plant Patent No. 270

© J. & P. CO.

ROCHESTER

Plant Patent No. 131

© J. & P. CO.

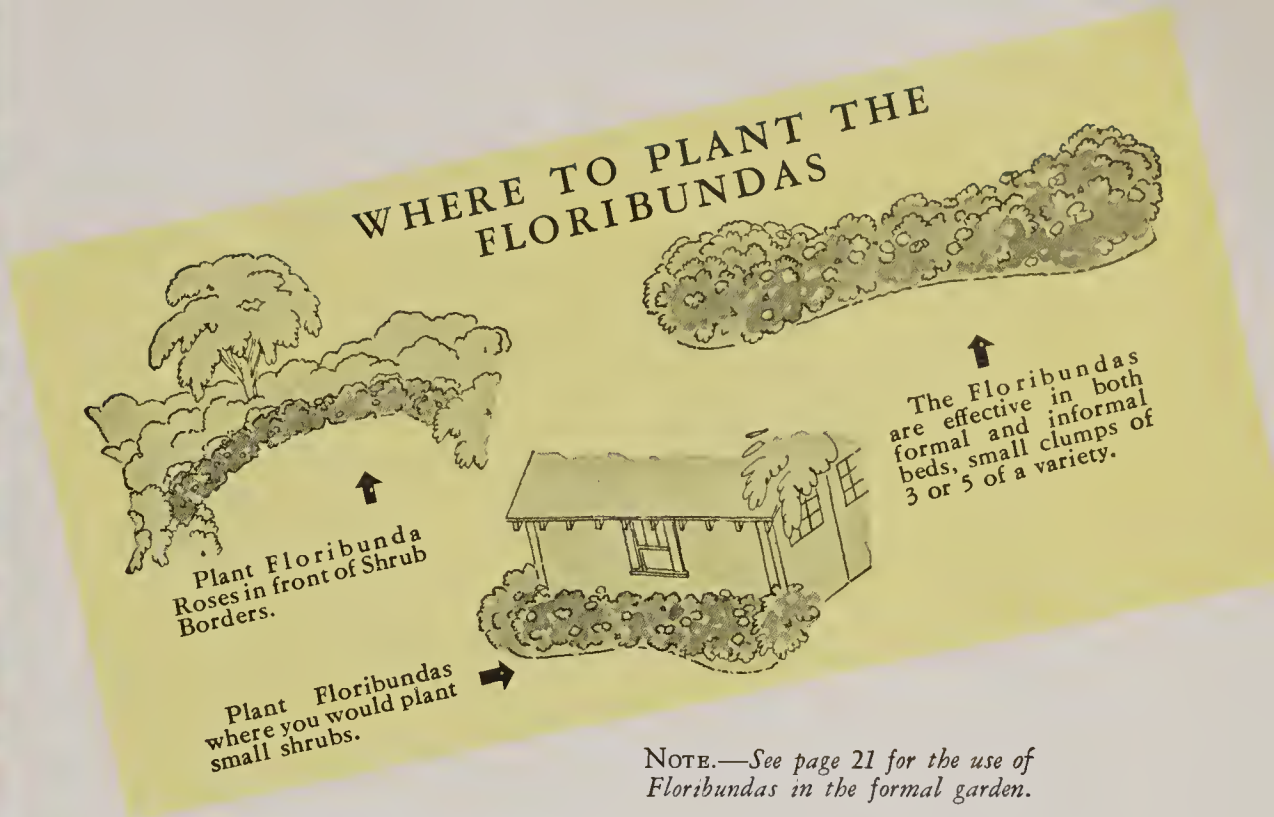




© J. & P. CO.

SMILES

Plant Patent applied for



NOTE.—See page 21 for the use of Floribundas in the formal garden.

DONALD PRIOR (Prior, England)

Propagation rights reserved

An eight-petaled, rich cherry-red Floribunda Rose with flowers about 4 inches across. The dark green foliage is a splendid foil to the crimson flushed scarlet flowers and when the full trusses come into bloom the effect is very striking and decidedly pleasing. The Rose is never without flowers, sending out many small shoots which terminate in only one or two flowers but which also liven up the bush with their brightness against the green. These, of course, appear between the large bursts of bloom which come very frequently throughout the season. A bright red which won't clash in the garden.

Each \$1.00
\$10 dozen

SMILES (J. H. Nicolas)

Plant Patent applied for

A lovely variety deserving the name, for it literally "smiles at you" from the garden bed. An origination of the late Dr. Nicolas. Brilliant salmon-pink flowers, semi-double, 3 inches across. Blooms in great masses throughout the season. Blossoms long-lasting and effectively borne on medium-tall spreading plants with handsome foliage. Large plantings in our trial-gardens have greatly impressed all who have seen them. You'll like Smiles.

Each 85 cts.
\$8.50 dozen

SUMMER SNOW (Couteau)

Propagation rights reserved

Clusters of flowers similar to Echo, except they are clear white. The plants branch freely and produce their lovely flowers with unusual freedom from early in the season until fall frosts stop the display. It is related to the old Thousand Beauties and might be called a dwarf White Tausendschon. Exceptionally fine.

Each 85 cts.
\$8.50 dozen

WHITE AACHEN (Western Rose Co.)

A sport of Gruss an Aachen with all the good qualities of that well-known bedding Rose. The first color showing in the bud is buff-yellow, which gradually disappears until the open bloom is pure white. The chaste flowers are quite large and fully double and, like its parent, the bushy plants are rarely without flowers. Being of uniform growth a bed of White Aachen in full bloom is a delightful garden picture.

Each 75 cts.
\$7.50 dozen

DONALD PRIOR

Propagation rights reserved

© J. & P. CO.



Prices slightly higher in "Fertil Potted" Packages

CLIMBING ROSES



WHERE TO PLANT CLIMBING ROSES

Because of their hardiness, their many uses, and the superb beauty of the newer sorts, Climbing Roses should be used much more generally in our plantings. A little imagination suggests many uses. Trained around a post, a climber makes a beautiful "Pillar of Roses," particularly beautiful as a frame for the Rose-garden. Trained over an archway or a doorway or along the porch, there are few "vines" that will grow as fast, be as permanent and as beautiful as Climbing Roses. Trained to cover a wire fence, "Ramblers" are most spectacular. Trained along the walls, Climbing Roses will dress up a garage or any building and transform it into an ornament in the landscape.



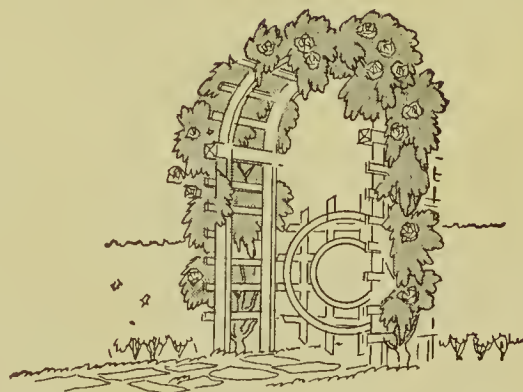
ALONG A GARAGE
OR ANY BUILDING



DOORWAY OR PORCH



AS A PILLAR



COVERING AN ARCHWAY



TO COVER
A FENCE

BLAZE
Plant Patent No. 10
© J. & P. CO.

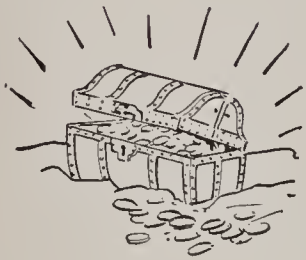
*Prices slightly higher in
"Fertil Potted"
Packages*

DOUBLOONS

(Horvath) *Plant Patent No. 152*

Doubloons is a radiant yellow Climber—just what Rose-lovers have wanted for years. It is a descendant of our own American wild Prairie Rose. The large golden yellow blooms, fairly double, literally cover the plant for a long period, with an inclination to repeat in midsummer. They are quite perfumed. Hardy and vigorous, it grows with long heavy canes. Doubloons is a yellow Climber for which no apology or special growing method will ever be necessary. Grows 12 feet in a season, and the following year every eye along the stems will send a cluster of blooms. In our opinion, Doubloons is by far the best all-purpose yellow Climber yet produced.

Each \$1.50
\$15 dozen



BLAZE

(Horvath)

Plant Patent No. 10

The first hardy scarlet Climber to be everblooming when once established. The repeating form of Paul's Scarlet Climber, otherwise exactly like it in color, vigor, and hardiness. Our plants are propagated from repeating bloomwood only, and the everblooming character is well fixed, but do not expect it until the plants are well established. Train it over an arch or pergola—use it to cover a fence or the side of your garage—grow it on a tall post or a pillar or use it to brighten a porch. Blaze will do everything expected of a Climbing Rose.

Each \$1.00
\$10 dozen

PRINCESS VAN ORANGE

(De Ruiter, Holland)

Plant Patent No. 106

A dazzling new color in hardy Climbers of the Rambler type. Branches literally covered with masses of brilliant orange-scarlet flowers, imparting an unusual radiant glow. The radiant orange glow of Princess van Orange is too elusive to reproduce. Will climb great heights in course of time. While we do not claim "everbloomingness," we have seen old plants blooming liberally in September and October. Vigorous and hardy.

Each \$1.00
\$10 dozen



DOUBLOONS

Plant Patent No. 152

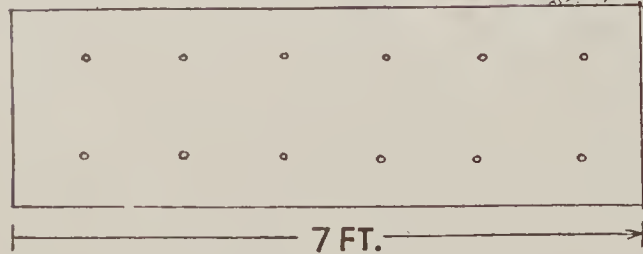
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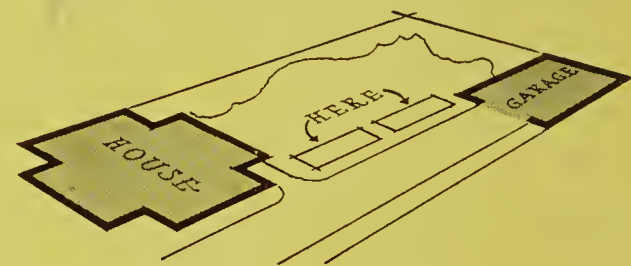
IT IS EASY to grow

Growing the New Roses is not at all difficult, if you will but make a beginning. The little sketches on this and the next page will give you some ideas as to where to plant your Roses, and will help you in deciding how many plants to order for your garden. Even the person who has never before grown flowers may achieve success by following the simple directions given on the last two pages.

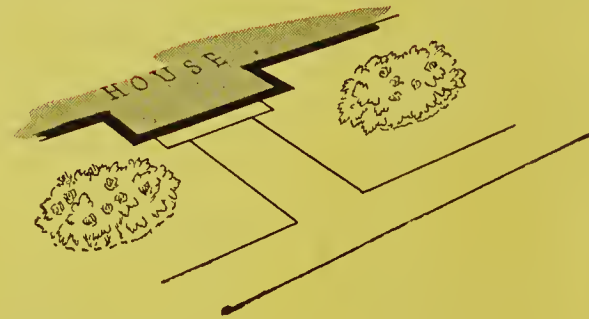
A Dozen Selected
Garden Roses



Rose plants
14 inches
apart



*Beds parallel to
walks or drive*

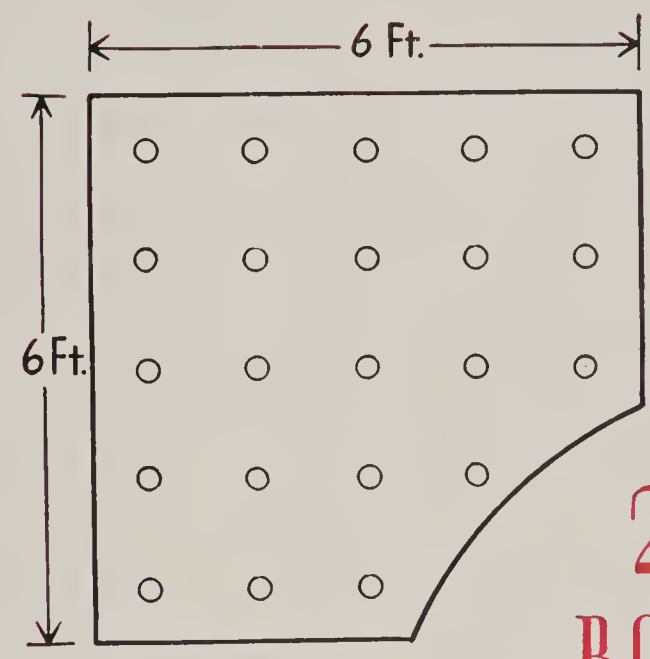


*DON'T plant
circular bed in
middle of lawn*

the new roses

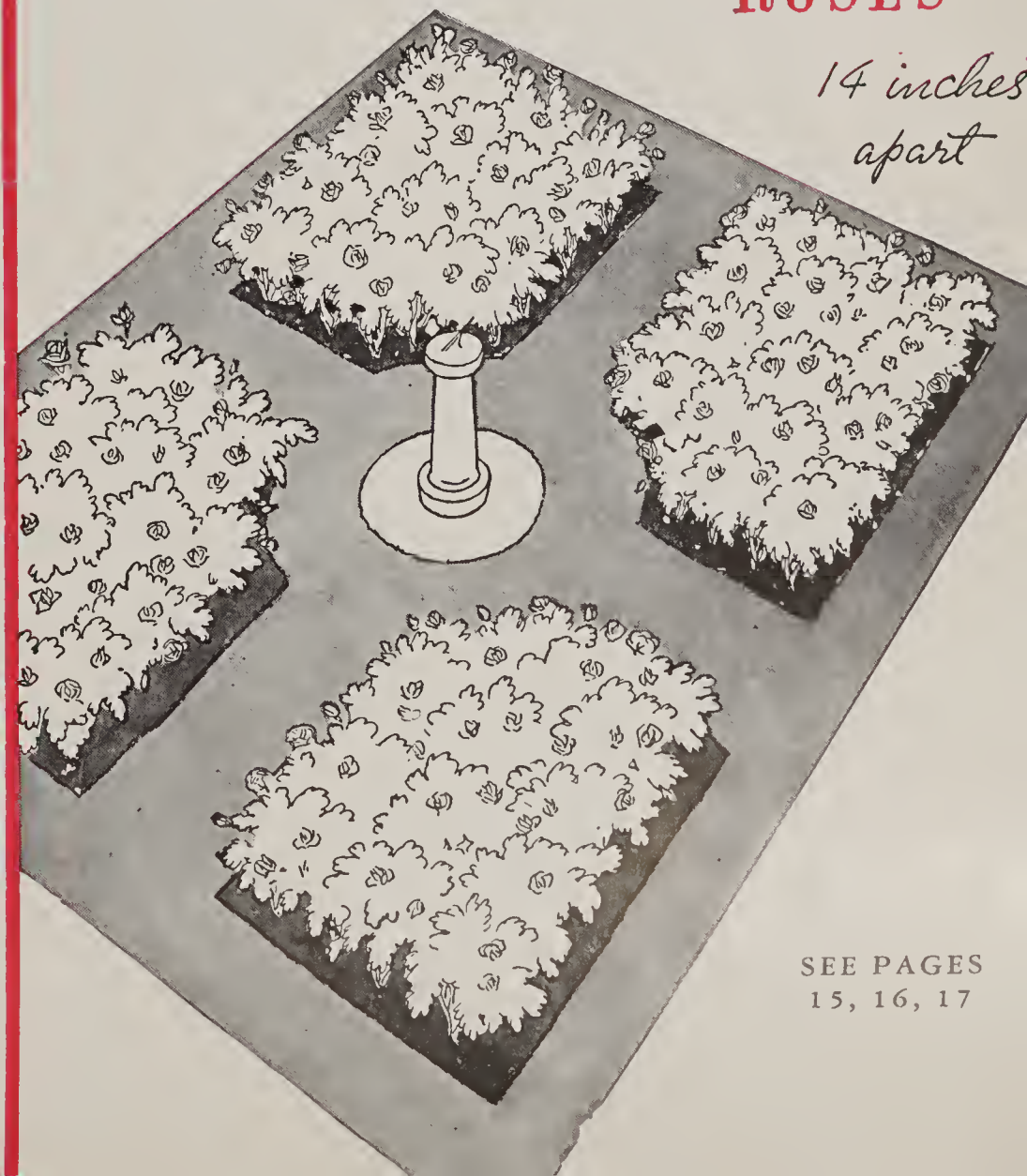
FOR MASS EFFECT
AND COLORFUL DISPLAYS
plant the
FLORIBUNDA CLASS

It is surprising how many Roses can be grown in a small space and how many lovely blooms, like those being arranged by the girl in the picture on page 4, can be cut from a few plants. Or if you want masses of color in the garden the new Floribundas (see pages 15-17) will furnish it from late spring until frost stops their blooming. Try groups of bright-colored Floribundas against evergreens or shrubbery for a distinct improvement in the garden picture.

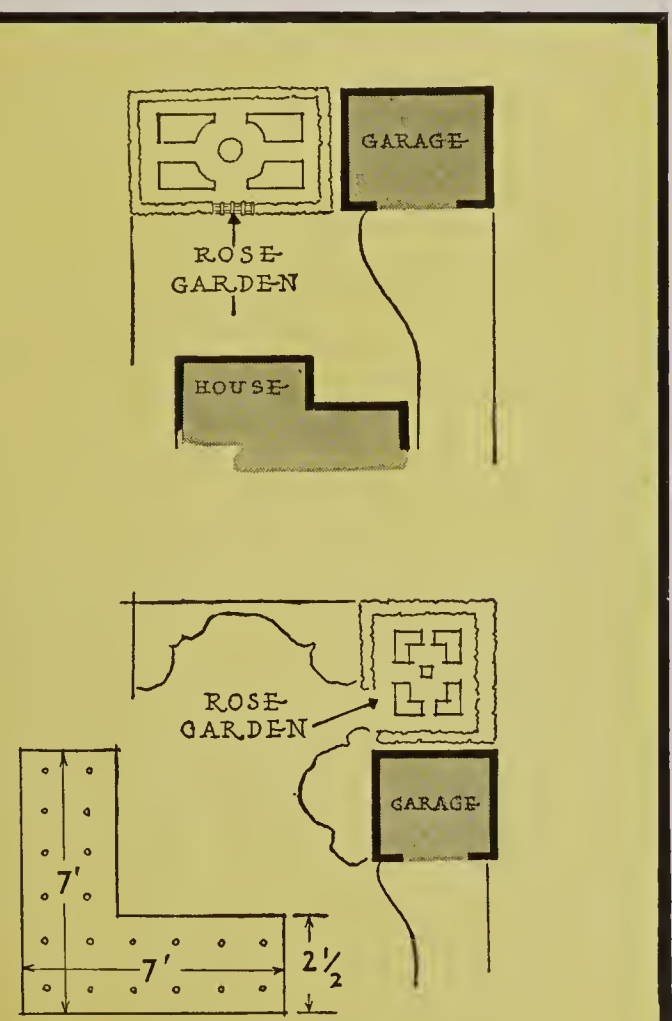


**22
ROSES**

*14 inches
apart*



SEE PAGES
15, 16, 17



Typical bed
20 ROSES

How to plant ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade-depth of soil and pile it on one side. This is "topsoil." Then remove a second spade-depth and pile it on the other side. This is "subsoil," to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading-fork. Refill the trench with the topsoil, mixing it with a liberal amount of old manure, then finish the bed with good garden soil.

When planting Roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots and refill the hole a little at a time, always packing the soil *hard* on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. When planting in the spring, prune the tops of the plants at about 4 to 5 inches above soil-level; *this is extremely important*. (See marginal sketch.) When planting in the fall, see "Wintering Roses" and sketch on opposite page.

Cultural Hints

WATERING. Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

FERTILIZERS. No fertilizer of any nature should be applied the first year of planting. Roots are not yet in condition to consume it, and it may do a great deal of harm to young fibrous roots which have to be formed after transplanting. Later a mixed or "complete" fertilizer, as sold under various trade-marks, and equivalent to 1 part nitrogen, 2 or 3 parts phosphoric acid, and 1 or 2 parts of potash, is preferable to any single one of these products. Apply very lightly (a teaspoonful per plant) but often, and water liberally after each application.

PRUNING everblooming climbers (Blaze, New Dawn, etc.) should not be done during the growing season because remontance (subsequent blooming) comes out of the first top eye under the previous cluster of blooms. Spent blooms may be pinched off but the flower-bearing stems must not be shortened or it will stop reblooming.



WRONG



RIGHT



A Hybrid Tea Rose pruned high in spring.



The result of high pruning. Bare legs—tall growth.



A Hybrid Tea Rose pruned low in spring.

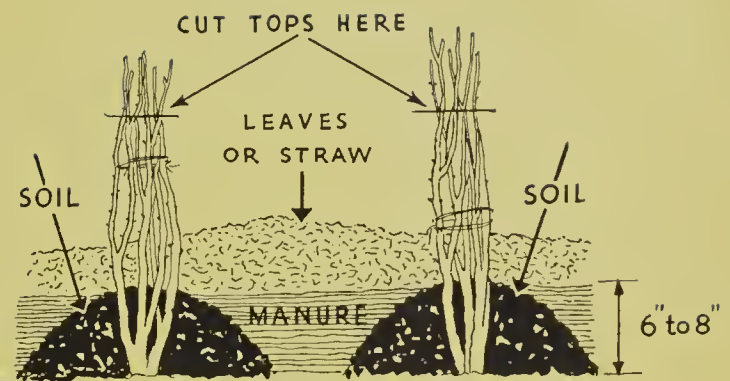


Result of close pruning. Low, compact—large flowers.

CULTIVATE frequently around Rose-plants. Do not allow the soil to bake and become hard at any time. Remember that roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting or spraying with accepted formulas would act as a preventative.

WINTERING ROSES. After the first good heavy frost, bundle the branches together, cut them back to about 18 to 20 inches, mound earth around the plants up to 6 to 8 inches, or higher if practical, spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt hay or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frosts is past. In California and the South, this type of winter protection is, of course, not necessary.



Hardy Climbers seldom need winter protection in most sections of the United States. However, where temperatures of 10° to 20° below zero are a common occurrence, Climbers winter well if taken down from their support and laid flat on the ground where they can be covered with earth or heavy straw.

A scene in our Display and Test-Gardens, photo June, 1938

An Invitation to visit our Display Gardens in Newark

We extend an invitation to everyone interested in New Roses to visit our extensive Test and Display Gardens at Newark, New York. Each year thousands of visitors come from every state in the Union. In our Test-Garden you will find thousands of seedlings (ours

as well as foreign), in process of testing, from which future disseminations will be selected. You are welcome, and we invite comments from amateurs. Newark, New York, is on Route 31, 30 miles east of Rochester.

LOOK FOR THIS LABEL

Jackson & Perkins' New Roses are patented for your protection. This label is your guarantee of the genuine.



JACKSON & PERKINS COMPANY

The World's Largest Rose Growers

NEWARK · NEW YORK STATE



*Climbing Rose
Summer Snow*