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SPARKS'
PRIZE DAHLIAS
FOR
1940



Quality Always



Sparks' Dahlia Gardens

616 Hutchins Ave.
Columbus, Indiana



STOCK UP WITH SPARKS' DAHLIAS

We described most of the varieties briefly, as we feel the saving of an abundance of adjectives, is better passed to the buyer.

Our stock is properly grown for quality root production, which is again proven by many of our customers, excellent show record.

Your success depends upon good stock, and our success depends upon yours.

Terms

Cash with order or 25% down, balance before delivery. All retail orders of \$5.00 or more shipped prepaid.

Guarantee

All stock guaranteed to be true to name and in growing condition. Satisfaction upon arrival or money refunded.

Substitutions

We never substitute without permission.

Prompt Shipments

Personal attention given to all orders, large or small.

WHOLESALE

The usual discount of 33-1/3% from the prices listed, excepting varieties marked "Net." We do not issue a separate wholesale list.

Grow dahlias--they will give you endless pleasure.

Buy Sparks' Dahlias. You will not be disappointed.

NO SUNDAY SALES



THE "SPARKS"

GREETINGS:

TO ALL OUR FRIENDS and DAHLIA LOVERS:

It is with gratitude that we reflect on the many splendid new relations established during 1939 season, and the continued patronage and loyal support of our regular customers over a long period of years. We like to think of our customers as our friends, assuring all that we will in every way do our utmost to justify your faith in our service.

To our prospective customers, may we have a trial order?

And so, we wish you a New Year brim full of dahlia success, unprecedented happiness, and prosperity, not because it is the customary thing to do, but because it's a sentiment genuinely felt.

Yours for better results,
Sincerely,

SPARKS DAHLIA GARDENS.

SPECIAL AWARDS OF 1939

Indiana State Fair, Indianapolis, September 4: Best display of dahlias, 100 to 150 blooms, at least ten varieties. Twenty-two entries, eighteen ribbons.

Cincinnati, September 30 to October 1: Sweepstakes for most points, open to all. Grand sweepstakes for most points, over entire show. House Beautiful medal, entry Hillside gold.

Louisville, October 7 to 8: Nineteen entries, sixteen ribbons. Six special awards—

Best 6 Ball Dahlias.

Best 3-bloom, entry, Pink Elegance.

Best 12 Ball Dahlias, open to all, Tecumseh and Wolverine Gem, awarded silver medal.

The House Beautiful Futurity medal, entry, Hillside Gold.

Best entry of 15 blooms, Cherokee Brave, awarded Growers' special prize.

Best entry outside of Jefferson county, awarded Courier Journal ribbon.

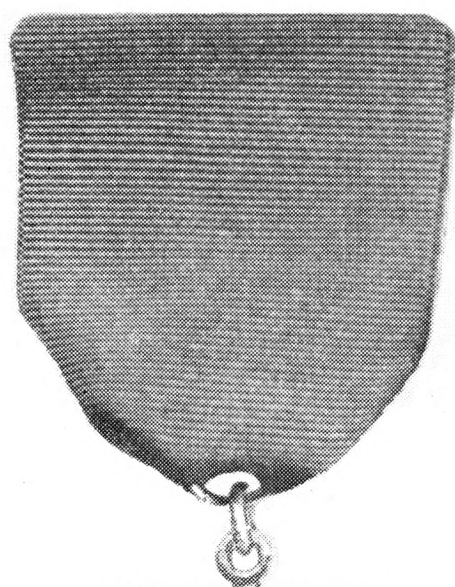
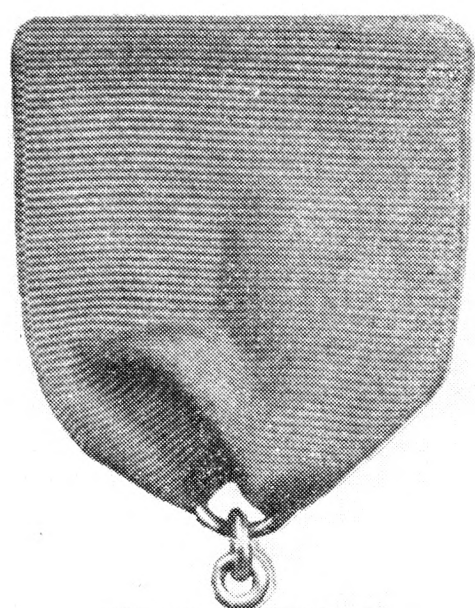
(The picture opposite, is medals—all won in 1939).

Dahlias excel in popularity. They produce more flowers to the plant and have more variation in color and shape than any other outdoor flower in existence.

MID-WEST DAHLIA SHOW

LOUISVILLE, SEPT. 21-22.

It's very important to plant the correct type and color, for each class, in the particular section you are qualified to exhibit, in this manner help glorify the dahlia in show room, by sharing its beauty with others, and at the same time you may enjoy the thrill of winning ribbons.

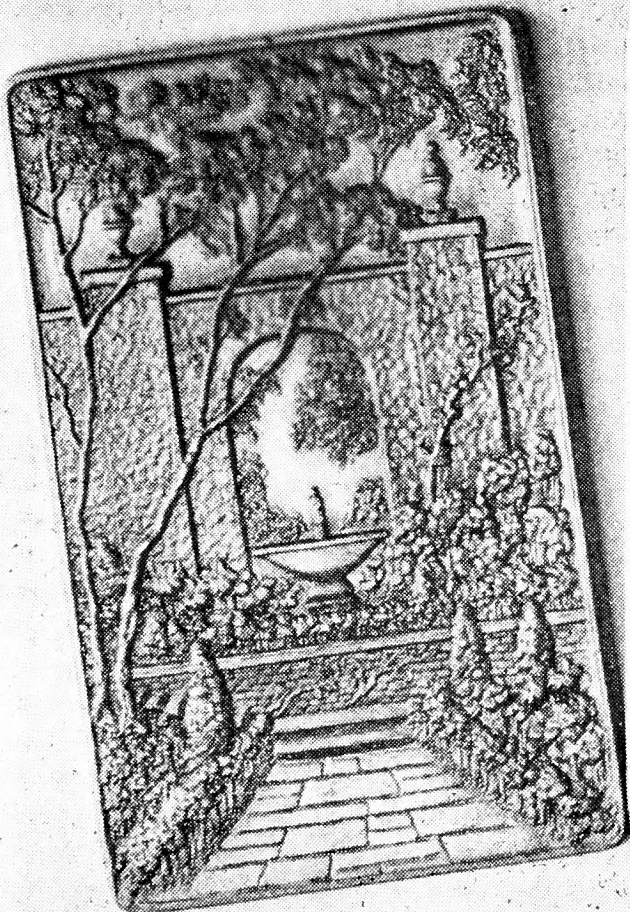
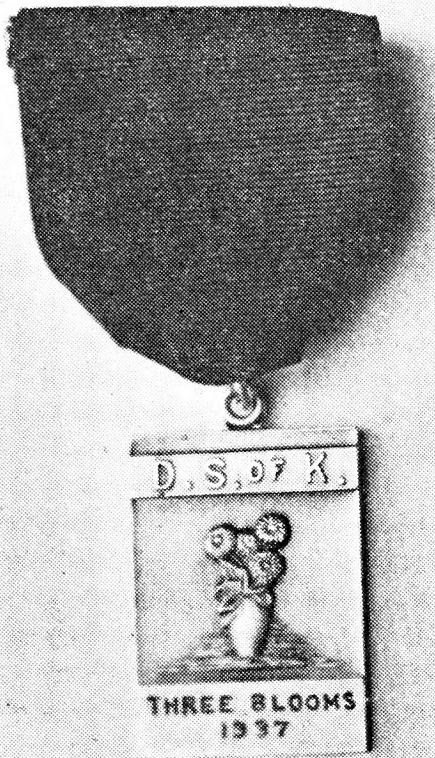


SPECIAL AWARDS 1939

Pilot successfully through the 1940 dahlia season. An immediate order from our catalog will help chart the course aright.

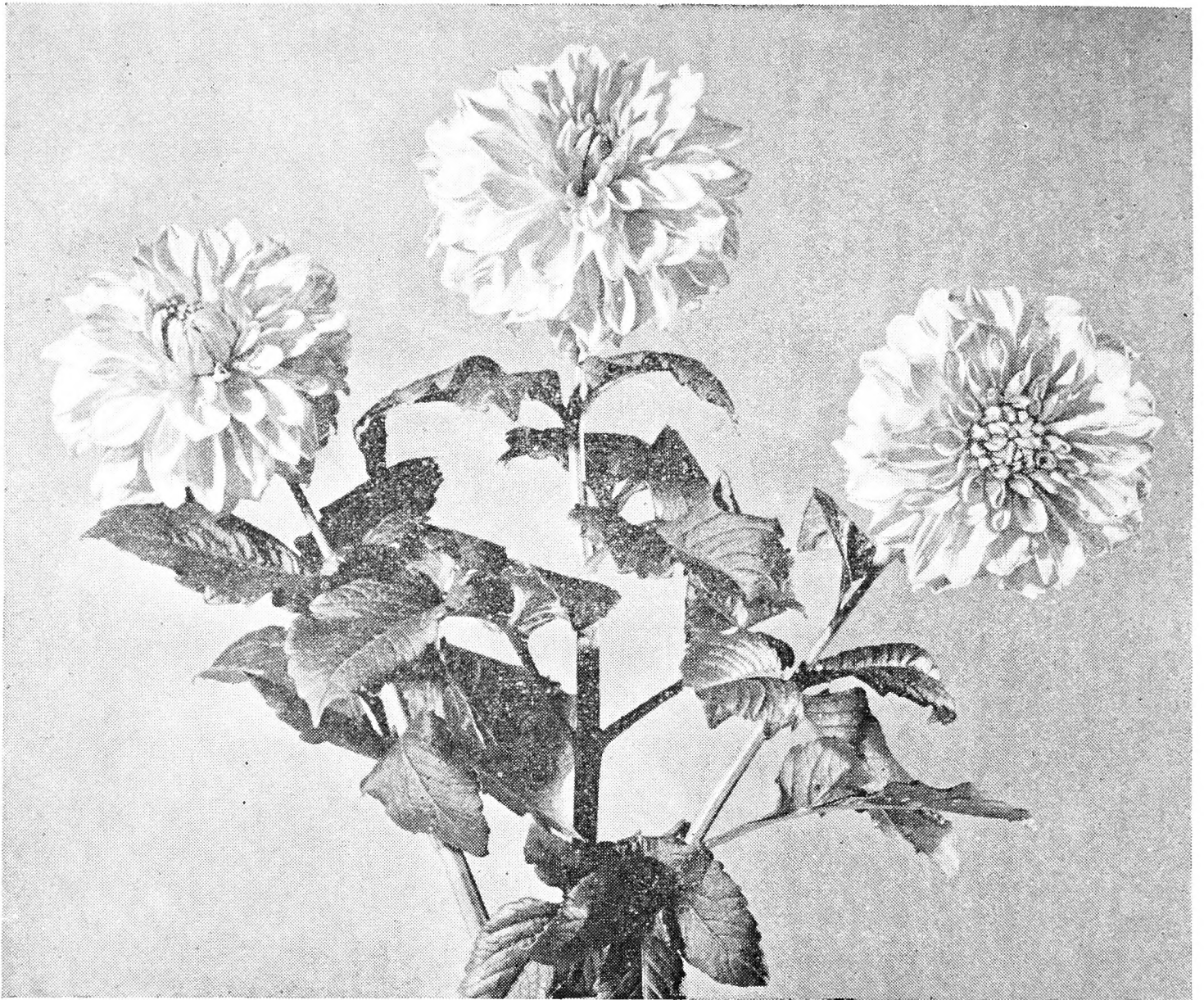


SPECIAL AWARDS 1938



SPECIAL AWARDS 1937

OUR 1940 INTRODUCTIONS



CHEER LEADER (Richardson-Sparks)

Where the crowds look on you will always find CHEER LEADER in the limelight.

It is outstanding because of its VIGOR, UNIQUENESS AND USEFULNESS.

This dahlia not only performs well when the shows are on, but its field performance is most satisfactory and floriferous.

Where a dahlia must cope with the hard-driving elements CHEER LEADER commands the applause.

Dressed in a self color of rose pink and poised just right on a stem both strong and long, this dahlia has what it takes to go places. It can also stand rough handling and still look good. It has the right substance.

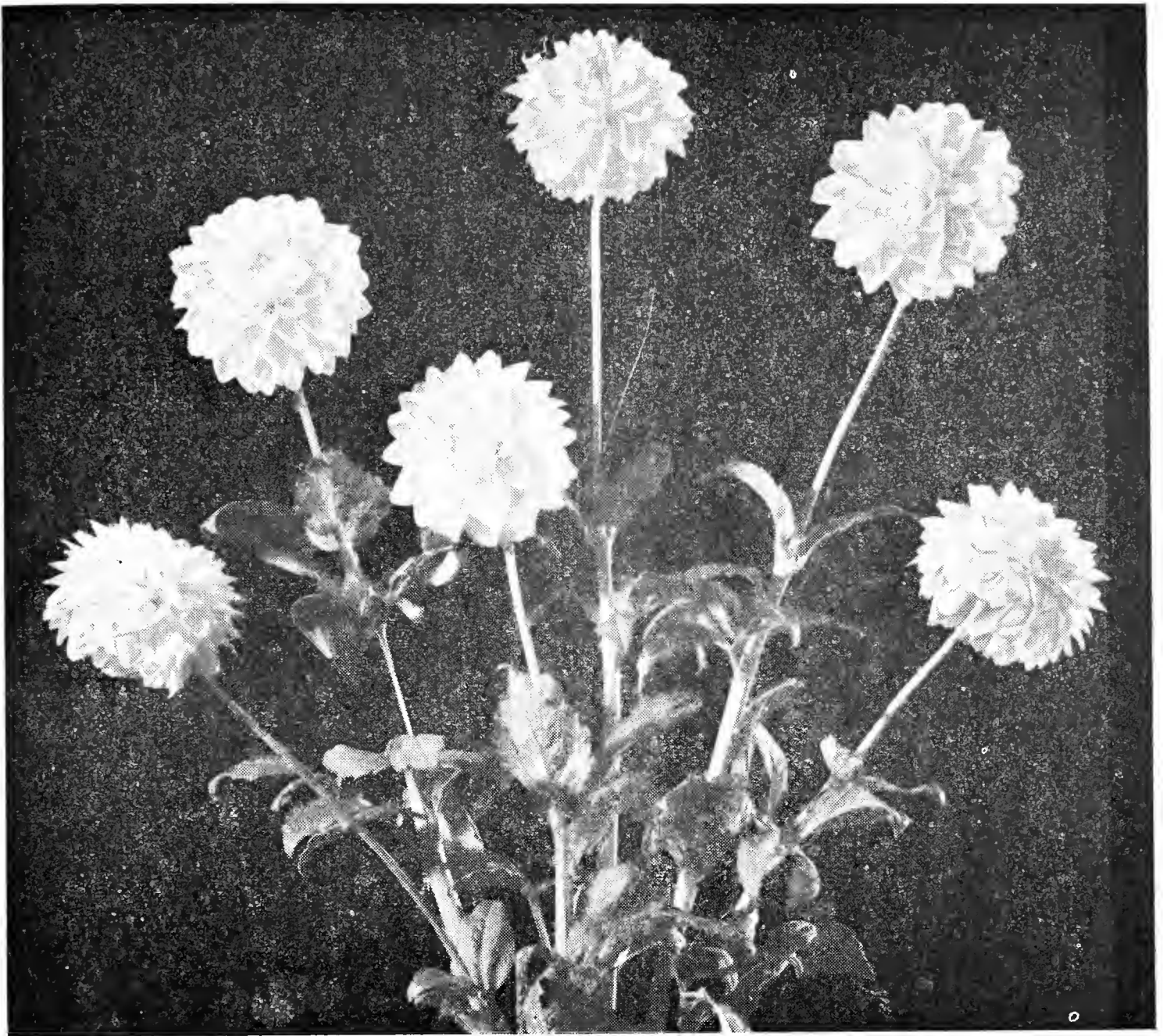
CHEER LEADER is formal in its makeup of about six to eight inches by five in size with supporting foliage that withstands the insects and weather.

CHEER LEADER is excellent in the field where a host of bloom is available for the early market and throughout the season.

This dahlia does not lay down on the job. It has proven a grand commercial commanding top prices.

Being a good root maker and propagator we offer this reliable dahlia at

\$7.50 net, strong division,
\$3.00 net, strong plant.



WEDDING BELLS

The beautiful white that surpasses all existing varieties of its color and type, for cut flowers, garden, and exhibition. A ball type formal, blooming early in July and continuously. Uniform with centers full, and the best of stems. Size of flower 4½-6 by 2½-4 inches. Height five feet six inches. It's a dahlia which makes excellent growth, with little effort, as it withstands the insects. Remarkable keeping qualities, and easy to handle makes it very popular with local florists. Honor Roll, Flower Grower.

\$5.00 net, strong division,
\$2.00 net, strong plant.

GREEN PLANTS

Propagated for growth and production to give dependable results. Shipped in new upright cartons. Safe delivery regardless of distance. No better stock available. Plants are more economical. Here's an opportunity to satisfy that desire to have a nice planting of lovely dahlias to usher in the fall season.

1940 Introductions of Other Growers

AUTUMN ROSE (Morgan)—A real aristocrat, being a seedling of Jerome Kern and Jane Cowl. Blooms range from 9-11 inches, with a great depth. The formation of the face of the bloom greatly resembles Jane Cowl, but the petals curl and twist back to the stem like Jerome Kern. The color is very pleasing, being deep rose pink to old rose, different in shade from any other variety. Stems are long and strong and the blooms keep well, making an excellent cut and exhibition flower. Bushes are quite prolific, very vigorous and form large clumps. Awarded a medal of honor at the Alabama trial grounds 1939.

Roots \$5.00 Net; ½-Clumps \$7.50 net; Clumps \$12.50 net; Plants \$2.50 net.

CHEMAR'S DAHLIAMUM (Chemar). A striking new type of informal. Very similar to a huge Japanese Chrysanthemum. Color a bright Cadium apricot with a golden sheen. The extra long petals recurve to stem, forming a very deep flower which is held erect on long stiff stems, well above a large six-foot plant. Blooms average 12 inches by 10 inches. Even under ordinary field culture the centers are always full. Certified at the A. D. S. trial grounds with a score of 86 and notation, "We consider this a good dahlia." Also featured in Dudley's Honor Roll. Roots \$10.00; Plants \$4.00.

EVELYN CHANDLER (Ballay)—straight petal semi-cactus which has been called a Gold Satan. Size of bloom 10 to 13 inches by 6 to 7 inches deep. Color is bright golden apricot with deeper shadings on reverse of the petals which show through, especially at the center of the flower. It was selected by the guest of honor (an annual custom) at the San Francisco show to be named for her.

J. W. Currie selected this variety as one of the eight new dahlias seen on his travels which impressed him as particularly outstanding.

Plants \$5.00.

EVENTIDE (Bissell)—A rich deep violet purple. Scored 86 at A. D. S. Trial Grounds in 1938. Blue ribbon winner. It is an informal decorative and, at the end of each petal is deeply lacerated, forming two or three distinct parts. Height of plant four feet, with flowers 10 by 12 inches, and 6 inches deep. Stems and centers continue good until frost. On the leading honor rolls. One of the eight of the new releases selected by J. W. Currie, as being outstanding.

Plants \$3.35.

GAY CABALLERO (Morgan)—Selected by J. W. Johnston and Lynn Dudley for Honor Rolls of 1940. A beautiful deep red incurved cactus of unusual form and color. The formation is most distinctive, as the ends of the petals twist abruptly at right angles to the main body of the flower, giving a staghorn effect. The 7-9 inch blooms are borne early and profusely on long, strong stems, well above the sturdy bush. The flowers keep well when cut. Gay Caballero has been a center of attraction since it won the Blue Ribbon in the two-year-old class at Akron in 1937 by defeating a number of other fine entries. A leading judge, after seeing Gay Caballero on exhibit, wrote to the Mid West Dahlia News: "A perfect incurved cactus without a perceptible fault." Gay Caballero was one of two varieties to win a Blue Ribbon in the undisseminated classes at the 1939 Mid West Show at Cleveland.

Roots \$5.00 net; ½-Clumps \$7.50 net; Clumps \$12.50 net; Plants \$2.50 net.

KING COLE (Ballay). It is an informal decorative 12 inches to 14 inches by 7 inches to 8 inches deep. Color a very deep maroon red, with velvety-like texture and fine substance. It is a strong grower with splendid stems. It won the medal for best 1940 introduction at San Francisco. Johnston Honor Roll.

Plants \$5.00

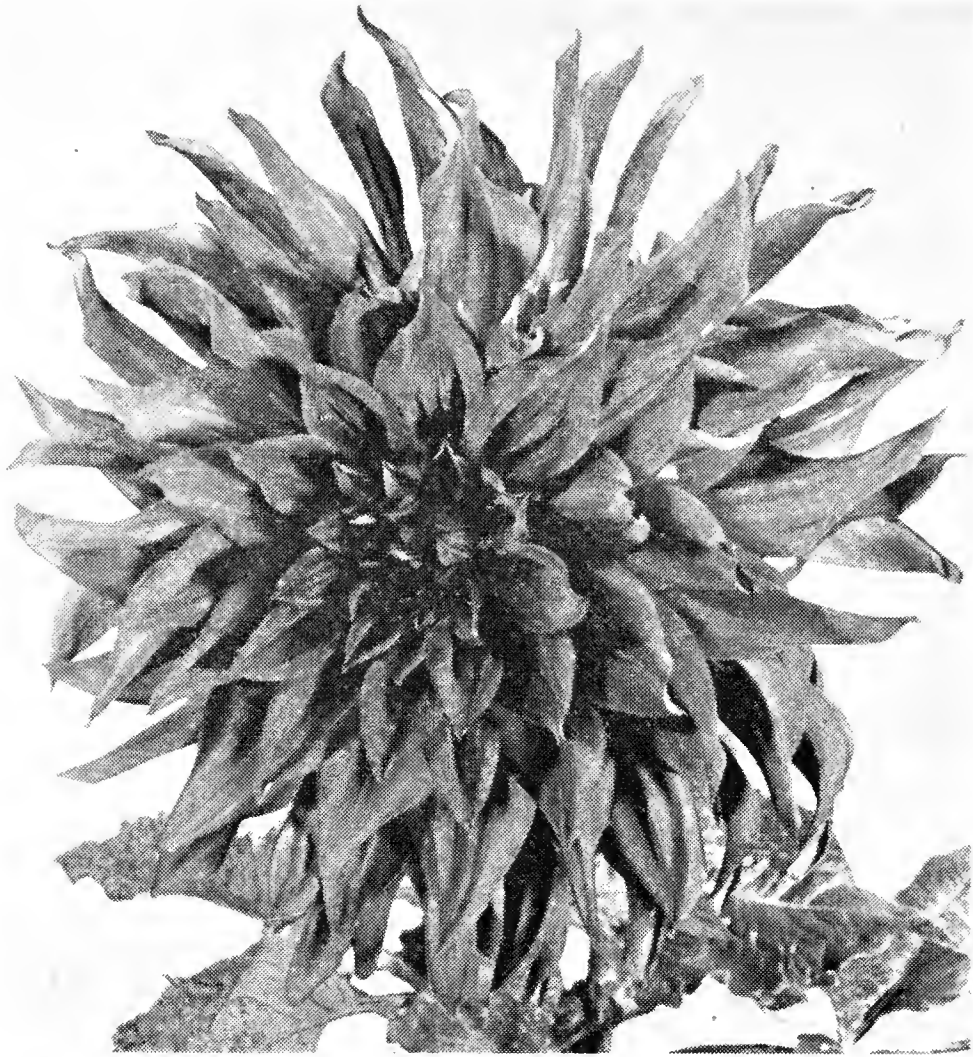
SULTAN OF CHEMAR (Chemar). A bright pink formal. Sport of Sultan of Hillcrest with all the good habits of its parent. Only difference is color. Strong grower. Produces huge, full-centered flowers throughout the season, starting early and continuing until frost. The stems are stiff and long, holding blooms upright. Roots \$10.00; Plants \$4.00.



EVELYN CHANDLER

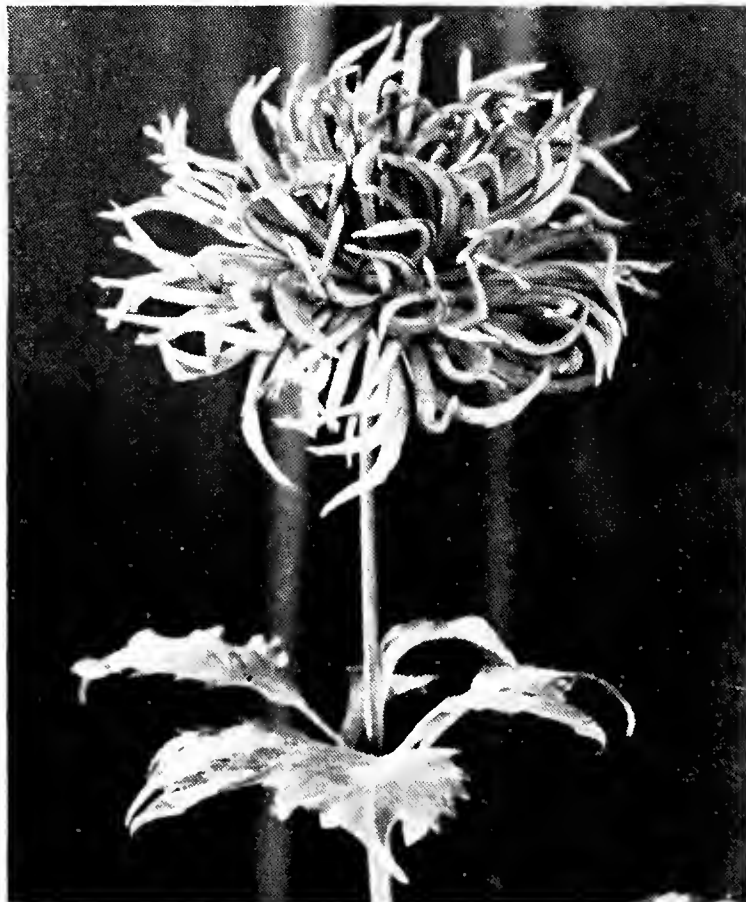


KING COLE



MAESTRO

MAESTRO (Ballay). Semi-cactus of bright cerise, J. W. Johnston Honor Roll, describes it as a beet red, and J. W. Currie describes it as a large purplish red, with a tall growing bush. Lew Sarett in his description of it as seen in our garden under No. 1341 in "The Dahlia." This is a purplish red, informal and decorative. It has perfect formation, remarkably good substance, rich velvety petals, good size, and is clean, vigorous grower. This seedling has quality, distinction and beauty. **Plants \$5.00**



GAY CABALLERO

THE WORLD'S FINEST COLLECTION of NEW and STANDARD VARIETIES

KEY TO ABBREVIATIONS

F. D.—Formal Decorative; I. D.—Informal Decorative; S. C.—Semi-Cactus; C.—Cactus; and (*) Foreign Introductions.



ALICE MAY

ALICE MAY, I. D.—Pure waxy white from Australia. Here is a variety that will rank with the greatest to date. The bloom is of tremendous size, often 12½ inches by 8½ inches without forcing. The flower is beautifully formed, reminding one of a White Lord of Autumn with its petals folding all the way back to the stem. It is a perfect substantial, symmetrical flower with the best of centers despite its size. The stem is as stiff as a rod and averages 10 inches to the first set of leaves. The bush is of medium height, very sturdy, resistant and prolific. Numerous awards throughout the whole country this past season.

Roots	Plants
5.00	1.75

	Roots	Plants
AURORA, F.—I. D. —The runner up for the Achievement Medal at Camden in the hottest class of seedlings ever shown in the East. It is rose pink overlaid wax giving it a pink appearance. Many blooms reach 13 inches and they have stiff stems.	5.00	2.00
AMELIA EARHART, S. C. —Golden apricot, mammoth bloom. A sure winner. Our stock of this variety is exceptionally good.75	.50
AMERICAN PURITY, S. C. —Pure white with straight long stems.....	1.50	.50
*AMSTERDAM, C. —Deep rose red with petals golden tipped. A real beauty50
AZURA, I. D. —Rosy lilac with bluish sheen, mammoth size many blooms measuring 12 to 14 inches in diameter. Plants tall and strong. Blooms have a distinctive and interesting formation.	1.00	.50
*BALLEGO SURPRISE, S. C. —Beautiful snow white. Perfect form, free flowering, excellent stems. One that will rank with the best.	1.00	.50
*BAERNE, S. C. —Old rose pink with salmon glow. A real winner.75	.50
BETTE DAVIS, S. C. —Deep violet rose, a consistent winner. Bush growth rugged. Very desirable.	1.50	.50
BURGUNDY, I. D. —Wine purple. This dahlia looks tous like an improved Thomas Edison. Color is quite similar, but it will bloom more freely than the older variety. First flowers are large with good depth and the long stems hold them well above the strong plant.....	1.00	.50
BETSY, I. D. —A very beautiful pastel shade, excellent stems, free flowering. One of the good 1938 introductions. Certified at Storrs.	1.00	.50
BING CROSBY, I. D. —Yellow penciled red. One of the largest bi-colors. Sturdy bush growth.75	.50
BLUE RIVER, F. D. —Blue French violet. It never fails to grow. Wins more than its share of blue ribbons.75	.50
BUCKEYE KING, F. D. —Color amber gold. Extremely vigorous stems, strong.50	.50
BUCKEYE GLORY, I. D. —Orchid, shaded lavender. It produces very strong growth, long, straight stems, blooms freely.75	.50
BERNICE GEER, I. C. (1938) —Rose pink, suffused salmon pink veined and tipped straw yellow.	1.00	.50
BRILLIANT LADY, I. D. (1939) —A bright reddish French purple reflexed silver. Many of the other petals roll and twist, showing silver reverse, which adds to its attractiveness. Blooms are 11 to 12 inches, with good depth.	5.00	2.50
BORCH FORAKER, I. D. (1939) —Beautiful scarlet. Michigan's most outstanding and highest scoring Dahlia at Mid West Trial Gardens. Very long, stiff, straight stems. 11 to 12 inches without forcing. Heavy foliage. Insect resistant.....	5.00	1.75
CALIFORNIA PEACH, S. C. —Bright coral or peach pink. Size and form similar to Satan. Bushes very robust.	2.00	.85
CALIFORNIA IDOL, I. D. —Clear bright yellow, blooms early and freely, an outstanding winner. The world's greatest yellow.....	.75	.50
CAVALCADE, F. D. —Rich mulberry rose. Early and productive.50	



CHEERIO

	Roots	Plants
<p>CARL G. DAHL, I. D.—When on trial, won the popular vote. Its immense size and splendid formation created something of a sensation at the N. Y. Show. Color emberglow with golden sheen and a sweetbrier reverse. Honor Roll Dahlia.....</p>	2.00	.75
<p>CHEROKEE BRAVE, I. D.—Glowing dark carmine, does not burn or fade. Long, stiff stems hold bloom in perfect position. Wealth of beautiful foliage. Possesses every exhibition quality of a champion.</p>	2.50	1.00
<p>CHEERIO, C. (1939)—Salmon rose. Blooms 8 by 5 inches; an A. D. S. medal winner. Cheerio is a very full fluffy flower with long strong stems and good centers. Particularly fine for basket work, and an exhibition winner. The strong bushes are five feet tall and make large clumps. Blooms literally cover the bushes from August first to frost, and bushes often produce thirty salable blooms. The blooms keep from 3 to 5 days. Cheerio is at its best in the heat of August when others fail. This glorious cactus is a great favorite. Be sure to grow it.</p>	5.00	1.75



One plant of ROBERT RIPLEY with 12 blooms.



several measuring over 12 inches in diameter.

	Roots	Plants
CHEROKEE ROSE, I. D. —Bloom 9 x 5 inches, bush 6 feet. Lilac pink, shaded deep rose pink. Full centered flowers from the beginning of the season until frost. Long, erect stems.	1.00	.50
CONSERVATRIX, C. —Bright geranium red, plants medium to tall. Consistent prize winner.50	.50
COMETEER, C. —Straight cactus, pure gold to pinkish gold, certificate American Dahlia Society 1937, scoring 86 for exhibition and 85 as cut flower.	1.00	.50
CORONADO, F. D. —Bright rose magenta. Very large in size and of excellent build and texture, it produces magnificent blooms early and freely. This variety has rugged individuality combined with beauty and productiveness.	2.00	.75
CORALLINA, S. C. —Deep brick red, best of stems, highly recommended.75	
CURLY LOCKS, F. D. —Autumn tints, bright gold with tints of apricot. The petals are exceptionally long, curl and twist, forming a beautiful bloom. One of the top notchers. We recommend it highly.....	1.25	.50
DEAN ANDERSON, I. D. —Radiant henna orange, one of the outstanding varieties. Much praise due this one. Attracted attention of our visitors.	2.00	.75
DISCOVERY, I. D. —Rosy magenta, a champion in every way. Bushes are literally bouquets with mammoth blooms in strong stems.	1.00	.50
*DOKOUPILS GIANT, F. D. —Soft lilac rose, excellent variety.45	
DULCINEA, C. —Soft crimson red, with long pointed petals. Slender, wiry stems and a good grower. A lovely cactus.75	.50
DOMINANT, Inc., C. (1939) —Lilac pink, suffusing purple changing to sulphur yellow at center. Robust growing, special exhibition variety. Certificate of trial garden, Holland.....	2.50	1.00
DARCY SAINSBURY, I. D. —A fine white dahlia, long stiff stems. A real champion.	2.00	.75
DAHLIACRAFT, S. C. —A dandy yellow cactus, prolific bloomer on long canelike stems. Shade or two darker than Frau Bracht, but a much better bloomer.	1.50	.50
EMMA WALKER, S. C. (1939) —Large yellow and old rose with unopened petals showing lavender at tips and reverse. Early profuse bloomer, bush tall and rugged. Winner American Home Achievement Medal at Toledo. Best undisseminated semi-cactus at Cleveland and Toledo.....	5.00	1.75
FRAU IDA MANSFIELD, C. —Buttercup yellow, lovely blooms of medium size.50	
FRECKLES, I. D. —Lemon chrome blotched scarlet. A fine grower and one of the best bi-colors.	1.75	.75
GLAMOUR, I. D. (1939) —The color of this dahlia is unusual as it is a purple veined violet. It is a tall, rugged grower with blooms 11x7 inches on good stiff stems. Listed in House Beautiful Futurity, '39, and an Achievement Medal Winner, Baltimore.	6.00	2.00
GALA CALIFORNIA, C. —A true cactus in brilliant orange, with erect stem.	1.50	.50



GERTRUDE LAWRENCE

	Roots	Plants
GOLDEN BEAUTY, I. D. —The stout stems carry huge blooms to erect facing position. Color golden apricot yellow. Really a beautiful dahlia that is sure to please. Visitors especially were attracted to this one.	1.25	.50
GERTRUDE LAWRENCE, I. D. (1939) —Light cerise red, probably best described as currant red. The bloom is very large and artistically formed with a slight twirl to the petals at center. The bush is of medium low spreading growth, but the sturdy long jointed stems hold the bright flowers well above the plant. It was a winner in hot competition at Cincinnati show.	7.50	2.00
GRAND MASTER, F. D. —An immense decorative 12 to 14 inches in diameter by 8 inches in depth. Bronze shading to orange at the center. The plants are wide branching with huge blooms on erect stems. Foliage of heavy texture. An honor roll dahlia.	2.00	.75
GREATER GLORY, C. —Deep rose pink. Occasionally a bloom will show some deep cream at center. It is one of the most artistic. Immense size and a great winner.	1.50	.50
*HASLEROVA, I. D. —White with royal purple markings. Winner as best bi-color in many shows. Attracts much attention in our gardens.75	.50

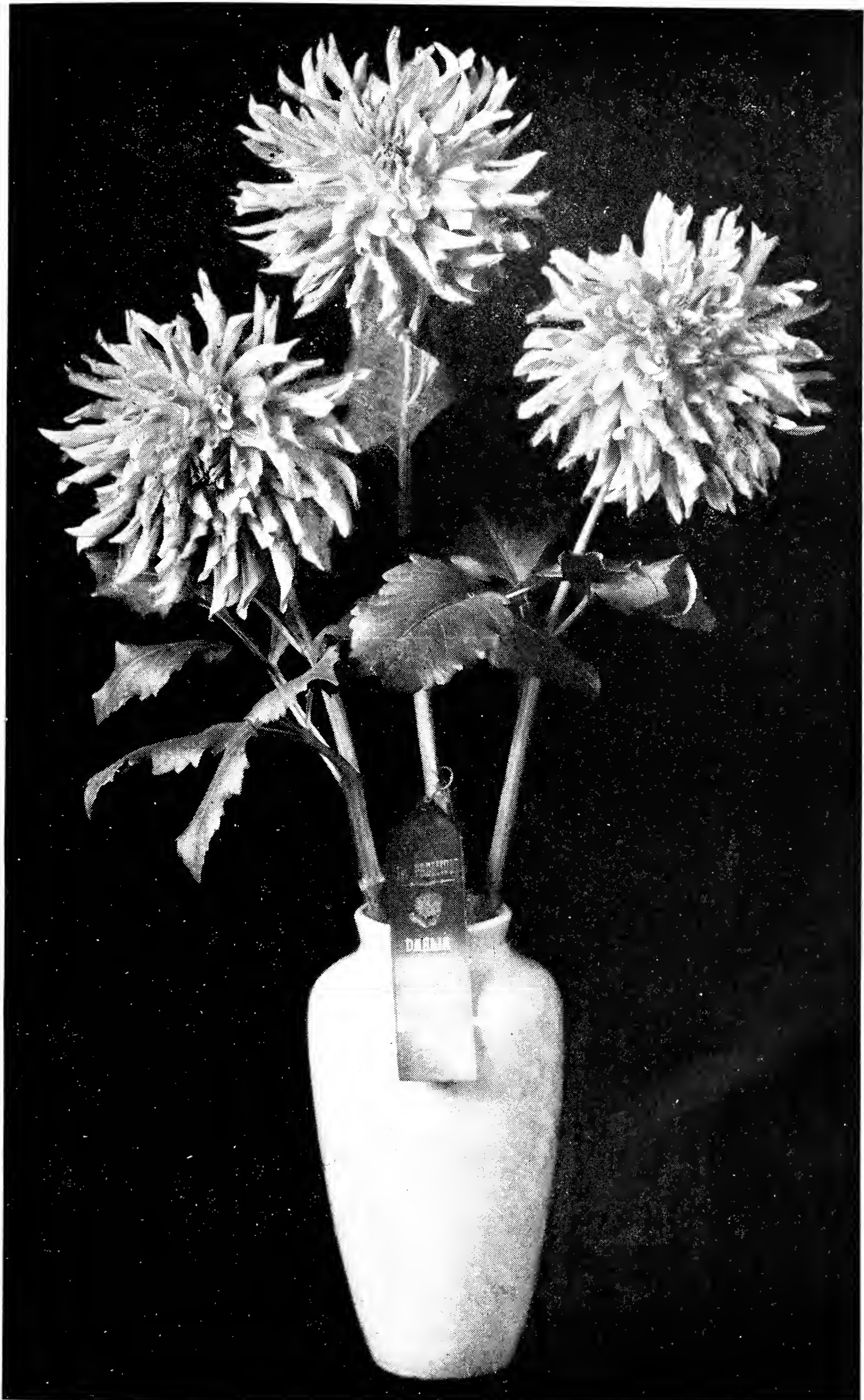
	Roots	Plants
HI-SPEED, I. D. —A new color that is a delightful French plum. Early and free bloomer. Blooms held high above foliage from a side bud.	1.50	.50
HUNT'S VELVET WONDER, I. D. —Rich violet burgundy with bloom of enormous size, winning its share of largest bloom honors.50	
HILLSIDE GOLD, C. (1939) —This is a combination of golden yellow with an apricot glow. Blooms average 8 by 4 inches. Bush grows about 4 feet tall. Very prolific. It was this dahlia that won us two Home Beautiful medals, Cincinnati, and Louisville shows.	5.00	1.75
JESSIE E. COWLES, I. D. (1939) —Huge graceful flowers and a grand new color; American Beauty rose overlaid cerise, with metallic sheen, some tones of purple. Tall plants, foliage large and resistant to insects. Stems up to five feet, holding flowers perfectly erect and high above the foliage.....	7.50	2.50
JULIUS C. BUNGE —Bloom 7 by 4 inches, Bush 4½ ft. Color, pure bright pink without any lilac or violet. A very free bloomer on excellent long stems. A wonderful exhibition variety.	2.00	.75
JERSEY'S DAINTY, C. —White, very beautiful and easy to grow.....	.50	
JEROME KERN, I. D. —Soft, shrimp pink, exquisite formation. Very desirable.50	
JUNGLE QUEEN, I. D. —Carmine red, long stems, good grower.75	.50
KARL BONAWITZ, S. C. —Velvety carmine. It is outstanding in the garden, with long stems holding the brilliant red flowers well out the foliage. It always attracts.....	.75	.50
KATIE K, I. D. —A clean pink of large size on long stems. A certified winner. Nice bush. It is one of the best. Listed on all honor rolls.	2.50	.90
KENP'S MONARCH, I. D. —Huge blooms almost ball-shaped, grow 10 and 12x7 inches. Stems stiff, foliage dark green and insect resistant. The color is deep salmon, changing to orange chrome and lighter salmon.....	.75	
KEMP'S GREAT EASTERN, I. D. —Blend of golden orange and reddish bronze. One of the largest. Foliage leathery.50	
KENTUCKY SUN, F. D. —A pure yellow that does not fade or burn. You can always find a blue ribbon on this variety in the yellow formal classes.	1.00	.50
*LEIDEN'S ELEGANCE, C. —Vermillion red, good keeper and strong stems.50	
LILAC GLORY, C. —Violet rose. Always beautiful. Excellent stems, profuse bloomer. One of our favorites in its class.50	
LORD OF AUTUMN, I. D. —Deep golden yellow. Its wonderful color and formation makes this one hard to beat.....	1.00	.50
LOIS WALCHER, I. D. (1939) —The Achievement Medal winner of the year. A bi-color with perfect stems. The color is very interesting—true pansy purple, evenly tipped white.	2.00	.75
LYNN B. DUDLEY, S. C. —This past season found this variety beautiful. A bi-color, grenadine red, tipped white, with reverse russet. A good grower.	1.50	.50
LELAND STANFORD, I. D. —Brilliant cardinal red. It is claimed the brightest big red. It does not fade. Plants are very vigorous, strong stems and good foliage, and an early and exceptionally free bloomer.	1.25	.50



SAN FRANCISCO

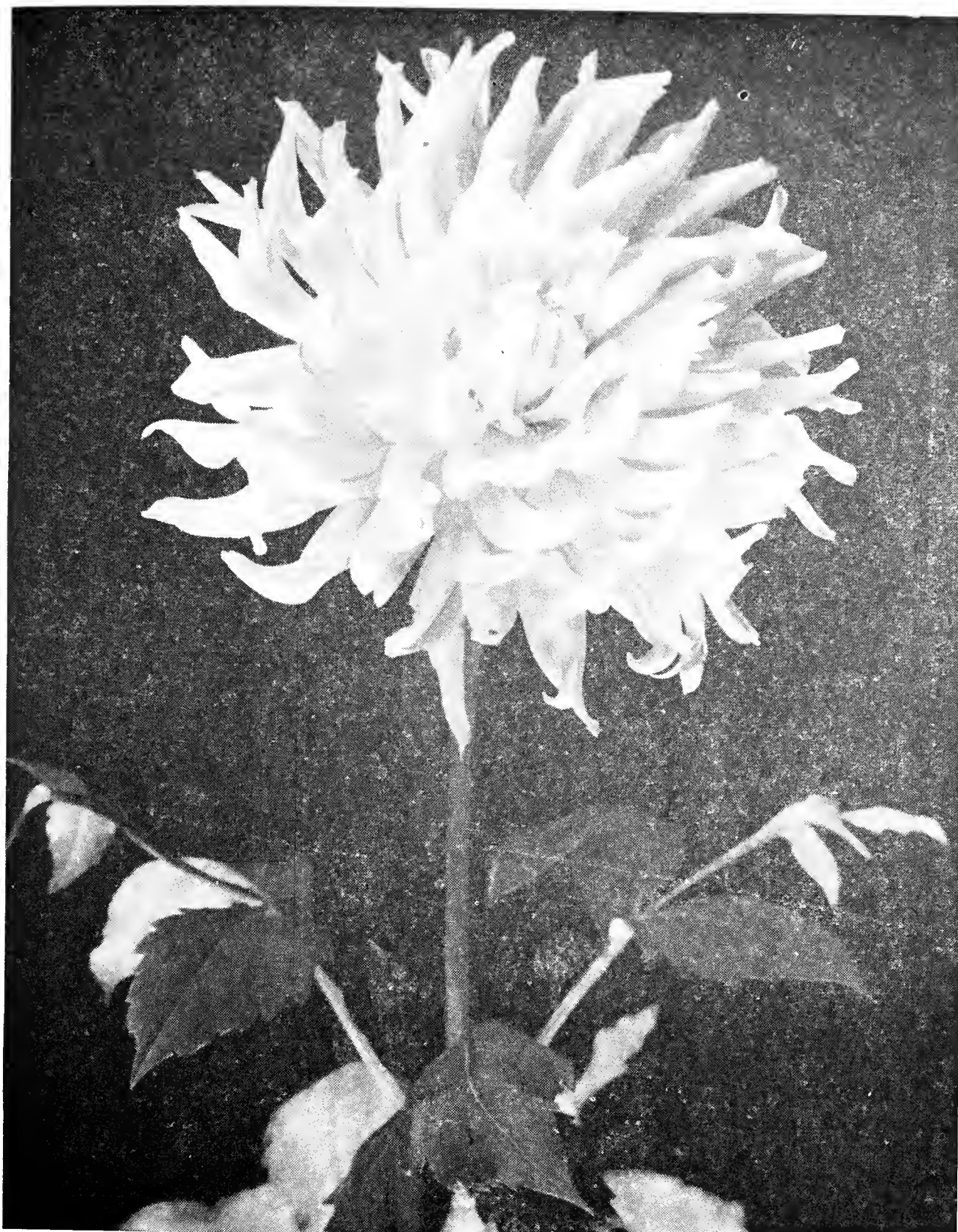
	Roots	Plants
MAY ROBSON, S. C. —Clear, bright pink, sturdy bush, straight, long stems.75	.50
MASON'S PURPLE BEAUTY, F. D. —Purple, certificate winner at East Lansing Trial Grounds 1936.75	.50
*MASCOTTE, C. —Received the highest award in Holland. Color carmine pink, fine stems. One of the loveliest cactus for its perfect formation. It creates much attention.	1.00	.50
MICHIGAN WHITE, S. C. —A fine commercial white. It has won four certificates of merit. Bushes of medium height.	1.50	.50
MIRIAM HOPKINS, S. C. —Salmon pink, very large blooms on long, straight stems. Tall bush.75	.50
*MISS BELGIUM, C. —Bright orange, a good cut flower, excellent long stems, perfectly formed flowers.50	
MISS GLORY, S. C. —Apricot yellow, perfect stems. Free and early bloomer, extremely refined flower in every sense, yet massive in size.50	
MISS INDIANA, F. D. —Color a beautiful soft shade of pink. A real beauty, with flowers held in just the right position, on long, strong stems. Flowers can be cut when only half open, to bloom completely when placed in water.50	
MISS OHIO, C. —Color lilac suffused deep rose pink. Stems very long and erect.75	.50

	Roots	Plants
MISS PARKERSBURG, I. D. —Sensation and winner. Color ochraceous buff, back of petals carrot red and flest color. It grows 12 inches in diameter by 8 inches in depth. It is an abundant bloomer, having from 7 to 8 blooms on a plant at one time. It branches from the ground with canes four to five feet long.	2.00	.75
MONARCH OF THE EAST, F. D. —Orange bronze with orange buff reverse. It has cane-like stems that hold the bloom well out of the foliage.	1.00	.50
MRS. C. E. WILDON, F. D. —A scarlet red with orange buff reverse. Something different in a very large red which rolls back to stem. An abundant bloomer with good stems and foliage. Truly outstanding.	1.75	.75
MRS. WM. KNUDSON, I. D. —A pure white, a flower that can easily be grown to 12 inches without forcing, on six-foot bush. Has heavy foilage.	2.00	.75
MRS. GEO. LE BOUTELLIER, I. D. —Crimson red, a good one.75	.50
MRS. HERBERT O' CONNOR, S. C. —Soft rose pink, beautiful form, profuse and continuous bloomer.75	.50
MURPHY'S MASTERPIECE, I. D. —Dark red shading to garnet. Blooms of enormous size. It still wins its share of prizes.	1.00	.50
MAYOR FRANK OTIS, I. D. (1939) —Truly one of the big boys. Long strong stems, holding all flowers erect, and with a vigorous habit of growth. Color soft, rich golden honey yellow with some shadings of copper. Achievement Medal winner.	7.50	2.50
MARIETTA E, I. C. (1939) —A clear and even canary yellow that does not burn or fade. Bloom 7x3 inches. A profuse bloomer with perfect stems, an da good grower. Eleven firsts made it the outstanding cactus for the season.....	3.00	1.00
NANCY GENE (Australia), I. D. —A gem. Huge graceful flowers, perfect foliage and stems. Color clear, rich, dep yellow tone. A very vigorous variety that will go far. One of the best we have sen. Extra.....	5.00	2.00
OAKLEIGH MONARCH, F. D. —Cerise red, very attractive flower. Keeping qualities splendid. Diameter of flowers 8 to 11 inches. Sturdy in growth.75	.50
PACIFIC SPLENDOR, I. D. —Nearly white at center, with body of flower delicate lavender pink. A true pastel shade. The soft tones of this flower gives a distinctive beauty and definite appeal. The blooms are large, with petals slightly waved. Growing habits good.75
*PAUL PFITZER, S. C. —Beautiful blending of shell pink and primrose combination.50	
PEACE, I. D. —Lovely snow white, long stems hold flower facing. Petals long and broad, with light, wavy but graceful effect, which enhances its beauty. One of the best. Don't miss this one.75	.50
*PINK SPIRAL, C. —Peach blossom pink. Blooms are very artistic. Stems excellent.50	.50
PINK ELEGANCE, S. C. —Unusual charm and beauty, a true brilliant rose pink, blooms 8 to 11 inches in diameter with corresponding depth; holds perfect center throughout the season. Its artistic formation, keeping qualities, consistent blooming, created sensations by exhibitors and garden enthusiasts. Winner of best entry of three at Louisville. We win every year with this variety.....	2.00	.75



PINK ELEGANCE

	Roots	Plants
PRIMROSE—Incurved cactus. An Honor Roll variety. An excellent growing plant with medium large flowers. Color straw yellow, rose pink reverse. Very fine.....	1.00	.50
*PRACHTKERL, S. C.—A deeper yellow and larger than Frau O'Bracht. Very attractive.50	
QUEEN CITY, F. D.—Pretty shade of bright red. It attracts. Medium size bloom on long stems.50	
RED SALUTE, F. D.—A bright scarlet with a reverse of old rose. Strong stems which hold the bloom in great style. It is an extremely free bloomer and blooms never show open centers. Petals fall back to the stem and terminate with serrated tips. Blooms average from 9 to 11 inches.	2.00	.75
R. A. BROOMFIELD, I. O.—Saffron orange flushed with rose. Very prolific.50	
RED JUG—Bloom 8½ by 5 inches. Bush five feet high. A remarkable brilliant crimson carmine with faint yellow tips. It has wonderful keeping qualities.....	1.00	.50
RIALSIDE KING, I. D. (1938)—Picric yellow at base of petals, blending to peach pink, deeper at end of petals. An Achievement Medal winner.	2.50	1.00
RUDYARD KIPLING, F. D.—Color a very deep rose with shadings.....	1.00	.50
ROBERT J. RIPLEY, I. D.—Rhodamine purple with rose suffusions. One of the largest flowering dahlias in existence to date. An ideal growing variety.	2.00	.75
ROYAL PURCHASE, C.—Deep straw yellow with outer petals suffused with pink. An incurved cactus that attains immense size.75	.50
SALEM STREAMLINE, I. D.—Beautiful old rose suffused with carmine rose. It has substance, very artistic in form.....	.50	
RITA WELLS "Wells-Straight" (1939)—A massive informal decorative to semi-cactus averaging 13 to 14 in. in diameter with a depth of 7 to 8 inches. Makes a rugged bush growth of 5½ to 6 feet in height with long, heavy stems. Color is grenadine pink on buff gold, an unusual color in such a large flower. Winner of the American Home Achievement Medal at Rockville Centre, L. I., N. Y.; best semi-cactus seedling at Racine, Wisconsin.	7.50	2.50
SALLY LOU, S. C.—Color dark orange shaded brown. Average size of blooms 7 to 8 inches. Very prolific, bushes always loaded with beautiful flowers. Visitors liked this one. Winner of American Home Achievement Medal.	2.50	1.00
SEVERIN'S TRIUMPH, F. D.—Clear, true pink. A very attractive flower.50	
SHOWA C.—Deep cerise tipped silver.50	
SLEEPY HOLLOW, C.—An honor roll dahlia. It has tall, vigorous growth. Average size 9 to 11 inches, long stems, and never a bad center. This dahlia possesses a tendency to close at night. It resembles a giant deep shell pink "mum" with its twisting and curling petals which entirely hide the center of flower. Scored 33.33% more points than any other variety in the first annual House Beautiful Futurity contest. Voted one of the best two cactus varieties in existence by Dahlia Society of Alabama. Winner of numerous prizes during the last two seasons at shows throughout the country, including a special award at each of the last two A. D. S. shows at new York.	2.50	1.00



SLEEPY HOLLOW

	Plants	Roots
SUNRAYS, I. D. —A winner of American Home Achievement Medal. Highest scoring dahlia in West Virginia trial grounds in 1936. The color is a bright apricot, blooms averaging 12 inches. Extra long stiff stems. Flowers have great depth, substance, and excellent keeping qualities.....	3.00	1.00
SON OF SATAN, S. C. —Noted for its early and prolific blooming, with its gorgeous big red flowers and petals incurved. No doubt one of the best.	1.00	.50
SHIRLEY TEMPLE, C. —This fine new variety was sent to us as a semi-cactus, but in our soil was a huge 12 by 6 cactus. Long, strong stems, and a grand plant, with all flowers facing. An Achievement Medal winner. Color soft, lavender pink. Extra.	2.50	1.00

	Roots	Plants
SAN FRANCISCO (Ballay) I. D. —Shrimp pink. In all respects it is a dahlia built on a massive plan, and is outstanding particularly because of the extraordinarily tall, strong growth of the plant which is well able to carry the blooms of such enormous size. All blooms measure from 12 to 15 inches, with great depth, and there is no suggestion of coarseness about them. The well proportioned plant averages 6 to 8 feet in height. The color is approximately shrimp pink. The foliage is always bright and clean.....	7.50	2.50
THE FIREMAN, I. D. —Spectrum red, tips of petal mustard yellow.....		.50
TYRUS, C. —A very attractive variety. The medium size flowers have a lively dark magenta rose color. Stems strong.	.50	
VOLCANO, F. D. —Orange flame color. Its huge size and keeping qualities, along with its great vigor makes this dahlia one of the best.	1.00	.50
WHITE QUEEN, I. D. —A pure, clean white, an excellent keeper.....	.75	.50
YOUR LUCKY STAR, C. (1939) —Pink with white center, the color immediately demands admiration. The stems are ideal and hold the huge flowers in perfect poise. The plant is upright, healthy and easy to grow. Field culture, bush 5 feet, flowers 12 by 7 inches.	1.75

BALL OR SHOW DAHLIAS

Growing more popular every season and, because of their unusual keeping qualities, we predict that they will be more extensively grown.

ACQUISITION —Beautiful deep lilac.45	
BLACK DIAMOND —Large dark velvety red.50	
CLARA CLEMENS —Crimson tipped white.45	
CHARLOTTE CALDWELL —Bright orange with shading of terra cotta. It has wonderful foliage and vigorous growth. Always a winner.50	
FIREFLY, (1939) —The sensational chinese red. A winner at New York, Cleveland and Akron shows. Hard to beat.	2.50	1.00
LANNIE —The prettiest of all yellows. Nicely quilled stems. Prolific.75	
FLORENCE —Bloom 5 by 3 inches, bush 3½ feet. Phlox pink or lilac.45	
*LUCY FAWCETT —Pale lemon yellow, lined and dotted reddish purple. Excellent color for cut flowers.50	
MRS. C. B. ANDERSON —Free cutter, large purplish red.....	.45	
MISS VIVIAN —White-tipped rose.45	
MARMOR —White overcast light violet, most prolific.....	.56	
MARY HELEN —A lovely yellow, one of the best yellows.....	.35	
OLIVE PICKFORD —Base of the petal is yellow, blending through primrose to salmon pink, heavily-tipped rosy carmine.50	
ORCHID BALL —Orchid, good form, exhibition variety.45	
PATRICIA ARMSTRONG —White penciled violet and red, very outstanding.....	.75	
PINK BALL —Silvery pink, stems and foliage splendid.....	.45	

	Roots	Plants
PEACHERINO—Peach pink, with good stems.45	
PRINCESS VICTORIA—An early bloomer, with nice long stems and keeps well, closed centers all season. Golden yellow.....	.50	
SNOW QUEEN—Pure ivory white, very. fine.....	.50	
SUPT. AMRYHN—Tyrian pink. Won us a special at Louisville.50	
TECUMSEH—Large dark red.75	
WOLVERINE GEM—White and red. Excellent bi-color.....	1.00	.50
YO YO—Autumn shades of perfect form and a good grower	.45	
ZELDA—Beautiful formation and unusual color, nearest to rose ash, good in every respect. Exhibition variety.....	1.00	.50

MINIATURE DAHLIAS

Miniatures are of the same form as the large dahlias, but miniature in size. We enjoy much the growing of miniatures. They are wonderful as cut flowers, and beautiful for home arrangements, with their variety of adorable colors. They require less garden space. We recommend them to you.

BABY SAGAMORE, F. D.—Golden bronze.75	
BUCKEYE BABY, F. D.—Gold buff, blooms very small.....	.40	
BEATRICE VON VALKENBERG, F. D.—Orchid lavender, a very small flower, free and good.25	
BLUEBIRD, F. D.—Bluish lavender, stems and foliage good	.40	
BLUE STAR, S. C.—Violet and white. Best bi-color, free bloomer.....	1.00	.50
BAGATELLE, S. C.—Deep purple rose flowers.....	.75	
CYNTHIA, S. C. (1939)—Glorified Baby Royal.	1.50	.50
*CHARD VANITY, S. C.—Clear rich pink, attractive, a winner	.50	
CHARMA, F. D.—A novelty, bright red flecked white. Held erect with long stems.50	
D. B. MILLER, F. D.—Shell pink, dwarf height, but prolific and pretty.25	
ELSIE, S. C.—Bloom 4½ by 2½ inches. One of the best. Color, soft peach red shading to lemon yellow at center. Blooms are of fine form. Dwarf dahlia.....	.50	
DEANNA, F. D.—Clear pink, good stems.75	
FAIRY, F. D.—Soft rose pink, very reliable.40	
GLUROSE, D.—Best described as miniature Jersey Beauty in color. It is most profuse bloomer the whole season.....	.75	
GLORIOUS—Raspberry red. A winner.....	.45	
GLARE, I. D.—Fiery flame. One of the best.....	.75	
*GOLDEN ROD,—Golden color, good stems and a beauty.....	.50	
GUTT GLUCK, S. C.—Violet tipped white, good bi-color.....	.45	
HELLYBOUDEWIJN, F. D.—Pure white, long strong stems.75	
JOAN, I. D.—Clear tyrian pink, very prolific. One of our favorites.....	1.50	.50
LITTLE COLONEL, S. C.—Soft pink with a yellow center.....	1.50	.50
LITTLE MISS MUFFET, I. D.—A glorious pink (Extra).....	.75	.50
*LITTLE JENNY, S. C.—The flowers are flesh colored with canary yellow in center. The petals are a little curved. very strong and recommended for every purpose.....	.75	
*LITTLE DREAM, C.—Brilliant rose with lighter center, very popular. Always outstanding.50	

	Roots	Plants
MIA, S. C.—Flaming Scarlet. Free.....	.75	
MRS. P. O'NEAL, P—Blooms small, rich saffron.....	.45	
ORANGE GLORY, MFD.—A vry beautiful orange colored decorative of perfect formation. Sturdy grower.75	
ORCHID LADY, F. D.—Orchid pink, excellent in every respect.	.45	
PETER, C.—Yellow suffused and tipped red, one of the best....	.45	
PEYTIE CONWAY, F. D.—Violet rose with silver, long stems and a champion.45	
PERSIMMON, F. D.—Soft russet orange, best of its color.....	.35	
PETITE PARISIENE, C.—A deep flaming red.....	.50	
RIE MASTERBROOK, F. D.—Rose, long stems.50	
*ROBIN, C.—Deep crimson of perfect form.45	
ROSALIE WHITE, MFD.—A most pleasing bi-color that has become very popular. The color of this little gem is white with broad clean cut bands of deep rose on the edges of the petals, leaving the tips white. Plants are sturdy growers and the blooms are held erect.....	.75	
SAMARITAN, C.—Beautiful white cactus. Very useful for cutting.35	
*SLAVKA DOK, F. D.—A splendid bi-color, orange and white	.40	
SYLVIA, F. D.—Most beautiful garnet red. A rampant grower, making nice long stems. It scored at Storr's and East Lansing.75	
SNOWSPRITE, S. D.—Snow white, very fine.....	.75	
TINY-P.—Peach pink, outstanding prize winner.25	
VREEKIJK—Apricot colored, good straight stems and splendid keping qualities.50	
WINE DROP, I. D.—Purplish wine.25	
WHISPER, S. C.—Pure yellow.25	
WHITE GEM, I. D.—Pure white. Never show open centers. petals clefted. Should be planted early.75	

POMPON DAHLIAS

Pompons are small ball-shaped flowers, and are always in great demand. We still list some of the older varieties as we find them invaluable, and add our choice to tried new ones.

BETTY ANN—Rose pink. Perfect.35
BRITU—An excellent yellow.50
*BURWOOD—yellow tipped scarlet.50
CANARY—A beautiful canary yellow. Very large bushes, very prolific bloomer. A winner in its class.75
CHERRIDOR—The color is a distinctive shade of deep orange red that lends itself so well in Autumn decorations. An added feature is the unusually long stems that hold the blooms high above the foliage.50
DEE DEE—Pure lavender, small perfectly formed.25
DOLORES—Deep pink, pretty, very charming.50
DOTTY DIMPLE—Small yellow, long stems.50
DONNY—Small orange, holds center, very pretty.50
*DORIA—Rich maroon red, from Australia, most perfect tiny bloom, an easy winner. Stems long and strong.....	.5\$
GERTRUDE—Bright red.40

	Roots	Plants
GOLDEN PHEASANT —Bronze gold.40	
HONEY —Gold shaded red.25	
ILA —Deep blood red (Extra). The best red. Sure winner.....	1.00	
LITTLE DAVID —Burnt orange, perfect.30	
LITTLE SUNSHINE —Gold, one of the best.30	
LIBBIE ROHR —Cerise purple, long stems.30	
LITTLE DORRIT —Deep purple of small size. Real good.30	
LITTLE NELL (1939) —Pink with orchid shadings. Size about 1½ inches. Blooms freely; with fine stems.	1.00	.50
LITTLE EDITH —Often wins in show room as the smallest, yellow tipped bronze.40	
MARY MUNNS —Fuschia overlaid orchid sheen, long stems....	.40	
MIKE —Burnt orange.25	
MORNING MIST —White with rosy lavender center, outlined with lavender, great bloomer, stiff wiry stems. Excellent.25	
*MRS. BRITAIN —Mauve pink. A great winner.75	
NERISSA —Soft rose pink, tinted silver.40	
NELLIE FRAZIER —Light pink shaded with rose pink.25	
ORANGE GEM —This is a very small pompon of close, com- pact formation. The color is a true, clear orange.....	.40	
POSEY GEM —The most beautiful of all autumn shades.....	.40	
POSEY PINK —A true pink. Certified at East Lansing 1937....	.25	
ROSA WILMOUTH —Rosy pink, grand for cutting.25	
SHERRY —Royal purple. Exhibition type.50	
TY TEE —Lovely cream peach.25	
TOM THUMB —Very small red, strong stems.25	
YELLOW GEM —Pure canary yellow.25	

ORCHID, COLLARETTE, ANEMONE, and SINGLES

Your garden is not complete without some of these beautiful types. Orchid flowering and single dahlias will hold their petals and keep for days, if cut before the pollen shows.

BUTTERCUP (Orchid type) —Light buttercup or canary yellow. Erect stems. Early, profuse and keeps well when cut.....	.50	
DAHLIADEL TWINKLE (Orchid type) —Tyrian rose and white.....	.50	
FRAGRANCE (Single) —Lovely red and white, bi-color, very attractive.....	.35	
GRAZIELLA (Anemone) —Red penciled with white, center gold.....	.75	.50
HELENA (Mignon) —Purest white, long wirelike stems.....	.50	
JERRIANN (1939) —Orchid flowering. Bush 2½ feet, flowers 3½ to 5 inches. Certainly most unusual. Long graceful stems and a profusion of flowers, with each petal cleft. color true orchid, splashed white.	1.50	.50
LAGOLADRINA —A true pink Collarette with oval petals. The collar is white and the same color pink as the petals. By disbudding, this variety can be grown to seven inches.	1.00	.50
PRINCESS MARIE JOSE (Mignon) —Satin pink, very fine, long stems.35	

	Roots	Plants
PREAKNESS—The champion white collarette.50	
SCHWEITZER'S BABY—Very tiny rose, single.....	.75	
TWINKLE, "Lee" (Anemone)—Pale pink, tipped light yellow, cushion pale yellow, blooms very small, notched petals.	.35	
TRIBUNE—Bloom five inch, bush four feet. A deep rich crim- son carmine with white collar. An early and continuous bloomer. A real cut flower, and showy in the garden.....	.75	.50
VESPER (Orchid type)—White heavily suffused Tyrian Rose. Uniform, early, very satisfactory for cutting and land- scape.....	.50	

PREPARING DAHLIA BLOOM FOR EXHIBITION and TRANSPORTATION OF DAHLIAS

From experience we have found certain principles which we consider to be valuable in our own work, and which may be of assistance to others.

To prevent wilting of bloom depends on three items:

Namely, GROWTH OF PLANTS, with balanced fertilizer. Feed enough for vigor, but not force for bloom. If the latter, do what you may, and to no avail, as they haven't the substance to hold up through the show and maybe not until judging. Better grow with balanced rations and less nitrates, if you desire good flowers for show room.

Secondly, CUTTING. We cut any time of day, when flower is ready, preferably morning before the show, but have cut on Thursday for Saturday's exhibition. We don't think the time of day so important, as the treatment thereafter. Select the most perfect and uniform bloom, cut stems at an internode, where stem pores are larger, and thereby obtain more moisture. Stems should be cut at an angle with sharp knife, and carried with heads down to cool, clean, rather dark room, which has been well ventilated. Positively no draft on flowers at any time. Of course, place in clean containers. Cut the stem under water about one inch, which allows expelling of air from stem and absorbs more water. Never crowd the bloom, so as to avoid crushing petals. Use ice to chill the water, keeping it cold until packing. We never use any chemicals or hot water treatments as a preservative.

Thirly, PACKING. Many a fine exhibition bloom should have been a blue ribbon winner, had same been correctly packed. Therefore the corrugated or cardboard box, convenient size for us 10"x-20"x48". We use two quart Mason jars filled with ice cubes, sealed. Tie securely at each end of box in opposite corners. Lay largest bloom with longest stems first. At center sew with soft cord through box, over stem, and tie, to fasten securely, preventing blooms from shifting. For a padding, interlace foliage of additional blooms packed. Place shorter stems nearer center of box. Tie these down and then fill box with bloom of still shorted stem, and pack tightly before closing.

Let's all be Boosters for BIGGER and BETTER Dahlia Shows.

JOIN THE DAHLIA SOCIETY of Indiana

Dues one dollar per year. On receipt of same we will be glad to forward it to secretary.

DAHLIA AIDS

As to sharing the knowledge we have gained in growing dahlias, we are ever ready to give any information that will help to promote the flower we love. We realize that every different kind of soil will need different treatment, especially in regard to feeding, and we doubt if any one can give a blanket formula that could possibly cover the needs of the different gardens. A few fundamentals in successful dahlia culture will apply anywhere.

(a) Do not plant dahlias in dense shade, too close to buildings or trees.

(b) Never fertilize at planting time. Wait until plants are well established. Thereafter, as needed. We always advocate sparingly and more often. Heavy applications are dangerous of burning the fibrous roots.

(c) Never allow soil to bake around the plant. Cultivate regularly.

(d) Do not allow plants to suffer for want of water. We use overhead irrigation, soaking thoroughly. Frequent LIGHT watering brings the roots to the surface where the heat injures them.

(e) Never save any stunts or diseased stock.

(f) Keep insects under control, by regularly spraying.

(g) Keep plants disbudded to obtain the length of stem desired. This course will help the size of bloom.

If you will follow these simple rules and be always on the alert to add to your own experience, then when show time comes, you will win your share of honors. After all is said and done we must work hard for success. It just doesn't "happen."

Visitors Welcome

Remember, a cordial invitation is extended to you to visit us and our gardens.

OUR LOCATION

Our Exhibition Gardens are located at 616 Hutchins Avenue, and 620 Cottage Avenue, Fieldstock at 24th and Caldwell Drive, two blocks from State Road 46.

For Dahlia News We Recommend

AMERICAN DAHLIA BULLETIN
251 Court St., West Haven, Conn.

THE DAHLIA
12147 Harvard Ave., Chicago, Ill.

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