

Historic, archived document

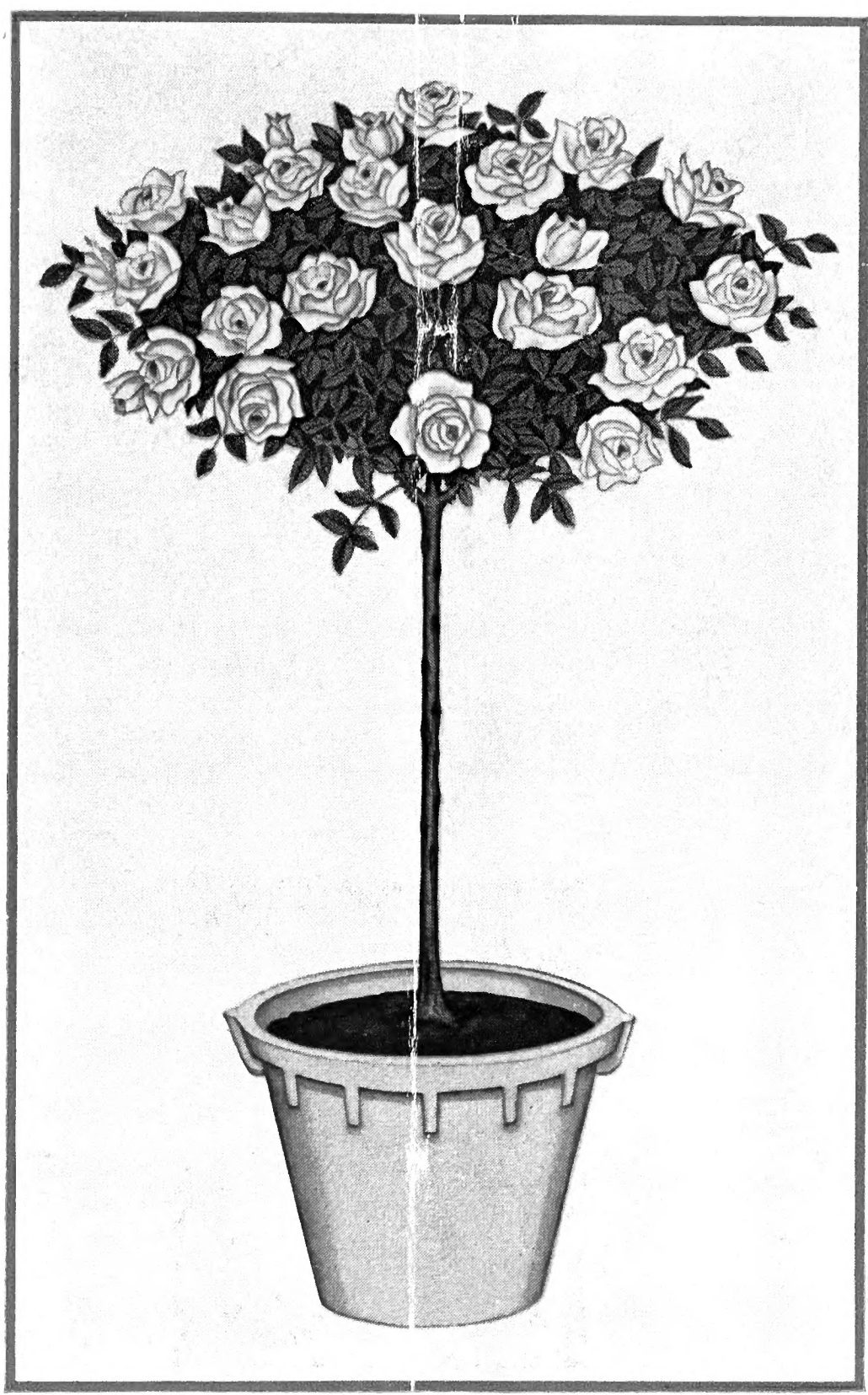
Do not assume content reflects current scientific knowledge, policies, or practices.



62.09

c/1939/40

LIBRARY
RECEIVED
★ APR 29 1940 ★
U. S. Department of Agriculture



Telephone
San Fernando 1811

ARTHUR E. SNOW

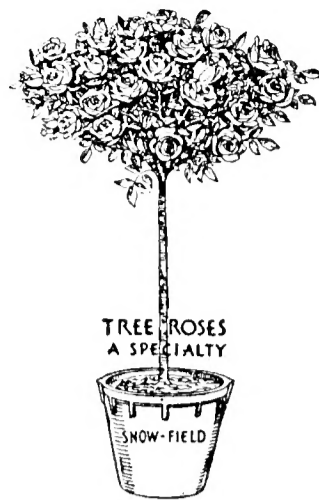
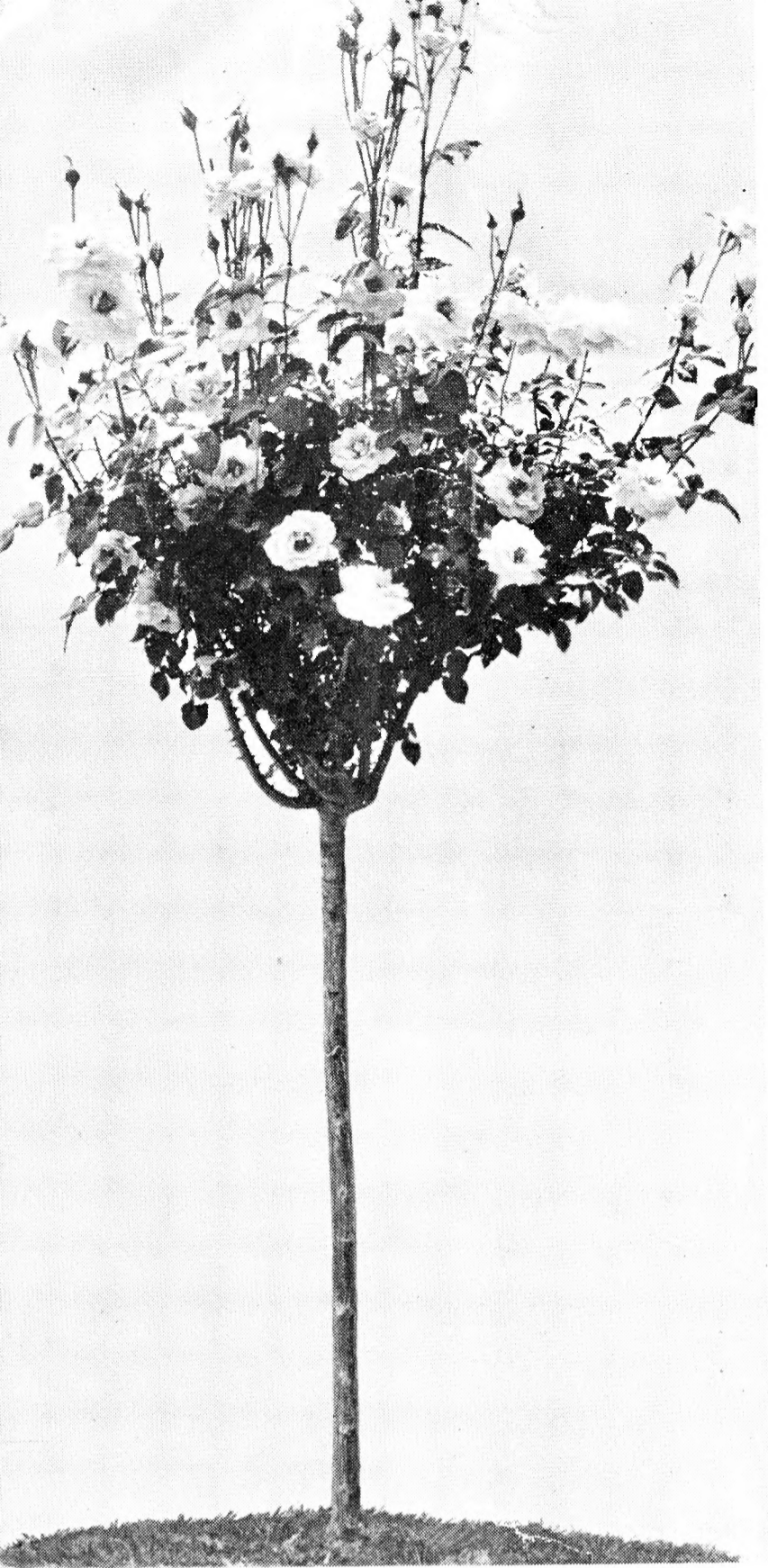
GROWER OF
"SNOW-FIELD" ROSES

Specializing in

Tree Roses

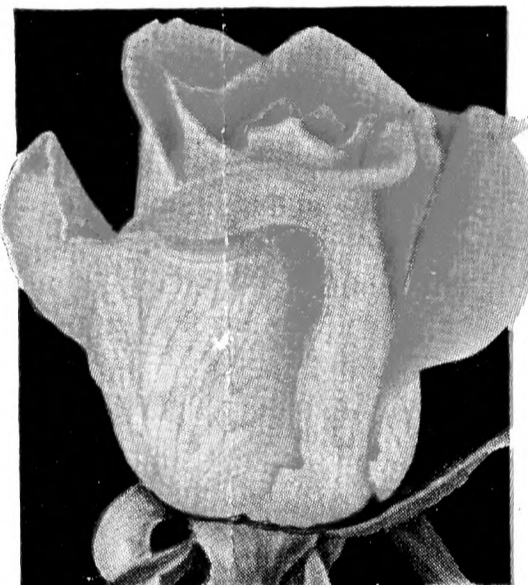
NURSERY: 16850 Nordhoff St., San Fernando, California

ILLUSTRATED CATALOG



TALISMAN

A bud of this beautiful tree rose is shown below in all its colorful glory. Its leaves are a bright grass green. The magnificent shape and habit is pictured at the left. We know this rose will delight the heart of all those who plant it. Excellent as a cut flower and the price is only.....**\$2.00**



A small home planting of "Snow-field" Tree Roses set out February, 1937.
Seventeen months out of the nursery row.



Advantages You'll Appreciate in Tree Roses—

Decidedly ornamental and attractive. Buds and flowers close to perfection. Long stems and vigorous foliage. Cannot be replaced for formal lining of walks and drives. Adds a stately aspect in the center of any rose garden. Unsurpassed as single specimens on lawns or parkways. Easy to care for. Easy to work around.

Tree Rose Culture

Soil Conditions—

Tree Roses thrive in many classes of soil, from sandy loam to adobe. The rule is: a light soil needs additional bulk for moisture retention, such as barn-yard manure, or still better, well rotted cow manure mixed with a little heavy soil, placed in the bottom of the hole before planting. In heavy soils this same treatment will give drainage, a very necessary requisite to a rose plant. Four or five inches of pebbles beneath the manure will give additional drainage in cases of extremely heavy soil types.

Planting—

Prepare a hole 16 inches in diameter by 18 inches in depth. In the bottom scatter a large handful of powdered bonemeal, topping this with 6 inches of well rotted manure and pack well. Place a shovel or two full of good top soil over this, shaping the soil to a slightly higher point in the center. Spread the roots evenly over this at a 45 degree slope. Now fill the hole with top soil to within 3 or 4 inches of the ground level, and by grasping the stem, lift the plant as you continue to fill in the remainder of the hole. The lifting will cease when the plant is in a position where the original nursery soil mark is one inch below the surrounding leveled ground surface. (This mark is distinguished by the point on the stem where the dark area and the green wood join.) Now tamp in the planting quite firmly. Construct a basin about the plant about two and a half feet in diameter, and fill with water immediately. After this soaks away, fill again, or until you believe it has penetrated at least 2 feet. When the surface has dried sufficiently cultivate lightly and fill the basin again. (Probably at an interval of 3 or 4 days.)

When the buds break and form a few leaves, the tree should be fed. Fill the basin with well rotted manure and cover with an inch or so of soil. Always keep the soil in a moist condition with frequent waterings, depending on the type of soil and weather conditions.

The most satisfactory way to stake the plant is to tie it secure to the stake before planting. At any rate, see that the stake is always on the south side of the plant. This is an excellent way to prevent sun-burn on the stem.

Pruning—

Begin by removing any soft, weak or dead wood, leaving only strong, ripe shoots. Leave three to six eyes to each shoot, always cutting to an eye pointing outward. This will give your tree form. As a general rule keep the tree in a symmetrical shape. Long shoots should be allowed to bloom and then cut back to the limits of the original shape.

Any growth appearing from the roots or stem should be immediately removed, as they are suckers and will sap the vitality of the head. The buds are usually two in number, placed at the top of the stem. Do not mistake these for suckers. With moderate winter pruning your tree should continue to thrive for years.

Diseases and Insects

Every living thing has its enemies. Rose troubles are very easily controlled with a little watchful care.

Powdery Mildew—

A fungus disease, seen as a white powder on leaves and buds, can be controlled by starting in early Spring with a spray of Fungasol as directed.

Red Rust—

Fungus disease appearing in summer and fall on under side of older leaves. Spray with Fungasol as directed.

Roseaphis—

A green, sometimes brownish insect, appearing on new growth and young buds. Control—Spray with Black Leaf 40 as directed.

Rose Thrip—

A grayish, almost minute insect appearing in buds and flowers, also in folds of new tender leaves. Very destructive. Spray until control is reached with Black Leaf 40 as directed.

Fungus diseases are much easier to prevent than to cure. Use Fungasol or Fungtrogen in early spring and thereafter at the first sign of fungus.

Prices

In quoting the following prices we want our customers to know that the stock you receive from us will be of the very choicest, strictly number ones, with large, well balanced heads, heavy stems, and strong, fibrous root systems. We believe that there will be few Tree Roses offered this season that will equal "Snow-Field" Tree Roses.

We offer Tree Roses of two heights, specified as Tall (3 feet, 4 inches from ground level to head) and as Short (2 feet, 6 inches from ground to head). Prices except as otherwise stated are as follows:

TALL—\$2.00 each; \$18.00 for 10.

SHORT—\$1.75 each; \$15.00 for 10.

Add 3 per cent tax to all California purchases.

Orders of \$10 or more delivered free in the Los Angeles Metropolitan Area. Other orders F.O.B. our nursery, shipped express collect. Prices subject to change without notice.

SEE YOUR STOCK BEFORE YOU BUY

HOW TO REACH OUR NURSERY FROM LOS ANGELES AND VICINITY

Go out Ventura Boulevard to Sepulveda Boulevard, turn right two blocks beyond Sepulveda township to Nordhoff Street, thence west two miles to nursery.

WE ARE OPEN EVERY DAY, INCLUDING SUNDAY. Make arrangements by mail for appointments after March first.

Red

- E. G. HILL**.....The American Gold Medal Rose. Glowing crimson-red, with dark shading. Flowers are large and full, carried on erect strong stems. Free flowering and sweetly scented. Beautiful in spring and autumn.
- ESSENCE**.....Deep velvety crimson; long buds, medium sized flower. Strong bushy growth. Fragrant. Fine as a tree rose.
- GEN. McARTHUR**.....Still a favorite red. Crimson, good size and well formed. Ideal growth and habit. Very free and hardy. Recommended.
- GRENOBLE**.....Vigorous and erect growth. Foliage dark green, disease proof. Bud long; color dazzling scarlet; flower large, full, perfect form, sweetly perfumed. Certificate of Merit, National Horticultural Society, France.
- HADLEY**.....Bright red. Well formed, medium sized flower. Vigorous branching habit. Highly perfumed. A very desirable red.
- HOOSIER BEAUTY**.....Scarlet crimson; large, well formed. Very fragrant, beautiful foliage. Petals are extremely velvety.
- McGREDYS SCARLET**.....Bright velvety scarlet shaded orange. Long pointed bud, moderately large, well formed flowers. Vigorous, erect free growth, carrying its flowers on long stems. Makes a very fine tree.
- NIGHT**.....Darkest of reds. Deep plum crimson, very dark. Medium size, full, good form. Strong very bushy growth, perpetual and free flowering. Unique.
- RED ROSE MARIE**.....A dark sport of Rose Marie. Flower almost identical. Growth and foliage similar. Makes a very fine tree rose. It will please you.
- RED HOOVER**.....Sport of President Hoover. Color strikes a medium between Pres. Hoover and Texas Centennial. Habits similar to Pres. Hoover. This rose is a favorite of many.
- RED RADIANCE**.....Very popular. Cerise red, good shape. Flowers borne on long, straight stems. Prolific bloomer. Foliage clean, dark and leathery. Makes an excellent tree.

- VATERLAND**.....Dark red, quite double flowers on good stems. Growth quite vigorous. A very popular red rose with many tree rose gardeners.
- VICTORIA HARRINGTON**.....This rose is really one of the finest reds, in respect to flower, foliage and vigorosity. Flower is velvety, unfading, dark red, with still darker bud. Golden sheen from center of flower, increasing as it develops. Strong, upright, disease resistant.
(See Last Page)
- CATHERINE KORDES**.....Very showy, large rose with long pointed buds, rich red, with attractive black shading. Flowers are high centered, lasting and fragrant. Free flowering variety.
\$2.50
- DIRECTOR RUBIO**....."A rose with a personality." Holds color until petals drop. Very vivid coloring. Mammoth blooms, often six inches across, on erect, rigid stems. A new shade of red. Try this one on a tree rose.
\$2.50
- GIPSY LASS**.....Forms a tall, rampant, untamed growth, with large quantities of fall blooms of dark crimson. Has many unusual qualities, including a very exotic perfume. Will make a good tree.
\$2.50
- MALAR ROS**.....A new German rose with large, pointed, oval-shaped buds carried on rigid stems. Large, double, crimson flowers. Old rose fragrance. Will undoubtedly be very popular as a tree.
\$2.50
- ROUGE MALLERIN**.....Here is a new red rose for which we have been waiting. Pointed buds of scarlet, very rich and velvety. This rose possesses a glow seen in no other flower. Exquisite.
\$2.50
- SOUTHPORT**.....True scarlet, especially brilliant in sunshine. Illuminated. Spectacular. Makes a good growth, with very good foliage. A really wonderful rose.
\$2.50

Yellow

- CLAUDIUS PERNET**.....Sunflower yellow. Very large and full. Vigorous and free. Magnificent in hot weather. Still one of the most popular of the yellows.
- GOLDEN DAWN**.....Buds rich sunflower yellow, blushed with old rose. When open, the petals range in color from sunflower to lemon yellow. Splendid habit, profuse and continuous bloomer.
- GOLDEN EMBLEM**.....Pure yellow, buff markings on bud. Splashed with red in Spring and Fall. Habit of growth is free and branching. Also a mildew-proof plant.

- MRS. E. P. THOM**.....Canary yellow; a clear colored flower with full, high-centered buds. A strong grower, with excellent dark green foliage. Very disease resistant. Makes a wonderful yellow tree rose.
- SISTER THERESE**.....Golden yellow passing to cadmium yellow, flushed carmine at edges. Long, sharp pointed bud. Full, well-formed flower. Vigorous; very free and a continuous bloomer. We have never had enough of these.
- SUNBURST**.....Indian yellow. Beautiful, well shaped buds. Foliage plentiful. Plant vigorous. An old variety, which is still a well liked rose.
- SUNKIST**.....Deep orange-yellow, with tints of copper, buff and bronzy-pink. Full, upright growth, with buds on long stems. Especially good on a tree shaped rose.
- VILLE DE PARIS**.....Sunflower yellow. Medium size, nice form. Very vigorous, upright growth. Buds long pointed, long stems. A fine yellow rose.
- McGREDYS YELLOW**.....Medium sized buds of good form. The petalage is plentiful. Flowers always open well in any weather. Buttercup-yellow flowers. Excellent foliage. A fine type.
- \$2.50

White

- CALEDONIA**.....Pure white; large, well-formed flower of high merit. Growth free—foliage excellent.
- FRAU KARL DRUSCHKI**.....Paper white in color. Vigorous growth. Foliage plentiful.
White American Beauty
- KAISERIN A. VICTORIA**.....Still supreme as a white. Buds of perfect shape, opening well in all weather. Pleasing foliage. Heavy bloomer. Makes a fine tree.
- MME. JULES BOCHE**.....Salmon-white, center shaded with rose. Buds medium, well shaped. Very free flowering. Foliage plentiful. An excellent rose.
- McGREDYS IVORY**.....Creamy ivory. Large, long pointed flower—not too double. Opens well in all kinds of weather. Very vigorous—beautiful foliage—free bloomer. Outstanding.

Pink

- DAME EDITH HELEN**.....Beautiful pure glowing pink, self color throughout; large, full, and perfect bloom. Fine erect growth. An outstanding pink.

- IMPERIAL POTENTATE**..... A very fine sparkling rose-pink. Bud similar to Rose Marie, slightly better shape. Growth upright. Foliage plentiful and disease resistant.
(See Last Page)
- J. OTTO THILOW**..... Here is a wonderful pink. Rich glowing rose-pink buds of perfect shape. Very vigorous growth. This makes a very excellent tree shaped rose.
- LOS ANGELES**..... Salmon coral. Long, beautifully shaped flowers. Has excellent shape in tree form.
- MARGARET McGREDY**..... Geranium lake, shaded orange. Large, full, globular. Very vigorous, bushy growth, free flowering. Excellent resistant foliage.
- MISS ROWENA THOM**..... Pink round petaled roses of enormous size, opening well. Tough, leathery foliage, very ample with strong, upright growth. A fine pink.
- PINK RADIANCE**..... Full petaled flowers, well rounded. Extremely vigorous. Stems long and upright. Flower will not burn. Still a very popular pink.
- ROSE MARIE**..... Our best selling pink. Clear rose pink, shapely form. Strong, healthy growth. Also fragrant. A good reliable pink tree rose.
- ETHEL SOMERSET**..... A rose which sold well last season. Shrimp pink, edges of petals coral pink. Free flowering and fragrant. Makes a perfect shape for a tree.
\$2.50
- EULALIA**..... Full pointed, beautifully shaped buds, with attractive reflexed petals. Deep pink, lighter toward edges. Does not fade. A strong grower and free bloomer. Outstanding.
\$2.50
- FLOREX**..... An aristocrat of the pink roses. A lovely sheen of dark pink. Buds perfect as a glass house rose. Fine foliage. Disease resistant. Perfect for tree rose.
\$2.50
- FREDERICO CASAS**..... Cinnamon pink in color, with gold on the reverse side of the petals. The large double flowers are born freely through year.
\$2.50
- LYDIA**..... An excellent pink. Very free flowering. Foliage very prolific and disease resistant. The buds are long pointed with a fine double open flower. Makes a wonderful tree.
\$2.50

Multi Colors

- AUTUMN**.....Apricot gold, tinted coppery red on outside. Well shaped, medium full bud. Very dark green, leathery foliage. Good growth. Wonderful color.
- CONDESSA DE SASTAGO**...Rose of Spain. Two-toned petals. Deep golden on outside of petals, coppery rose and scarlet on inside. Colors very intense. Excellent foliage. Strong grower.
- DUCHESS OF ATHOLL**.....Best orange. Vivid and full. Very effective. Flowers freely and grows well. Foliage beautiful in itself. An excellent tree rose.
- D. DE PENARANDA**.....Growth very vigorous and blooms with remarkable freedom. Large green foliage, free of disease. A very large flower of orange passing to salmon. A Gold Medal Rose.
- HEINRICH WENDLAND**...Deep golden yellow on reverse and capucine red on inner face. Striking. Large blooms of good form. Vigorous, erect growth. Foliage shines as if varnished. Excellent.
- HINRICH GAEDE**.....Crimson on orange background. Rich fragrance. Excellent foliage. Anyone appreciating strong coloring will demand this rose. Outstanding.
- LUCIE MARIE**.....Long pointed buds. Deep yellow splashed with red. An excellent grower and beautiful foliage. Coral red, shaded yellow. Medium size, strong
- MME. EDOUARD HERRIOT**...Healthy growth, very free flowering. Coral red and copper—an unusual color. Recommended.
- PADRE**.....Coppery scarlet. Pretty in the bud, flowers showy. Vigorous and free. A rose still popular with many.
- PRES. H. HOOVER**.....Blended cerise, orange and gold. Long pointed buds, medium full, large flowers. Strong, erect growth. Very free and continuous. Gold Medal American Rose Society.
- TALISMAN**.....A blending of scarlet and gold—striking colour effect. Buds long pointed—medium flower. Vigorous erect growth and free flowering. One of the best sellers.
(See Page 2 of Cover)

- CATALONIA**.....New color in roses. Buds deep carmine stained with orange, opening to a 50-petaled flower of striking color. Will be a popular tree rose.
\$2.50
- LI BURES**.....Red, rose and yellow combination. Novel color. Resembles Autumn. Medium flower. Vigorous and very free. Most distinct.
\$2.50
- SATURNIA**.....Flower brilliant cardinal-red, reverse salmon-yellow and copper. Foliage striking and plentiful. Growth strong. Most striking color of all new roses. Gold Medal, Italy.
\$2.50
- COUNTESS OF VANDAL**.....Striking coppery-bronze, soft gold and pink. Long buds on strong bronze colored stems. Foliage excellent. Vigorous, hardy grower. Recommended for tree rose.
\$2.50
Plant Pat. No. 38
- ECLIPSE**.....Rich, clear golden yellow. Buds long-pointed on long straight stems. Foliage ample. Growth vigorous. One of the best yellows known. Excellent.
\$2.50
Plant Pat. No. 172
- MARY HART**.....Deep blood-red sport of Talisman. Long pointed, well shaped buds of Talisman shape. Foliage ample and darker than Talisman. A superb rose.
\$2.50
Plant Pat. No. 8
- TEXAS CENTENNIAL**.....The real Red Hoover. Rich luminous red. Buds same in form, but foliage superior to President Hoover. The most outstanding sport to date. Highly recommended.
\$2.50
Plant Pat. No. 162

Singles

- DAINTY BESS**.....Five petaled blooms in clusters, edges ruffled. Color of petals soft rose pink. Stamens of wine red enhance the beauty of the flower. Recommended.
\$2.50
- IRISH ELEGANCE**.....Bronzy orange in the bud, opening to single flowers of various shades of apricot. Vigorous and perpetual blooming. Very fine.
\$2.50
- LULU**.....Salmon-rose and pink. Very pointed semi-double blooms. Good growth and foliage. Free blooming. Very popular.
\$2.50

Novelties

Two Variety Combinations on one tree

| | | | | |
|---------------------------------|--------|---|--|--------|
| MRS. E. P. THOM | Yellow | } | | \$2.50 |
| DUCHESS OF ATHOL | Orange | } | | |
| ESSENCE | Red | } | | \$2.50 |
| MRS. E. P. THOM | Yellow | } | | |
| CLADIUS PERNET | Yellow | } | | \$2.50 |
| IMPERIAL POTENTATE | Pink | } | | |
| HADLEY | Red | } | | \$2.50 |
| KAISERIN | White | } | | |

\$22.50 for 10

Three Variety Combinations on one tree

| | | | | |
|---------------------------------|--------|---|--|--------|
| ESSENCE | Red | } | | \$3.00 |
| MRS. E. P. THOM | Yellow | } | | |
| KAISERIN | White | } | | |
| HADLEY | Red | } | | \$3.00 |
| CLAUDIUS PERNET | Yellow | } | | |
| IMPERIAL POTENTATE | Pink | } | | |

\$27.00 for 10

Weeping Tree

Six-foot stems\$7.00

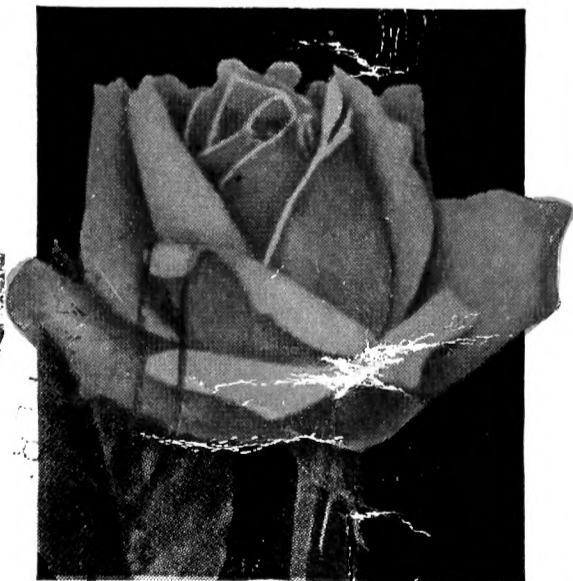
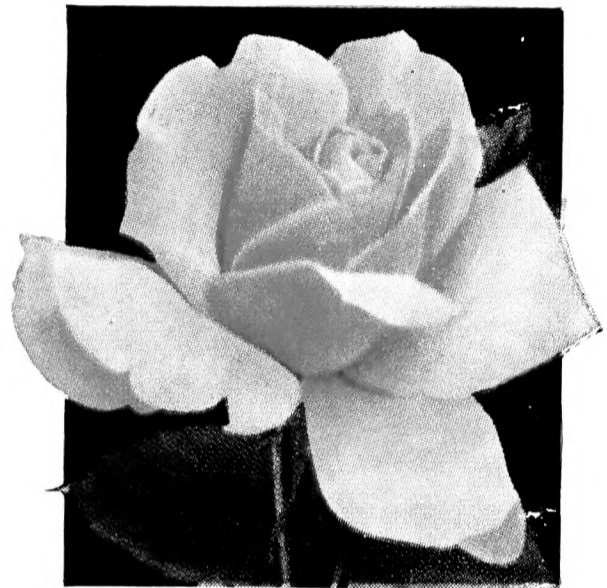
Totem Pole Tree

Six-foot stems\$7.00



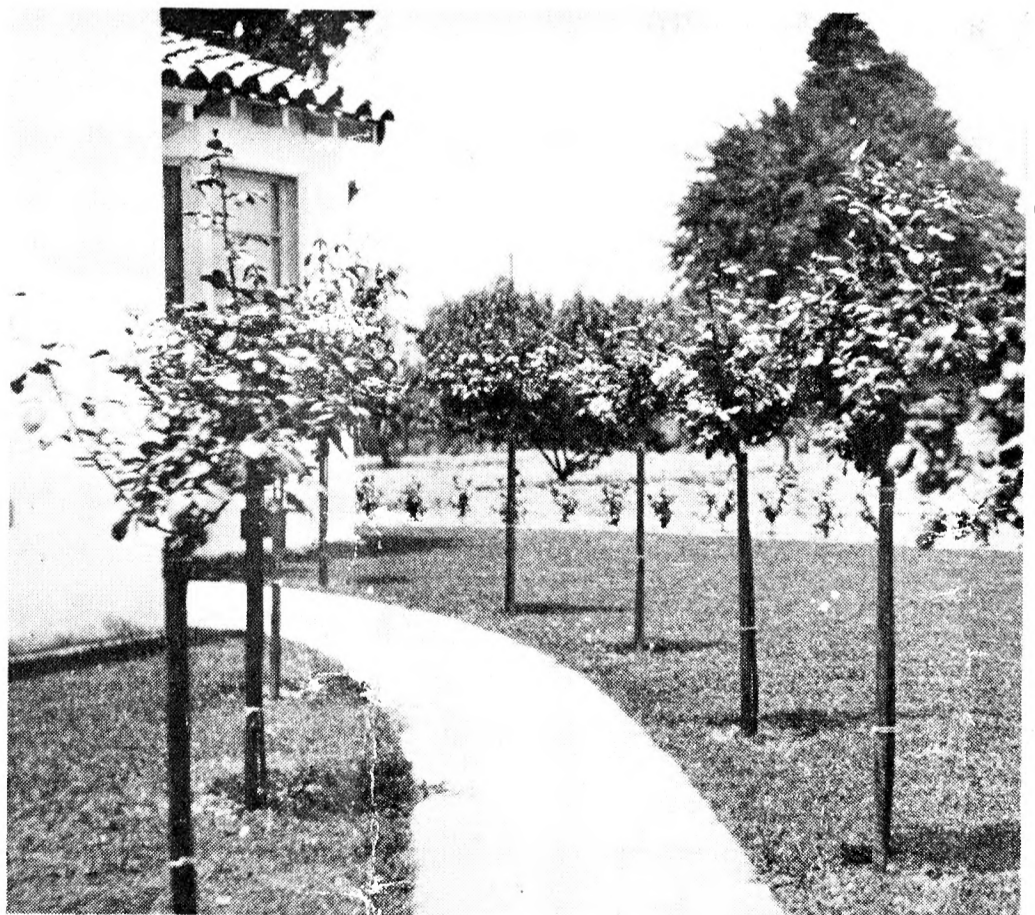
IMPERIAL POTENTATE

A Rosy rose as you can see by the color reproduction below. This close-up shows its vivid coloring and the picture at the left shows its graceful, warming contour together with a rich, thicker green foliage. Fine for cutting..... **\$2.00**



VICTORIA HARRINGTON

As you can see, this rose is of a very deep warm red. It is very effective in every way and is grand in an alternate planting. As a cut flower it has dignity and poise that will decorate any room..... **\$2.00**



Use "Snow-field" Tree Roses in landscape planning. The photograph shows our stock after the first spring growth. Planted February, 1938.