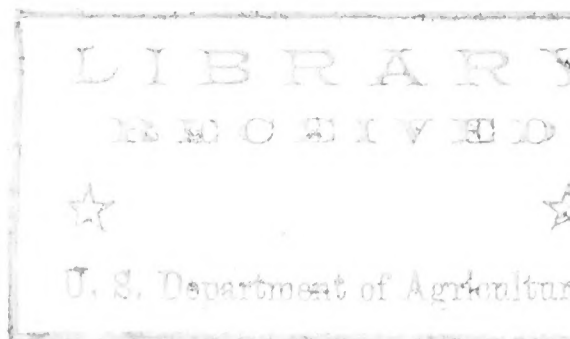


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An Advance Listing of

NEW

Carnations

AND STANDARD VARIETIES
FOR 1939-40 SEASON

33 LEADING COMMERCIAL VARIETIES

Offered by

SIM CARNATION CO., Inc.

SAUGUS, MASSACHUSETTS

Dark Pink Maytime

A very welcome addition to the list of outstanding new varieties. It is the color most urgently needed at present. A lovely cerise sport of Maytime. The color is practically the same as that of Boston Ward. The blooms are larger than are those of Maytime, but they maintain the same attractive form as the flowers of the parent plant. There is less splitting than is usual with Maytime. Other characteristics are the same as those of Maytime. It is a very heavy producer of fine blooms, an unsurpassed keeper and shipper with long, straight stems on fine, vigorous, rapid-growing plants.

White Maytime

Another real money-making variety. A pure white sport of Maytime. The flowers have the same form as do those of Maytime, but are a trifle larger. The color is uniform throughout the season. It is a truly beautiful flower. Has the same characteristics as the parent plant.

Maytime, over a four year period, during which detailed and accurate records have been kept, has produced better than 40 blooms per square foot of bench. It comes into flower early, and it blooms steadily throughout the season. There is no cropping. Maytime remains in fine condition in the spring long after most varieties have started to go to pieces. It is definitely the most profitable variety we have grown in the past decade. The two sports listed above have all of the desirable qualities of Maytime.

Each of these varieties

\$15.00 per 100

\$125.00 per 1000

IMPORTANT

Our stock of Dark Pink Maytime and White Maytime is limited. Originally we intended to disseminate them during 1939-40, but advance orders indicated that the demand would greatly exceed 100,000 cuttings of each. We are unable to supply such a quantity this season. However, we are able to sell several thousand cuttings, and we are anxious to introduce these two outstanding varieties. They will not be advertised in our catalogue, which will be printed in November, nor in the trade papers. We will accept all orders received *prior to November 1, 1939*. Positively no orders for these two varieties will be accepted after that date. We are giving you an opportunity to secure plants of these fine varieties in advance of their general dissemination. Orders will be limited to 250 cuttings of each variety to any one purchaser. There are no restrictions of any kind. Get your orders in early. We are already sold out for December and a part of January. Orders will be filled in rotation.

SNOW WHITE

One of the finest white carnations ever introduced. It is not to be confused with any other variety having the same or a similar name. This is the first time that SNOW WHITE has ever been offered for sale.

It is a very large flower, measuring over four inches in diameter. The flowers are symmetrical in form and have high, full centers. In spite of its size, SNOW WHITE is a heavy producer, and will average over 30 blooms per square foot of bench. These flowers are fine keepers, and will bring premium prices. Although the flowers are very full, there is very little splitting. There is no discoloration of the petals at any time. It is a pleasure to grow the variety, for the plants are large, bushy and vigorous and break by themselves almost without topping. Stems are strong and the foliage is broad. It is an easy variety to propagate. There is no grassy growth and no trace whatever of disease in the variety.

We have a large stock of this variety, but our advance orders have been heavy. To avoid disappointment, we urge you to place your order early.

BERKSHIRE HILLS (SALMON PINK PATRICIAN)

This is a beautiful salmon pink sport of Patrician which is destined to become the leader in its color class. The flower has the same form and size as Patrician. The color is a light salmon pink. The variety does not split as much as Patrician. The flowers are splendid keepers. The plants are remarkable growers. They are vigorous, clean, large and bushy. The stems are long and strong. Production is high.

PHARAOH

We introduced this variety last season, but we could not begin to meet the tremendous demand for it. This is the most beautiful novelty carnation available. The petals are a delicate shade of orange, and each petal is tipped with bright red. There are no pencilings. The blooms measure over four inches in diameter, the petals are fringed and the flowers are full. It is a heavy producer. The plants are similar in growth to those of Snow White, being very large and bushy. They, too, branch freely almost without topping. Stems are stiff and straight. The calyx never splits. It is an exceptionally fine keeper. Premium prices can always be secured.

All of the above varieties

\$15.00 per 100

\$125.00 per 1000

DARK PINK VIRGINIA

This is our own medium pink sport of Virginia. It is identical to Virginia in every respect except color, which is a lovely rose pink, similar to Pink Treasure and York Beauty. If Virginia has done well with you, you should not fail to plant DARK PINK VIRGINIA. You will find the color far more pleasing and popular than that of Virginia.

\$12.50 per 100

\$100.00 per 1000

RUTH HENGSTENBERG

A new light pink seedling similar in color to Virginia. The blooms are larger and fuller than those of Virginia, and the plants are larger and more productive. The stems are long and of good substance. The flowers are fine keepers, and there is very little splitting.

\$12.50 per 100

\$100.00 per 1000

OTHER VARIETIES

PARAGON, deep pink	\$8.00 per 100	\$70.00 per 1000
NEW DEAL WARD, dark pink	6.00	50.00
DICHLING, lively cerise	7.00	60.00
PETER FISHER, medium pink.....	7.00	60.00
MAYTIME best light pink	8.00	70.00
VIRGINIA, shell pink	7.00	60.00
GIANT LADDIE, salmon pink	10.00	90.00
ELEANOR, light salmon pink	7.00	60.00
SPECTRUM SUPREME, scarlet	6.00	50.00
BARBARA FARR, new scarlet	8.00	70.00
PURITAN, fine white	7.00	60.00
PATRICIAN, large white	6.00	50.00
OLIVETTE, new white	12.50	100.00
PURITY, fine English white	7.00	60.00
MAINE SUNSHINE, best yellow	7.00	60.00
GOLDEN WONDER, yellow variegated	7.00	60.00
JOHNSON'S CRIMSON, crimson	6.00	50.00
WOBURN, best crimson	7.00	60.00
PELARGONIUM, orchid variegated	12.50	100.00
BARBARA BRIGHAM, orange variegated	7.00	60.00
DIMITY, white with claret	7.00	60.00
DELICACY, white variegated	7.00	60.00
*KING CARDINAL, best scarlet	12.00	100.00
*ROSALIE, deep pink	20.00	150.00
*PINK TREASURE, medium pink	20.00	150.00
*YELLOW GOLD, clear yellow	20.00	150.00

**Patented by Baur-Steinkamp & Co.*

250 of one variety at the 1000 rate

5% discount for cash with order

Japanese Beetle certificates furnished upon request.