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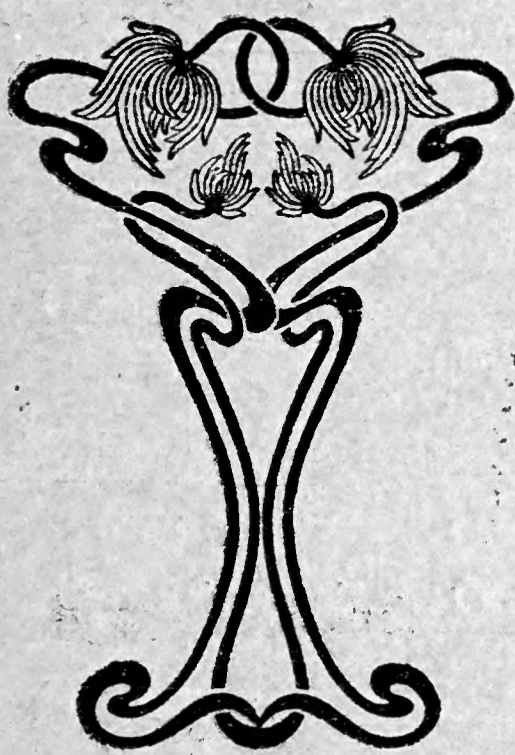
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U. S. Department of Agriculture

Fitchett

Dahlias



Fitchett Dahlia Gardens
JANESVILLE, WISCONSIN

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



Recent Awards in the Chicago Area

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

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

Blue Ribbon, new varieties, A Century of Progress, 1934

Blue Ribbon, Educational Display, Fall Flower Festival, 1935

Nine Blues, Silver Cup, International Horticultural Exposition, 1936

Eleven Blues and Medal, C. S. D. S. Show, 1937

Fourteen Blues and Medal, C. S. D. S. Show, 1938

Twelve Blues and North Shore Medal, C. S. D. S. Show, 1939

Watch Our Smoke!—1940



"Come Into the Garden" and see many of the European introductions imported this season, as well as the best collection of Miniature Dahlias in America.

MARCH—1940

Fitchett

Dahlias

*"Light of the sun for pardon,
Song of the birds for mirth—
I'm closer to God in a garden
Than anywhere else on earth."*

Fitchett Dahlia Gardens

Established 1900

J. T. FITCHETT, Proprietor

735-737 Milton Ave.

JANESVILLE,

WISCONSIN

Miniatures

Unusual interest in Miniature Dahlias is developing both in foreign countries and at home. This list will stand comparison with any issued in America.

Our Miniatures won the highest award at A Century of Progress, the International Horticultural Exposition and the recent C. S. D. S. show in Chicago.

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

Miniatures are furnished in strong field roots; postpaid. Fifty cents each; \$5.00 per dozen, except as noted.

MINIATURE CACTUS

Aberdeen—Bright geranium red. Rather too large to be a safe miniature.

Baby Royal—Salmon pink and apricot with gold shadings. An English gold medal winner.

Ballego's Miniature—(Holland) Real pink, edged white. Fern-leaved.

Carine—Deep tangerine orange, a self-color.

Chard Vanity—Spiky petals of bright rose pink. 75c.

Daybreak—Pale gold and amber.

Dick Felton—Rich amber, shaded orange, with yellow base.

Dubonnet—Deep ox-blood red.

Friars Craig—Flaming orange, slightly incurved. Free flowering with good stem and habit.

Glow of Dawn—Two tone radiant pink on wax yellow. \$1.50.

Golden California—Yellow shaded with amber and salmon. Roll of honor. 75c.

Leiden's Miniature—Salmon pink, aster-like flower. Low, branching, fern-leaved plant.

Little Dream—A small cactus, pale pink.

Little Pearl—One of the finest grown. Beautiful rose pink. Profuse.

Little Snow Queen—Small flowers on hard stems. A pretty and useful white cactus.

Nesthakchen—Creamy chamois suffused with soft lilac. 75c.

Rita—Orange scarlet cactus, perfect in shape.

Sanhican's Sweetheart—Buff yellow, suffused with salmon red at tips. Low plant; free blooming on good stems.

Snowsprite—Very outstanding pure white.

Starlett—Pure lemon; very small and attractive.

Surprise Brilliant—A Baby Royal in appearance, a charming orange in color.

INFORMAL DECORATIVE

Agalia—Orange fawn, overlaid salmon.

Ballego's Miniature—(English) Brilliant orange scarlet, fully double. An ideal bedding variety.

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

Elvic—Variable, scarlet, edged and tipped white. Low plant, free blooming.

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

Joan—Small, bright cerise rose. Early and constant bloomer. 75c.

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

Mrs. A. F. Dutton—Orange red, dark foliage.

Mrs. Isobel Coutts—Cream at base, suffusing to and heavily tipped with pearly pink. Extra fine stem.

Onah—A miniature Jane Cowl. Early and profuse.

Phoenix—Rich old gold, reverse of each floret crimson. 75c.

Princess Elizabeth—The cactus formed flowers are full and long lasting. Crimson scarlet.

FORMAL DECORATIVE

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

Baldre—Salmon rose. English gold medal winner.

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

Bright Lites—Pure canary yellow on a good stem.

Buckeye Baby—Golden buff. Early in season reverse and center tinged with red.

- Coralette**—Salmon, free, on a good stem. Almost a ball in form.
- Coral Beauty**—A formal violet rose on pale primrose ground; seedling of Fairy. A profuse bloomer, smaller than the parent and placed better on the stem. Originated by Mrs. Cortis Ray, Greensburg, Indiana, and priced by her at \$1.00. We have grown and recommend it.
- Corinna**—Perfectly formed canary yellow. A color rather scarce in minatures.
- DeSchenk White**—Reddish orange; low plant. New.
- Dolly**—A new seedling of Fairy from the Geneva Dahlia Gardens. Dark rosy magenta.
- Eclipse, Jr.**—Light orange, shading to deep orange at center.
- Evening Glow**—Old gold and apricot, tipped red.
- Fairy**—Soft rose pink, tinted lavender.
- Fedora**—Salmon cerise on yellow ground. Early.
- Freda**—Shining maroon, the darkest color in this type.
- Good Luck**—Pure rich orange red.
- Helly Boudewijn**—Medium sized pure white. An exceptionally fine variety of shell-like form. English gold medal winner. \$1.00.
- Irene**—Long stemmed peach pink.
- Little Jewel**—Beautiful peach blossom pink. A wonderful cut flower.
- Mary Lee**—Crimson American beauty; yellow at base.
- McKay's Purity**—Very good pure white formal. 75c.
- Memory**—(Holland) — Orange red, harmonizing well with other reds.
- Mona Adair**—Long stemmed, free blooming rose pink. Early.
- Mrs. Scrimgeour**—Bright orange suffused with apricot. 75c.
- Mt. Whitney Sunset**—The first miniature to make the Honor Roll. Amber and jasper red.
- Orchid Lady**—Bright violet rose.
- Peggy Wood**—A bi-color blending of Indian red and white.
- Poppy**—Yellow at center, changing to deep coral and rose tints.

Rapello—Velvety maroon, tipped gold. Filbert-shaped center is especially attractive if picked early.

Red Head—Scarlet orange; blooms facing up on good stems.

Red Sea—Sun proof vivid scarlet; pointed petals.

Rhoda—A most artistically formed little decorative. A glowing orange rose or shrimp pink.

Roeschen—Deep pink; uniformly double.

Seashell—Shell pink, white tip.

Sylvia—Free-flowering garnet red.

Teddy Bear—Small, blood red with yellow petaloids.

Vrijbouter—Very early, free, blood red.

Windermere—A wonderful new dwarf. Color, rose, suffused yellow and pink.

MINIATURE PEONY-FLOWERED

Amber Gem—Fine amber, semi double.

Apoldro—Turkish red, with prominent golden stamens.

Athlete—Indian red with orange shadings.

Baby Rose—Pure pink with a silvery glow.

Bishop of Llandaff—Crimson scarlet; dark bronzy foliage, finely cut.

Charissie—The largest flower of the group. Clear rich rosy pink.

Cheal's Pink—Small, lively self pink.

Congo Belge—Dark scarlet maroon. Dark foliage and stems. Winner of a medal at A Century of Progress.

Couldson—Bright scarlet and gold; tall; pointed petals. 75c.

Crimson Glow—Effective deep crimson.

Dawn—Warm bronzy buff with a rich scarlet base to each petal, forming a large disc. Long stems; very effective.

Fenna—Semi double, pretty scarlet.

Foxhound—Distinct and attractive. Cream with orange scarlet band around each petal.

Irma—A pretty rose pink.

Lady Aileen—Lively self pink, darker ring at center.

Lucky Star—Small neat flowers of a soft cardinal. Petals slightly incurved, rolled and pointed.

- Mabel Crossling**—May be described as a terra cotta Bishop of Llandaff, with same dark foliage.
- Marcella**—Deep glowing rose on yellow base.
- Marie**—Almost single. Small rosy lavender with a red halo.
- Martha Lehmann**—Almost single, small Oriental red with yellow shading. Early and profuse
- Nora Belle**—Orange red; yellow base; blue tints. Strong, free blooming bush.
- Northfield Priory**—Peony—Copper orange with yellow base.
- Our Annie**—Shrimp pink, yellow at base.
- Picture**—Dwarf plant. Soft rose, blended orange, buff center. Wonderful bedder or for bowl decorations. 75c.
- Pink Pearl**—Peony—Rose pink, golden center.
- Shirley's Orange**—Almost double in form, of a brilliant cinnamon.
- 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.
- Treasure**—Bright red, maroon base of petals.
- White Star**—Pure white with prominent yellow center.

SINGLE

- Gele Prinz**—Clear canary yellow.
- Ida**—Fern-leaved; red, yellow edge and tip.
- Miss Bep Vervooren**—Low, free-branching plant. A mass of dark maroon flowers.
- Mr. D. G. Vervooren**—Purplish maroon flowers freely produced on low-branching plants.
- Mrs. Wm. Clark**—An exquisite coloring, cerise red, suffused bronze, overlaid rose tint. Dwarf, compact, free flowering.
- Oranjevogel**—Brilliant orange.
- Schweiter's Baby**—Prime new cut flower miniature; begonia rose changing darker to the yellow little heart. Low plant, long stem.
- Shirley's Yellow**—A clear yellow; vigorous plant in bloom for a long time.
- Twinkle**—Orchid-flowered. Face of petals white. Edges roll forward to show the violet rose reverse.
- Valkenbusch**—Scarlet; dwarf.

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.

NEW COMERS

New importations from England and Holland, to be released for sale in the Fall. See them in the garden or at the shows. We *have* these—we *hope* for more to come across this Spring.

CACTUS

Celtic—Bright coppery rose; pointed petals.

Dora—Beautiful lilac; reflexed.

Doreen Crane—Light, clear orange; narrow petals. One of the best.

- Honeybird—Yellow center to bright orange.
 Little Citrine—Dainty soft yellow.
 Little Darling—Soft pink, yellow center.
 Little Jenny—Flesh, canary center.
 Little Sunbeam—Salmon orange, yellow center.
 Market Glory—Lilac rose; constant bloomer.
 Good for cutting.
 Market Jewel—Velvety red; free blooming.
 Minnie West—Cream and pink; fern leaved.
 Nagel's Bijou—Pale, salmon orange; small.
 Peaceful—Peach on gold. One of the best of the
 Baby Royal type.
 Robin—Small, erect crimson.
 Rosina—Profuse, large; rose on salmon.
 Waxwing—White, banded yellow.

INFORMAL DECORATIVE

- Hilda Hoad—Yellow center to pink. Small and
 very pretty.
 Jopies' Ideal—Small, clear pink, paler center.
 Kaffir—Deep maroon. Florets narrow, reflexed.
 Thelma—Free flowering; rose on yellow.
 Winifred—Brightest scarlet. Striking.

FORMAL DECORATIVE

- Albert Maumene—Carmine, white tip.
 Brentwood Bedder—Dwarf, bushy scarlet.
 Crusoe—Orange, flushed scarlet.
 Elsie Crelin—Salmon orange. Seeding of Glorious.
 Golden Rule—Best golden in charm class.
 Goldrose—Carmine rose. Helly Boudewijn type.
 Gordon King—Bright scarlet; compact flower.
 Herlinde—Soft salmon rose; extra good.
 Little King—Crimson, shaded scarlet.
 Molly Plowman—Clear pink; compact. One of
 the prettiest.
 Odin—Rich salmon pink; tall.
 Park Beauty—Bright salmon orange.
 Peter—Yellow, tipped red.
 Selbourne—Small, fiery scarlet, yellow disc.
 Spirit—Orange red, white tip.
 Torquay Gem—Deep red. Bronze foliage; com-
 pact.
 Wasp—Deep yellow.

PEONY FLOWERED

- Caldicote Castle**—Crimson scarlet; bronze foliage.
Cocktail—Sulphur; lilac reverse.
Hilda—Shrimp pink on yellow.
Memory—(English)—Yellow, blending to lavender tip.
Mondain—Pale heliotrope; wine red reverse.
Morning Glow—Orange scarlet, yellow disc.
Paisley Gem—Light vivid scarlet.
Rosemary Paton—Early, small, dwarf; pink and gold.
Sylvia Burns—Yellow base, rosy red tip.
Trocadero—Copper; mauve reverse.

SINGLE

- Invite**—Sport of Volkskanzler. Chamois with a clear red disc.
Shirley White—Best white single.

COLLARETTE

- Lady Daresbury**—Small, dazzling scarlet; collar straw.
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Pompons

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

- Achilles**—Flesh, tipped darker pink.
Aimee—Tiny bronze flowers on long erect stems.
All Bright—Gold, heavily tipped and toned with red.
Amber Queen—Amber, suffused with apricot.
Betty Anne—Soft rose pink, inclined to violet rose. Small, vigorous, prize winner. 50c.
Bernice—Soft salmon; rather large but perfect.
Bo Peep—Light purple.
Calendula—Orange with red tip.
Clara Harsh—Yellow, tipped crimson.
Dark Eye—White ground, lavender tip and darker center.
Dewdrop—White, lightly tipped lavender.
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.

- Golden Queen—Rich yellow.
- 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.
- Iris—White, with very light pink tip.
- 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 reddish orange.
- Johnny—Very small, deep red.
- 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 Kohner—Tan, with red stripes.
- Minnie Mells—Pinkish white with lavender tip.
- Nerissa—Clear orchid pink. 50c
- Rachel—Rose purple.
- Reinlachs—Pale lavender pink, shading much darker at tips and center. Long stems and a good bloomer. (Imported under this name which is incorrect.) 50c.
- Rosa Wilnoth—A fine rose pink on ideal stems.
- Rose Gray—A new lavender. 50c.
- Senneria—Very small; vivid red.
- Sherry—New petunia purple, similar in color to Jean Trimbee. 50c.
- Sunset—Orange, darker tip.
- Taka's Purple—Small cerise purple.
- Tom Thumb—Very small Rich garnet red.
- Vivid—Bright scarlet.
- Winifred—White tipped lavender.

Price—All Pompoms, 25c.

Standard LARGE Varieties

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.

America's Sweetheart—Large, attractive lemon yellow. 75c.

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.

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. \$1.00.

Arthur Simmonds—Light orange, with reddish shadings. Large flower, both wide and deep, on a dwarf plant. \$1.00.

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. \$1.00.

Chas. Sneider—Rich carmine red, yellow shading at base of petals. Early, free and constant bloomer. Good keeper. 75c.

Cherokee Brave—Glowing dark carmine of artistic form. Originating in the South, it does not burn or fade, and has made a good record wherever shown. \$2.00.

City of Trenton—An attractive bronze red.

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

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

Daughter of Venus—Tall, free-blooming rose orchid. 75c.

Discovery—Large, deep rosy magenta, reddish garnet center. \$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. 75c.

- 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. 75c
- Emessee**—(Roberts)—A very large salmon buff that is very vigorous. A seedling of La Reina. \$3.00.
- 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. \$1.00.
- 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.
- Hunt's Velvet Wonder** — Rich violet burgundy blooms carried rigidly erect on good stems. \$1.00.
- Incandescent**—Autumn shaded rose. "Pink Jane Cowl" \$1.00.
- Jane Cowl**—Next to Jersey's Beauty, probably the most popular dahlia grown. Color, bronzy buff and old gold, blending to a darker center.
- La Fiesta**—Butter yellow, pencilled with red. Huge flowers freely produced on large, free-branching plants.
- 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.
- Lord Lambourne**—"A sunset harmony of pink and gold"—and some size. \$1.00.
- Mabel Elizabeth**—Large, very free blooming white from California. \$1.00.
- Man o' War**—Ox-blood red. Blooms with the earliest and continues up to frost. Flowers erect, stems long, foliage dark. 75c.
- Margaret Woodrow Wilson**—A large blossom with good stem. Cream white with phlox purple reverse.
- Margrace**—Bright cardinal with a tan reverse. Petals curl and twist to show the back. Excellent stems. \$1.00.
- Maryland Glory**—An early and satisfactory bloomer. Tyrian rose, shaded crimson carmine.

- Masterpiece**—The ray petals opening first give the impression of a trumpet narcissus bloom. Tan and old gold.
- Mastodon**—A lovely apricot. Florets are very long, narrow and twisted.
- Miss E. Davies**—Cream yellow, suffused with soft rose pink. Flowers well placed on exceptionally long erect stems.
- 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.
- Mrs. Geo. LeBoutilier**—Deep crimson red held on good stiff stems. Free branching robust bush. 75c.
- Murphy's Masterpiece**—The standard big red for exhibition. Deep crimson red. \$1.00.
- 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.
- Nature's Masterpiece**—A beautiful blending of old rose, cinnamon and bronze, suffused with mulberry. Large flowers and good stems. \$1.00.
- Orchid Queen**—Orchid pink blooms held well above the foliage. \$1.00.
- Poesie Moravie**—White, delicately overlaid with lavender. 75c.
- Pride of Austinburg**—Grenadine pink and light yellow; center and reverse light purple. A profuse bloomer. 75c.
- 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.
- Ruby Taylor**—Crimson carmine that holds well in sunshine. Plant thrifty and foliage good.
- 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.
- Syncopation**—Buff yellow, center of each petal a deep cherry red. 75c.

The Fireman—Blooms are large, stems good. Color is a very flashy shade of scarlet, lightly touched with gold. \$1.00.

White Abundance—Creamy white imposing flowers. Has won a lot of prizes in foreign shows. 75c.

White Wonder—One of the largest white dahlias in the informal class. Petals are long and wavy. Plant is spreading, vigorous and insect-resistant.

PRICE—Fifty cents each, except as noted.

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.)

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

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

Blue River—A giant flower of French violet blue. \$1.00.

Buckeye Bride—Good shaped geranium pink, held well above the leathery foliage. 75c.

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

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.

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

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. 75c.

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

- Chatauqua Salute**—Pure white and a prolific bloomer. 75c.
- Cossack**—Deep cardinal, medium sized flower which holds its form and color. 75c.
- Croyden Glory**—Bright lemon yellow. Blooms are always full and very deep. \$1.00.
- D'arcy Sainsbury**—Full flowers with slightly twisted petals. One of the best creamy whites in commerce today. \$2.00.
- D. B. Crane**—Very large crimson scarlet, tinted with orange. \$1.00.
- D. M. Moore** deep crimson maroon, with almost black center. Early.
- Dr. John Carman**—Light, brilliant, American Beauty rose color. An attractive flower. Partial shade will soften and enhance the color.
- Enid Crane**—Flowers of great size and depth on a strong healthy plant. Color, deep yellow. \$1.00.
- Frank Serpa**—Very large amaranth pink on a white base. \$1.00.
- Frazier**—Oriental red, shading to yellow at base and tips. 75c.
- Geneva Beauty**—A beautiful dahlia of nopal red with a darker center. Early bloomer and a good keeper. \$1.00.
- 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. 75c.
- Honor Bright**—Peach red to light jasper red. Late in season may come a deep orange. 75c.
- Ida Perkins**—A pure, clear white on a good stem.
- Indiana Moon**—Flesh ocher, flushed pink, salmon and gold.
- Jersey's Beacon**—Large globular shaped flowers; Chinese scarlet, with a paler reverse.
- 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.
- Judge Marean**—Orange yellow, red and gold—different colors predominating as the flowers develop. A free bloomer on good stems.

- Kentucky**—A sport of Jersey's Beauty with all its good qualities. Light salmon pink. 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.
- Landesbauernfuhrer Dr. Wagner**—Primrose to cream. \$1.00.
- Lois Walcher**—Bicolor, deep amaranth to pansy purple, outer one-third of each petal clear white, with practically no variation or blending. Has the unprecedented record of winning six achievement medals \$2.50.
- Mrs. A. T. Bunyard**—Deep rich yellow with no shading. A really good dahlia. 75c.
- 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.
- Nannie Sine**—Soft cameo pink. Free blooming. One of the most attractive of the larger flowered varieties in our garden.
- Nathan Hale**—Bronze, good stem, free bloomer.
- Oakleigh Monarch**—Blooms very large, deep crimson in color. Seen in all the big shows. 75c.
- Porthos**—Large, flat, short-petaled cardinal red. Tends to show a green center early in season, but later comes very good.
- Queen City**—Very attractive scarlet pink, introduced by Golden Rule. Much claimed for it as a cut flower. 75c.
- Rose Fallon**—One of the world's best dahlias. Large, old gold. By selection we have developed a strain of uniformly tall plants
- Roxbury Ideal**—Sturdy plant. Massive, mauve pink blossoms. \$1.00.
- Supreme Beauty**—Well named. Somewhat lighter than Jersey's Beauty, with a higher center. Good stem and an exceptionally long-keeping flower. 75c.
- Tacoma's Beauty**—Type of Jersey's Beauty but better habits and roots. Deep salmon blended with strawberry pink, shading to gold at base
- Thomas A. Edison**—Very dark purplish red. Robust grower, with dark leathery foliage. The unusual color is outstanding

PRICE—Fifty cents each, except as noted.

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. 50c.

Andre Csizik—Medium size lilac with unusually long strong stems. \$1.00.

Baerne—Early, deep rose red. 75c.

Ballego's Surprise—A deep centered white that has won many awards in Europe as well as America. \$1.00.

Challenger—Rich cardinal red and white. The outstanding feature is the extremely long narrow petaloids. \$1.00.

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

Fanny Sandt—Intense tyrian pink showing well under artificial light. Insect resistant foliage. 50c.

Farcott—Aster purple, with a majority of the petals tipped white. A profuse bloomer with flowers well above the foliage. Good keeper. 50c.

Jean Trimbee—A Canadian introduction which has made good in this country. Flowers are large and of a rich petunia violet color. 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. 50c.

Karl Bonawitz—A tall branching plant producing flowers on good stems. Artistic flowers of brilliant velvety carmine. 50c.

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. 50c.

- New Glory**—S. C.—Large, incurving petals, dark red tipped white. 50c.
- Oriental Beauty**—Clear, bright violet rose. Strong rugged bushes. 50c.
- R. P. Rutherford**—Golden orange, flushed, veined and deepening to red. Bluntly pointed petals; dwarf plant. 75c.
- 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. 50c.

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.

- Better Times**—A large lilac rose, narrow petals. \$1.00.
- Cometeer**—Bright golden buff straight cactus. Early and continuous bloomer. \$1.50.
- 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. 75c.
- Farbenwunder**—Deep orange, tipped with white. 75c.
- Fiery Dawn**—Claimed to be one of the best of the recent introductions. Scarlet, incurved and interlacing. \$1.00.
- Floradora**—Dark blood red. An old variety that has outlived many that have been brought out as "better." 25c.
- 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. 50c.
- Leiden's Elegance**—Medium size light cardinal. Long erect stems. 75c.
- Lemonia**—A brilliant clear lemon yellow that is very striking. 75c.

- Miss Antwerp**—Clear rose, suffused with yellow. A good sized flower on a tall rigid stem. \$1.00.
- Miss Belgium**—Bright orange; medium size. 75c.
- Mrs. Richard Twyford** —Brilliant scarlet with yellow disc at base of petals. \$1.00.
- Nagel's Canary**—A fine deep canary yellow European variety. 75c.
- Petunia**—Petunia lilac; vigorous plant with sturdy stems. For three years winner as best British cactus. \$1.00.
- Rene Cayeux**—Bright geranium red. A French variety which is a dependable bloomer with a good stem. 25c.
- Wepezo**—Bright geranium red, freely produced on good stems. 75c.
- Wolfgang von Goethe**—Golden Bronze, shaded orange scarlet. 50c.

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.

- Miss Ohio**—Lilac suffused deep rose. Very prolific. \$1.00.
- Mrs. Herbert O'Connor**—True deep rose pink. A strong grower. \$1.00.
- Pluie d'or**—Shower of Gold—Gold and amber incurved very freely produced on a medium plant. Good exhibition variety. \$1.00.
- Peach Blossom**—A colossal peach pink English cactus; under field conditions too big for the stem. The wonderful flowers consist of long tubular petals which incurve and interlace. \$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. 75c.
- Son of Satan**—An immense incurved flame red with excellent stem. \$1.00.

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 rosy crimson. 50c.

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

Dandy—Scarlet crimson. 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.

P. F. Yellow—Heavy texture; clear canary yellow. 50c.

Prairie Fire—Orange scarlet. 25c.

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

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

The Central States Dahlia Society is a live bunch Membership \$1.00 per year, including "The Dahlia".

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.

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.

Bonnie Blue—Blue (?)

Carolyn—Neyron rose, mauve shading.

Draude—Dark crimson red.

Elsie Burgess—White, heavily tipped lavender.

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

Helen Hollis—Perfectly formed. Bright scarlet.

Jayseedee—Soft reddish violet, striped and speckled red. 75c.

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

Lucy Fawcett—Pale buff, striped lavender rose.

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

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

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

Orchid Ball—Tall, distinct orchid.

Pink Ball—Large tall pink; profuse bloomer.

Princess Aline—Deep pink.

Princess Victoria—Small, canary.

Queen Marie—Coral pink.

Tillamook—Flesh pink and white.

Vivian—White, tipped violet.

Yo Yo—Yellow and cherry red.

Price—Fifty cents each, except as noted.

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.

Goudbondt—Orange; golden margin and collar.

Marley—Old rose and canary yellow.

Maurice Rivoire—Deep red; collar white.

Mt. Lassen—Bright red; yellow collar.

Preakness—Large, pure white with white collar.
75c.

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

SWEDISH DAHLIAS

Weibull's Wita—Ball type, medium size, faint cream.

Hebos Kung—F. D.—Clear glistening yellow; medium size.

Weibull's Sven—S. C.—Clear light lavender pink. A good cut flower very freely produced.

Oscar Hebo—F. D.—Tall white, with red at base and edge of petals. Very long stems, upright.

Weibullsholme—F. D.—Medium, light red.

Widar Weibull—I. C.—Large, free blooming, striking canary yellow; often with an open center.

—————F. D.—Early, dark maroon.

PRICE—75c each; any three for \$2 00.

JAPANESE DAHLIAS

Some of the finest cactus dahlias of recent years have originated in Japan.

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. \$2.00.

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

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

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

Yowu 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.

PRICE—\$1.00 each, except as noted.

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.

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.

Delivered anywhere on receipt of price.

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.

Croix du Sud—(Southern Cross)—Large; blood red petals with gold center. 75c.

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.

Purity—Long stemmed, tall, single white.

St. George.—Clear primrose yellow.

White Century—Large, pure white. Singles, 25c.

Our dahlias are grown in territory free from the corn borer.

Recent Importations

of larger varieties from England and Holland. They may be ordered for delivery in Spring of 1941. See them in the garden or at the shows this Fall.

CACTUS

- Beaute**—Large, long stemmed, free flowering. "No yellow better than this," says the originator.
- Cherry Agar**—Pure yellow at center, softly suffused and tinged with carmine pink.
- Cherry Cheeks**—A true cactus with incurving petals. Yellow at center, suffusing to salmon shades, extreme tips white.
- Consul - Generaal Quist**—Soft shell pink, darker center. One of the best of the new Hollanders.
- Crofton Black**—Lemon at base, flushed and veined with orange, overlaid with rosy tints.
- Enkart's Prima**—Soft salmon rose, turning toward center into primrose.
- Julius C. Bunge**—Pure bright pink without any lilac. Very attractive.
- Lady Alice**—Stredwick's masterpiece in the cactus type. Very narrow petals. Canary at center, shading to pale lemon tips.
- Lilac Queen**—Florets straight, narrow and exceptionally long. A clear lilac of loveliest color.
- Madame Albert Lebrun**—Warm coppery orange, suffused at tips of curled petals with a clear purplish pink. Certificate winner in France. "A typical French dahlia of very high merit, which will win all hearts and create a sensation."
- Mascotte**—Rose, tinted cerise, lighter tips. Many foreign awards.
- Mevrouw Slothouwer**—Suggestive of the fragility of precious china, color being a soft old rose.

Mrs. Chandler—Yellow at center suffusing to deep rose pink. Florets narrow and incurved.

Sergeant—A giant with long straight petals. Crimson scarlet with a distinct rosy tinge.

Thistledown—Medium size pure white. Always full centered.

Verbena—Flaming orange with yellow disc. Free blooming.

INFORMAL DECORATIVE

Adolph Mayer—Large, very dark velvety maroon, black sheen.

Earl Baldwin—The enormous flowers are of a beautiful formation with florets twisting and curling. Ground color flame, but almost covered by lilac rose and purplish tints which all blend together.

Freida George—Cream at base, gradually changing to sunset and coral tips.

Iris Ransome—Deep clear primrose. Broad petals with twisted tips.

Prinz von Holland—The purest bright orange yet seen in a dahlia.

FORMAL DECORATIVE

C. E. Mastick—Huge golden bronze, suffused red.

Daybreak—Large, lemon overlaid with orange scarlet.

Dulcie Black—Glowing salmon pink. Petals broad and deep.

Hugh Redwood—One of the largest flowers, deep and massive. Crimson.

Phyllis Knight—Salmon and rose pink. Of great size and charming color.

Richard Klimpt—Bright scarlet seedling of Murphy's Masterpiece.

A Few Suggestions as to Culture

BY J. T. FITCHETT

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.

The Last Word on Dahlias

Published by Country Life Press

MODERN DAHLIAS

By J. LOUIS ROBERTS

Edited by Leonard Barron

A manual for the home gardener written by a man who has had experience. Eighteen interesting chapters. Illustrated. Postpaid \$2.00. You may add a copy to your dahlia order or send for the book alone.

SOMETHING NEW

DAHLIA KNIVES—Hand forged, strong, combination knife and saw, 75c each. Made by P. J. WALLACE, 232 N. Pearl St., Janesville, Wis.

(We use and recommend them.)

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. Lautenslager & Son, Distributors

1208 W. 97th Place

Chicago, Ill.

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



We use and
recommend
Vigoro

