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All That's Best In

Chrysanthemums

For 1940

W H O L E S A L E L I S T

I N T R O D U C I N G



B R O N Z E K I D D E R

B Y

STAFFORD CONSERVATORIES

ON CONNECTICUT ROUTE 15

STAFFORD SPRINGS, CONNECTICUT

PHONE 158-2

TERMS OF SALE

Terms—Cash, unless special arrangements are made for credit.

Prices quoted are for the trade only.

Parties outside of the trade add 20% to prices quoted.

All orders filled in strict rotation and as soon as stock is ready.

All accounts are due 30 days from date of shipment. If unpaid, interest at the rate of one-half per cent per month will be charged.

If shipment is requested to be sent C. O. D. at least one-fourth of the amount in cash must accompany the order to insure acceptance.

Register all letters containing Currency.

QUANTITY—We will sell not less than 6 of any one variety at the dozen rate, 25 at the 100 rate and 250 at the 1,000 rate. Orders for less than 6 of any standard variety will be billed at the retail price of 10 cents each and up, according to list price of variety selected.

PARCEL POST CHARGES—On all charge orders actual postage will be added to the invoice. Paid orders should include postage at the rate of 10 cents for the first hundred cuttings, 4 cents for each additional hundred, plus Special Delivery fee when so requested at the following rate. Up to 100 cuttings 15c—up to 500 cuttings 25c—for each 1,000 cuttings, 35c.

NON-WARRANTY—It is our aim to satisfy our customers by sending good stock at a reasonable price. While we exercise the utmost care to make every shipment satisfactory and profitable to you and keep stock true to name, **WE GIVE NO WARRANTY, EXPRESSED OR IMPLIED**, on the same, either as to varieties or product, and we are in no way responsible for the crop. All orders received will be executed on these conditions only and they must be accepted by the customer when ordering.

CLAIMS FOR DAMAGES—We send out first class stock, carefully inspected and packed, and delivered to the Post Office or Express Company in good order, after which plants Travel at Buyer's Risk. In case of any part of shipment not being satisfactory for other reasons than that caused by transportation same should be reported or returned to us at once, for satisfactory adjustment. No claims honored unless postmarked within 24 hours after Receipt of Shipment. We hold ourselves responsible for such errors, as omissions, miscount and misdirected shipment and will gladly rectify same should they occur. All claims for damages must be assumed and entered against the carrier by the buyer, the shipper's responsibility ceases upon delivery to such agents in good condition. If shipments forwarded by express are delayed or arrive in damaged condition be sure to have your agent examine the shipment and sign for the extent of the damage and you will have no trouble to collect from the express companies for the same.

PRICES

PRICES THROUGHOUT THIS CATALOGUE ON ROOTED CUTTINGS OF STANDARD VARIETIES ARE 60c PER DOZEN, \$3.00 PER 100, \$25.00 PER 1,000; EXCEPT WHERE INDIVIDUAL PRICES

FOLLOW ON VARIETIES OF LATER INTRODUCTION

For Plants from 2 $\frac{1}{4}$ in. pots add \$1.50 per 100 to prices quoted.

PLEASE NOTE

Not less than 6 of one variety at the dozen rate, 25 at the 100 rate, 250 at the 1,000 rate.

We will pot up early orders if desired and from June to the end of the planting season generally have around 100,000 in 2 $\frac{1}{4}$ inch pots for your selection.

SAVE \$5.00 PER THOUSAND

TAKE ADVANTAGE OF THIS OFFER

Rooted Cuttings, our selection of Varieties at \$20.00 per 1,000. You may select the quantity desired of color, type and blooming season. We will assure you of a good selection using only good commercial varieties. Not less than 25 of a variety.

**CERTIFICATE OF INSPECTION FOR JAPANESE BEETLE
SUPPLIED ON REQUEST**

STANDARD LARGE FLOWERING VARIETIES

LISTED IN ORDER OF FLOWERING

WHITE

QUAKER MAID. White incurved, good stem and fine foliage. Grows 5 feet from early June planting. Best results from buds taken end of August which mature first week in October.

AMBASSADOR. A very large, closely incurved and perfectly formed white, maturing October 20th. Flowers held perfectly upright by strong stems.

SILVER SHEEN. Pure white, incurved form, maturing October 20th. Has wonderful keeping qualities. Select bud August 30th.

ALBATROSS. Large white, medium height, good all around habits. Matures October 25th from Terminal Bud. This is a new introduction which we believe will become very popular. Good for shading. \$2.00 per doz., \$12.00 per 100, \$100.00 per 1,000.

MRS. HENRY R. REA. White with pointed petals; strong stem and large dark green foliage extending well up to the bloom. Reserve bud September 1st. Blooms 7 inches in diameter, mature by October 25th.

SNOW WHITE. Incurved. Maturing November 1st. Best Commercial White at this date. Very easy grower.

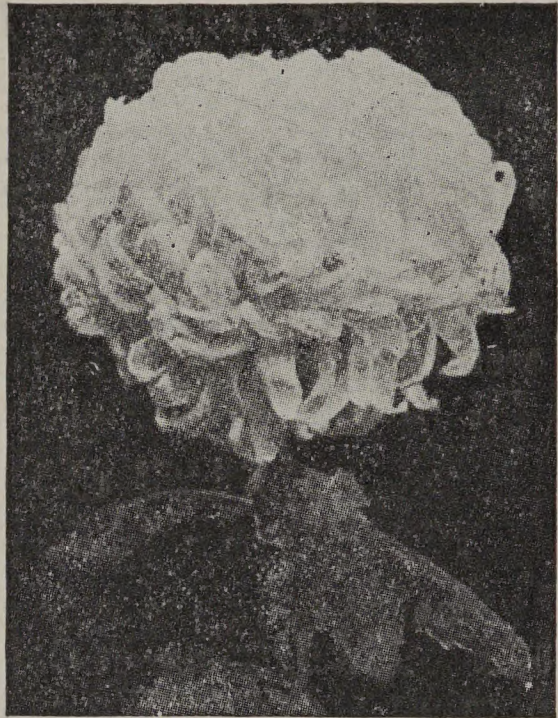
BETSY ROSS. A large flower of perfect incurved form, clear white in color, with excellent stem and foliage.

MONUMENT. Pure white incurved, of very perfect form producing blooms 7 inches in diameter. Matures November 10-15th. Height 4 feet. Select bud September 10th.

CHAS. RAGER. The most reliable white for early November. Bonafan in form but larger. Good stem and foliage. Very easy grower. Excellent for shading.

MEFO. Large creamy white, maturing November 15th to 20th. Closely incurved with lower petals irregularly reflexed. Select buds September 15th.

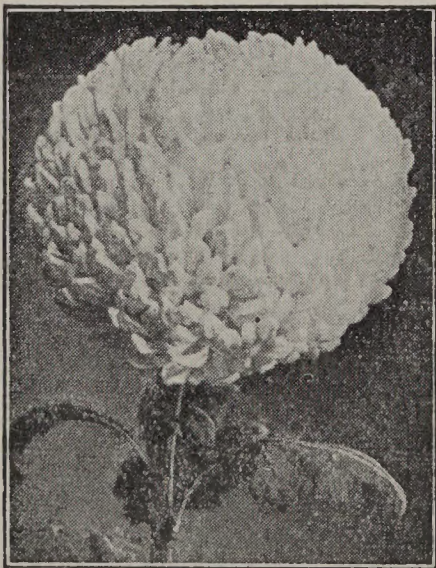
MARKETEER. A large incurved white with rigid stem and heavy foliage to properly set off the flowers. Easily grown into specimen blooms. Matures November 20th. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.



Mefo

LADY ESTHER. Closely incurved pure white. Small hard foliage which permits close planting. Matures November 20th to 25th. A fine commercial.

WHITE DISTINCTION. A pure white sport of Distinction. Identical in habits and growth to its parent. An ideal substitute for White Seidewitz.



December Glory

DECEMBER GLORY. Excellent commercial variety. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June planting. Maturing December 1st.

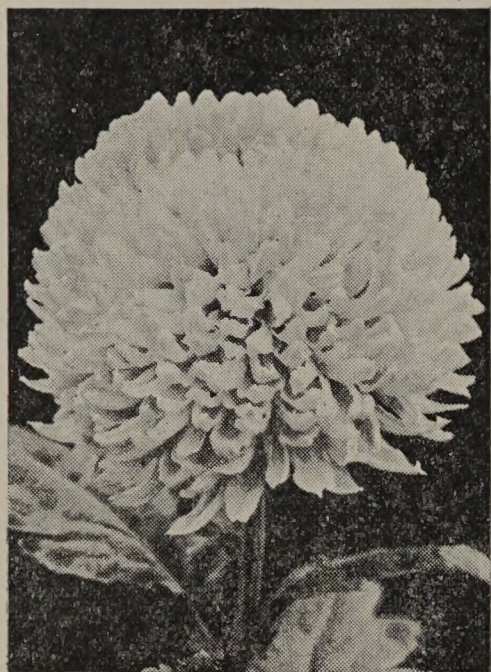
CHATTANOOGA. Large pure white, with a good stem. Deep or high rounded flower of good substance, its lateness making it exceptionally valuable. Buds selected September 20th will mature from December on. Height 4 feet from June planting.

IMPROVED WHITE MISTLETOE. This pure white variety is a sport. The objectionable pink of the original variety is eliminated. The latest flowering Chrysanthemum.

STANDARD LARGE FLOWERING VARIETIES

LISTED IN ORDER OF FLOWERING

PINK



Justrite

LUSTRE. Fine incurved lavender pink. Matures October 10th. Bud last week in August. Height medium.

PINK CHIEF. Very closely incurved on the order of Chieftain although much darker in color. Take terminal bud. Matures October 12th. A good variety for shading.

JUSTRITE. The most popular of all early Pinks. Perfectly globular in form on very strong stems. Habit of growth ideal. A good shipper. Matures October 15th from terminal bud.

MAJ. EDWARD BOWES. A popular rosy pink, brighter than J. W. Prince. Height medium, good stem and foliage. Flowers of good substance, fully double from any bud reserved early in September.

ROSE CHOCHARD. An early pink of a pleasing shade, maturing October 20th. Incurved type, dwarf habit, take bud August 15th.

EVENING STAR. An exceptionally fine mid-season pink variety maturing November 1st. Strong growth with good stem and medium sized foliage. Select bud about September 5th. Flowers 6 inches in diameter.

J. W. PRINCE (IMPROVED CHIEFTAIN). A deep pink sport of Chieftain, same easy grower maturing early November. Firm closely incurved flower.

INDIANAPOLIS PINK. Closely incurved, upper surface of petals light shade of lavender with reverse slightly darker. Good strong growing habits, maturing November 12th from terminal buds. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.



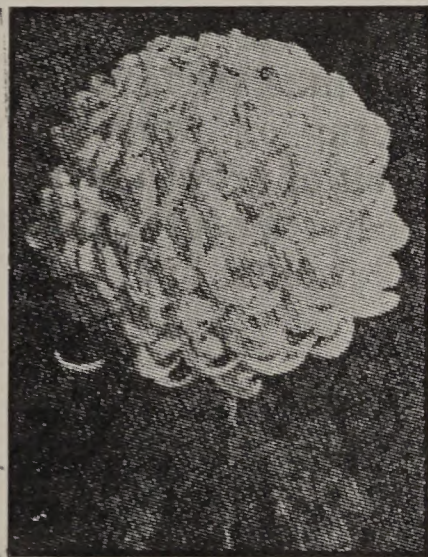
J. W. Prince

DISTINCTION. A fine commercial incurved pink. Matures November 20th, and later. This variety is grown extensively in place of Pink Seidewitz.

THANKSGIVING PINK. Owing to its lateness this variety is very popular. The color is a very dark pink and extensively grown by those who desire late flowers. Blooms 7 inches in diameter, mature Thanksgiving and later. Select bud September 20th. Height 4 ft.

PETER JOHN. A light pink sport of Thanksgiving Pink. Identical in all respects to its parent, excepting color which is a very pleasing shade of pink.

HELEN FRICK. An old popular incurved pink grown extensively for Thanksgiving. Easily grown into specimen blooms. Height medium, select bud September 10th.



Pink Mistletoe

IMPROVED EDWIN SEIDEWITZ. The best of the late Pinks maturing for Thanksgiving and later. We have selected a stronger growing strain of this variety that produces flowers of more even color and shows little or no tendency to yellows as has been the main drawback to this variety.

PINK MISTLETOE. A pink sport from Mistletoe. Best of buds September 30th to October 15th. May be had for Christmas and after by planting the end of July or first of August.

STANDARD LARGE FLOWERING VARIETIES

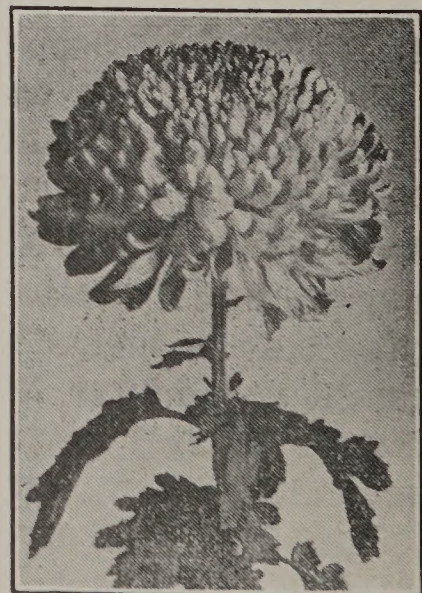
LISTED IN ORDER OF FLOWERING

YELLOW

GOLD LODGE. The most popular early of the day. Fine yellow with good stem and foliage, maturing first week in October.

CELESTRA. A round Golden Yellow that follows right on the heels of Gold Lode. Height 5 feet from June planting. Rigid stem and fine foliage. Blooms October 10th. A wonderful shipper.

MRS. H. E. KIDDER. An early bright yellow, very stiff upright stem producing flowers seven inches in diameter. Four feet in height from June planting. Ready to cut October 15th from buds selected August 25th. We especially recommend this variety to those who desire a good early yellow.



Mrs. H. E. Kidder

COLUMBUS DISPATCH. A very large incurved deep yellow, possessing a remarkably strong upright stem. Height 5 feet from early June planting. Reserve bud September 1st. Blooms 8 inches in diameter are fully developed October 25th. C. S. A. Certificate.



Sun Glow

SUN GLOW. Early bright yellow of the Bonaffan type maturing October 25th. Fine stem with foliage extending to the bloom, producing a high percentage of perfect blooms. Select bud about August 25th.

GOOD NEWS. A clear bright yellow sport of Detroit News that possesses all the good habits of its parent. Select bud August 30th, matures October 25th.

WINDSOR GOLD. This variety grows freely producing a deep golden yellow incurved flower of good size on strong stem. Matures October 28th. Take terminal bud. Responds well to shading.

BLAZING GOLD. An intense golden yellow, globular in form with rigid stem and ample foliage to support this new variety. Responds well to shading and blooms normally in late October. Take terminal bud. \$2.00 per doz., \$10.00 per 100.

CARDONIA. One of the finest yellows in point of color, deep, rich, and without a trace of bronze. Solid flower of good size and texture. Strong stem. 4 to 5 feet from June planting. Matures first week in November. Take terminal bud.

BONAFFAN DE LUXE. Rich golden yellow, tightly incurved. Flowers grown several to the plant average 4 to 5 inches in diameter. Matures November 1st to 10th. Being of dwarf habit is especially good for pot plants.

YELLOW MONUMENT. A light yellow sport of Monument with the same good qualities. Matures November 10th to 15th. Bud September 10th.

FRIENDLY RIVAL. This is acknowledged the finest yellow ever produced considering its size, color, stem and foliage. Maturing November 10th to 15th. Bud September 10th.

JUBILEE. A promising good commercial yellow for mid November. Perfectly incurved with good rugged stem and foliage. Height 4 ft. Excellent for shading from which it matures 1st week in October. Take terminal bud. \$2.00 per doz., \$10.00 per 100.

GOLDEN ARBINI. Deep golden yellow flowers fully double and gracefully reflexed. Excellent stem and foliage. Terminal buds mature November 20th to 25th. Height 4 ft.

MAJOR BONAFFAN. Closely incurved, clear yellow of very fine substance. Its perfectly formed flowers are supported on strong stems with good foliage. Matures middle of November and later from buds selected September 10th.

FRIENDLY CALL. A crisp, tightly incurved buff yellow. A good shipper, fine keeper and does not shatter. From terminal bud produces blooms 6 to 8 inches in diameter on four foot stems. Matures November 25th and later.

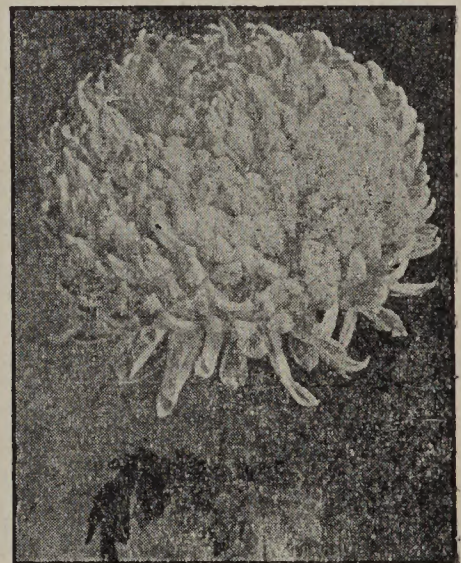
MARIE DePETRIS. A wonderful golden yellow, incurved. Matures November 20th from buds selected August 20th. A perfect commercial in every respect.

GOLDEN PEARSON. Ours is the clear bright yellow sport of the popular bronze variety, Gladys Pearson. Like its parent, it comes just right for Thanksgiving Day and should be planted heavily for that time. Bud September 30th.

GOLDEN MRS. ROSS. Identical in every respect with its parent, except color, which is a much darker yellow, nearly approaching the color of Friendly Rival. Height, 4 feet. Matures end November and later. Select bud early October.

MRS. NELLIE T. ROSS. Light yellow, flowering end November and later. A wonderful keeper. Do not reserve bud until early October. Height 4½ feet.

GOLDEN MISTLETOE. An exceedingly late yellow to hit the Christmas market. Recommended as one to be planted largely as it comes to bloom when most other varieties are off.



Mrs. Nellie T. Ross

STANDARD LARGE FLOWERING VARIETIES

LISTED IN ORDER OF FLOWERING

BRONZE

BRONZE LODGE. A medium shade of bronze, sport of Gold Lode. Habits identical to its parent. This variety should fill the need of an early bronze that can be grown easily for cut flowers or pot plant. Matures October 1st.

HILDA H. BERGEN. One of the most useful commercial types of Chrysanthemums. Color is a deep rich mahogany bronze and every bud produces a perfect flower, even when grown four or five to the plant. Matures October 8th Bud August 25th.

BRONZE KIDDER. A bright and pleasing bronze sport of the variety Mrs. H. E. Kidder. The inside of the petal a bright bronze with slight shadings of Chinese-red, while the reverse is an even shade of buff, making a desirable incurved early bronze of good substance. Matures October 25th from buds selected August 25th. This sport was quickly picked up in preference to other bronze 'Mums on the market at that season. \$2.50 per doz., \$15.00 per 100, \$125.00 per 1,000.

KEYSTONE. A large incurved bronze maturing end of October. The upper surface of the petals is brownish Chinese orange, reverse side buff. Flowers 8 inches in diameter, strong upright growth. Height 4 ft., select bud August 30th.

DETROIT NEWS. A very popular bronze for late October and early November. Possessing wonderful substance and keeping qualities. Select bud August 3rd. Highly recommended for shading.

INDIAN CHIEF. Deep reddish bronze with reverse golden buff, on the order of Detroit News. Reserve terminal bud September 5th and later. Matures November 5th to 10th. Strong grower.

MRS. A. J. STAHELIN. An exceptionally fine Bronze maturing at a season when there are practically no other of its color. Texture of flower, color, stem and habits all of excellent quality. A decided and lively shade of bronze. Terminal bud. Matures November 15th.

MARK TWAIN. Rich bronze with reverse of petals light yellow. Matures November 20th and later from buds selected September 20th. Easy grower. Height 5 feet.



Gladys Pearson

GLADYS PEARSON. Color light bronze, maturing for Thanksgiving. All around good commercial. Select bud September 30th.

OAK LEAF or DARK GLADYS PEARSON. A deep bronze of oak leaf shade, hence its name. Habit of growth and characteristics identical with its parent, Gladys Pearson. This variety is truly the most beautiful of the bronze Mums and we recommend planting it heavily for Thanksgiving when it is at its best.

STANDARD LARGE FLOWERING VARIETIES

LISTED IN ORDER OF FLOWERING

RED

ENTON BEAUTY. Dark velvety crimson, flowering in late November. Very bright and showy for Thanksgiving use. Bud October 1st.

GARNET KING. The finest red yet produced, color garnet, enhanced by a silken sheen. Very slight contrast between upper and reverse side of the petals. Retains its remarkable color either on the plants or cut unto its end. Fine stem and foliage. Buds selected September 20th, matures November 20th.

MOHAWK CHIEF. The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected October 1st and later for best color. 7½ inches in diameter. Height 3 feet.

POMPON SECTION

Pompons have proven most satisfactory in the modern home as a cut flower, standing up under the change of atmosphere far better than the large flowering type.

STANDARD VARIETIES OF POMPONS

LISTED IN ORDER OF FLOWERING

WHITE

NORMANDIE. Large flowering white with delicate pink shadings. Matures during September. This we believe to be the Hardest and earliest to bloom naturally outdoors.

WHITE JEWELL. White sport of Jewell, slightly tinged with pink which adds to its attractiveness. Same good early characteristics as its parent.

IRENE. True pompon type. Color pure white. Upright, wiry stems. Height 3 feet. Matures first week in October.

GRETA. A pure white pompon to follow Irene. Blooms October 20th. Free flowering with strong upright stems.

ARCADIA. A vigorous growing and extremely productive pompon with excellent growing habit. Well formed sprays carry many rounded blooms of pure white measuring 2 to 2½ inches across. Matures October 25th.

SEA GULL. Pure white, large flowered pompon. Makes a well arranged spray. Medium height, matures November 1st. Suitable for disbudding.

PENGUIN. A good mid-season white button pompon. Vigorous grower, good stem and substance. Matures November 10th.

REV. HORACE BUSHNELL. A pure white perfectly formed large flowering pompon on strong well arranged spray. Matures about November 10th. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

CHICAGO PEARL. This variety has proved the finest white pompon we have grown. The bloom is ideal in form and pure white in color. The general plant habit is good. The sprays are large and flowers carried well apart. Blooms November 15th.

CORDOVA. Large, very free flowering white pompon coming in for Thanksgiving and later. Diameter of flower two and one-half inches. Strong upright stem. Medium height. Suitable for dis-budding.

ROYAL QUEEN. Strong, upright growth. True pompon form, 2¼ inches in diameter. Fully developed December 5th. Color pure white. C. S. A. Certificate scoring 94 points.

STANDARD POMPON VARIETIES

LISTED IN ORDER OF FLOWERING

PINK

JEWELL. A very early bright pink large flowered button pompon. Medium height and blooms October 1st to 15th.

DARK PINK JEWELL. Same habits as Jewell but darker. Matures October 1st to 15th. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

VIVID. A very striking and effective variety, the color of which very closely approaches that of the American Beauty Rose. Flowering October 1st, it is extremely vigorous and very free.

NATOMA. A very fine bright pink. Decorative type and very productive. Blooms 2½ inches in diameter, matures October 10th. Height 2 feet.

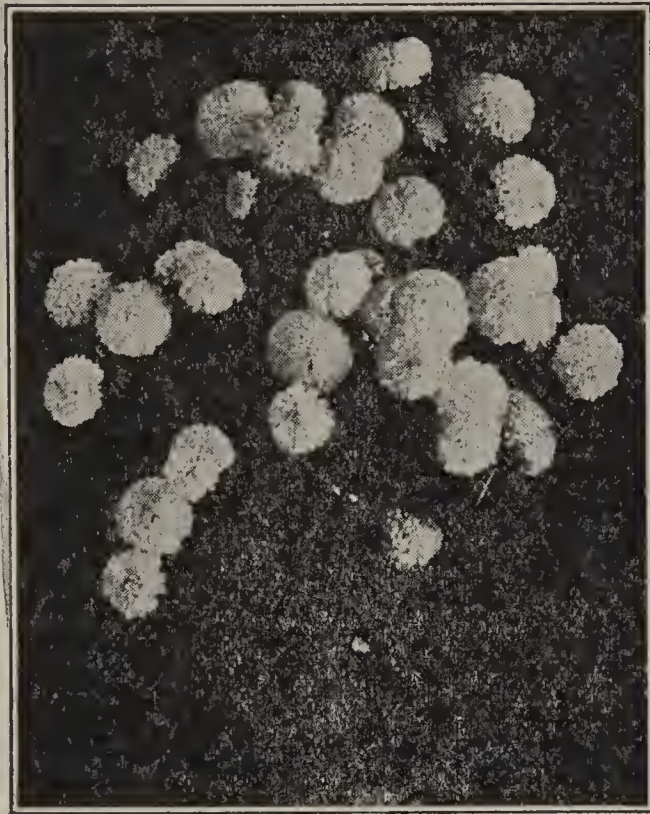
LETITIA. Similar to Pink Dot, light pink with dark pink center. Vigorous grower and gives good yield. Matures October 15th.

CRIMSON SHEEN. Purplish Amaranth of the decorative type. Exceedingly brilliant and unusual in color. 4 feet in height, blooms 4½ inches in diameter. Matures October 20th.

PERSIAN ROSE. A large flowered button pompon. Medium dwarf habit. A fine all around pompon with good keeping qualities. Matures about October 20th. Unusual color, brilliant rose pink, different from any variety at that time. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

BRIGHT SPOT. Pink button pompon with brighter pink center. Strong grower, medium height and prolific. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

SHEILA. A clear pink pompon of medium size that is very attractive. Makes strong fine sprays and very prolific. Matures October 20th. \$2.00 per doz., \$10.00 per 100.



Intermediate Type Pompon

HIGH LIGHTS. A combination of cream and pink shades with the tips of the petals almost approaching Red with a decidedly dark center. Very prolific.

THYRA. Of the most perfect form, full to the center. Color is dark pink, has excellent stem and foliage. Flowers mature November 1st, and are 3½ inches in diameter.

SAN ANTONIO. A large flowered pompon of a pleasing Briar-cliff Pink. Tall growing variety with strong stems and good foliage. Matures November 15th. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

USONA. A bright pink variety for Thanksgiving. Very productive, with a strong upright growth. Height 3 feet.

ROSELEA. A very late pink shading to cream at the center. Flowers 2 inches in diameter on strong, well arranged spray. Matures December 1st and later. Height 4 feet.

STANDARD POMPON VARIETIES

LISTED IN ORDER OF FLOWERING

YELLOW

BARBARA CUMMING. This variety is similar to Yellow Normandie in color. It is more prolific and blooms earlier with a larger flower. Flowers from late August to October.

YELLOW NORMANDIE. A bronze yellow sport of Normandie, which is ample proof of its value. Very hardy. Matures in September.

PINK DOT. An old favorite. White background with petals tipped with pink with prominent dark center. Fine for shading.

BALANDUS. A light pink with cream reverse, somewhat darker in color than Lillian Doty. Incurved and globular in form; strong in growth. Height, 4½ feet. Diameter of flower 3½ inches. Ready to cut October 25th. This variety and the following we find superior to Lillian Doty.

CAZLONIA. Very symmetrical in form. Color, rose pink with a mauve reverse. Strong, upright growth. Height, 3 feet. Flowers 3 inches in diameter. Cut October 25th.

IMPROVED RODELL. A sport of Rodell. A much stronger grower, with larger blooms. The first good Commercial Yellow Pompon to mature.

WHEATLEY HILLS. Intermediate pompon of a pleasing yet different shade. Soft yellow suffused with Pink shading that is both attractive and distinctive. Matures October 15th.

WILLIAM SABEY. A very beautiful yellow of the true pompon type to mature October 20th. Flowers of medium size, very good substance on strong erect sprays and very prolific.

CORA PECK BUHL. The most popular early yellow Pompon, intermediate size, vigorous growth. Matures October 25th.

YELLOW DOT. (JABLONSKY) Yellow sport from Pink Dot. Intermediate Pompon, medium height, October 25th. Fine for shading.

MARY LENNON HALL. Clear rich yellow large flowered pompon vigorous grower. Tall. Matures November 1st.

AUTUMN GLINTS. A large flowering yellow pompon, maturing November 1st. Very productive and of good substance. This is the best in yellows at this date.

GOLDEN BABY. The smallest of the pompon type. Clear yellow, blooming November 10th. Very prolific and good for pot work.

DERIGOLD. A glistening lemon yellow that grows profusely and tall. A good quality and quantity pompon. Stem holds the flower erect with heavy foliage. Matures November 10th. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

YELLOW FELLOW. Very fine large flowering yellow pompon, coming to bloom November 15th.

YELLOW BIRD. A perfectly formed pompon of a rich shade of yellow. Edges of the petals notched, which makes it most attractive and sells readily. Very productive and of firm substance. Matures November 20th.

YUVAWN. Very bright yellow blooms on strong stems, makes nicely arranged spray and very desirable for Thanksgiving trade. Matures November 20th. Height 3 feet. Makes a fine pot plant.

GOLDEN SCEPTRE. A perfectly shaped bright yellow pompon of intermediate size, and one of the very best sellers as a cut flower. Produces heavy, well arranged sprays. Height 3 feet. Matures November 25th.

YELLOW CORDOVA. Sport of Cordova with same habits as parent. Color is a very good shade of yellow and believe it will be a very popular variety.

PERFECTO. This variety maturing for Thanksgiving is about the same shade as Rodell. Height medium and is very productive. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

MODENA. Upright growth with stiff, wiry stem. Color, clear yellow. Matures November 30th from June 15th planting. Height 3½ feet. Diameter of flowers 2 inches. C. S. A. Certificate scoring 93 points.

HASEGAWA GOLD. Large flowering yellow pompon of medium height, maturing December 1st.

STARDUST. Color a rich golden yellow. The individual blooms are perfectly shaped about 2 inches in diameter. Makes a heavy well arranged spray attaining a height of 4 feet. Maturing in December. Grown cool will yield a good crop for Christmas. We find this the best all around pompon at this date.

BUTTERCUP. The flowers are large, 2½ to 3 inches across—of good form and produced in branching sprays. Color—pure buttercup yellow. Growth—strong and healthy, about 4 feet under average culture. Fine keeping qualities. Matures December 5th.

CHRISTMAS CHEER. A bright yellow pompon to mature middle of December and later. Flowers 2 inches in diameter. Height medium.

STANDARD POMPON VARIETIES

LISTED IN ORDER OF FLOWERING

BRONZE

ELENA. Very attractive. Color is bright bronzy red. Petals slightly convexed. Very profuse flowering and dwarf growth, 20 inches in height. 2½ inches in diameter, maturing September 30th.

FRANCIS WHITTLESEY. Habit is stocky and dwarf averaging 18 inches in height. Color, rich bronze and garnet. Matures October 1st.

SONOMA. A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1st. Flowers 2½ inches in diameter.

BONNIBEL. A very distinct pompon of orange buff color. 1¼ inches in diameter. It is very free flowering and of dwarf growth, about two and one-half feet in height. Matures about October 15th.

FAINA. A rather dark bronze. Flowers 2 inches in diameter may be cut October 30th. Strong upright stem. Excellent for pot work. C. S. A. Certificate.

ARIANA. A golden buff pompon suitable for disbudding, maturing October 20th. Flowers 3½ inches in diameter.

JEMIMA. Bright bronze good for either inside or outdoors. Fine for shading. Blooms in early November.

PASADENA. An orange bronze of a very pleasing and lively shade. Strong grower with flowers of very good substance. Matures November 1st. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

NEW YORK. Very attractive bronze pompon of the button type. Maturing early November. Small hard foliage permits close planting.

NOVEMBER BRONZE. A rich and beautiful combination of old gold and bronze, but of even shade. Large perfectly formed flowers on long strong stems. Maturing November 10th.

PIRATE GOLD. A rich golden bronze pompon of medium size, strong and prolific growth. Matures November 10th. \$2.00 per doz., \$10.00 per 100.

PRINCETON. A large pompon with good stem and excellent spray formation. Color a beautiful deep golden yellow suffused with orange. Matures middle of November and is a great improvement on existing varieties of its type. Awarded Silver Cup.

ZOE. A golden bronze of the large button type. Blooms November 20 and later. Grows medium in height and branches well, giving a good yield. We recommend the variety very highly.

LEGAL TENDER. The most popular bronze at this season. Color is a combination of bronze and gold which is most attractive. Large flowers on strong stems maturing November 20th and later.

DUSKY MAID. A tall growing pompon producing fine heavy sprays that stand up well. A well rounded medium sized flower of a rich red and gold combination. A profitable late November variety. \$2.00 per 100, \$10.00 per 1,000.

FRANK WILCOX. Golden bronze of special merit, being of dwarf and sturdy growth, it makes a fine pot plant and is excellent for cutting. At its best around Thanksgiving.

DOROTHY TURNER. This striking pompon, a lively combination of bronze and old gold, reaches maturity for the Thanksgiving Market.

ROWENNA. A large flowered pompon of a Reddish bronze that comes in for Thanksgiving and later. Has strong stem with good dark foliage that sets off the well arranged spray. Good shipper and keeper. Height 3 feet.

AVALON. A large flowered pompon, producing crisp blooms of coppery orange. An excellent grower and producer, which matures for Thanksgiving and later. Its rich coloring, excellent spray formation and productiveness make this variety a welcome addition to the late flowering group.

GLOW. A glowing orange, with deep reddish orange shades at the center. The individual flower is about 2 inches across, of perfect rounded form, keeping qualities excellent. Ready to cut for Thanksgiving. Height 3½ to 4 feet. Awarded C. S. A. Silver Medal.

WILDFIRE. A lively reddish bronze, vigorous grower. Matures early December. 75c per doz., \$4.00 per 100, \$35.00 per 1,000.

LORIS. A rich dark bronze possessing excellent growing habits. Very late and valuable in this respect.

STANDARD POMPON VARIETIES

LISTED IN ORDER OF FLOWERING

RED

FLASHLIGHT. A bright glowing crimson. Large flowered on strong stems and very productive. Matures end of September outdoors.

CALIPH. Semi-double red pompon, rather dwarf flowering October 10th. \$2.00 per doz., \$10.00 per 100, \$90.00 per 1,000.

FIRE BALL. Bright crimson large flowered pompon. Possesses wonderful dark, glossy foliage which extends up to the bloom and the stem is exceedingly rigid. Height 3 feet. Ready to cut November 2nd. Diameter of flowers 3½ inches. Will also make an excellent dwarf pot plant.

MRS. MARY HOOKER. A striking, velvety crimson, ready to cut about November 15th. The flowers are large of the decorative pompon type, fully 3 inches across and are carried on strong branching sprays. Growth vigorous, attaining a height of 3 feet. A first class producer with a color so rich that it appeals instantly to the market buyer.

RED PRINCETON. A very good reddish bronze sport of Princeton. Same fine flower and habits. \$1.50 per doz, \$8.00 per 100, \$75.00 per 1,000.

RED BEAUTY or RED DOROTHY TURNER. A clear dark red sport of the very popular Dorothy Turner. It does not fade to the bronze at any stage. Habit and growth identical to its parent. This variety sported with us in 1931 and has bloomed constant and true to color each year.

HELEN HUBBARD. Very popular crimson decorative. In heavy demand for Thanksgiving trade. The color is a rich velvety crimson, which does not fade. Growth is excellent.

STANDARD ANEMONE CHRYSANTHEMUMS

LISTED IN ORDER OF FLOWERING

BLANCHE. The improved Garza. Color, white with cream center. A very attractive flower and a good grower. Matures October 27th.

WHITE ANEMONE. A large pure white of Anemone type, superior to all others because of its snow white cushion, size of flowers, perfect spray formation and its numerous rows of glistening white guard petals. A fast and strong grower. Flowers 4 inches in diameter when grown in sprays. Blooms normally late October into November. Responds well to shading. Awarded First Class C. S. A. Certificate.

BUFF QUEEN. The larger anemone type, 6½ inches in diameter when disbudded. Color of both ray and disc florets is buff. Makes a good spray. Matures November 1st.

LITTLE AMERICA. Snow white medium sized anemone. Cushion is quite solid, the guard petals are firm enough to handle well in shipping. Growth is just long enough to support and display from four to six disbudded blooms to the plant. Foliage is small. Blooms early in November. Best disbudded.

OHIO STATE. A yellow anemone about the color of Yellow Garza matures November 1st. Being of dwarf branchy growth is best suited for pot culture.

FRIEDA. A very lovely shade of pink with yellow cushion. Medium height and strong prolific growth making it suitable for pot work. An attractive and promising variety maturing November 15th.

GRAF VON ORIOLE. A darker and clearer color than Norma, with full yellow cushion center. Good stem and foliage. Disbudding recommended but makes a good spray. Matures November 20th.

BEAUTIFUL LADY. A striking anemone variety of a bright shade of pink contrasting with its creamy white cushion. Early planting recommended. Height 3½ feet. Matures November 20th.

ROLINDA. A reddish bronze anemone. Matures flowers 3 inches in diameter November 20th and later on nicely arranged sprays without disbudding. When disbudded attains 4 to 5 inches.

RED ROLINDA. Red sport of Rolinda.

YELLOW ROLINDA. A golden yellow sport of Rolinda.

NORMA. A large flowering orchid-pink anemone with golden-pink cushion, making a very striking combination. Matures November 25th. Disbudded flowers 4 to 5 inches in diameter. Makes well arranged spray.

SUSANNE MILLER. A golden-yellow team mate of Norma, and is identical in all respects.

BRONZE NORMA. Bronze companion to Norma & Susanne Miller. Identical in all respects.

YOLANDA. A fine anemone for Thanksgiving and later. Color is an unusual shade of apricot bronze. Flowers firm and well proportioned in nicely arranged spray. A clean vigorous grower.

ESPY'S WHITE SUPREME. Vigorous, large flowered white anemone of medium height, maturing end of November and later.

ESPY'S DARK PINK SUPREME. A soft even shade of pink with the same habits as the above.

BRONZE SUPREME. A soft and pleasing combination of buff bronze with slight pink shadings that combines well with other shades. \$4.00 per 100, \$35.00 per 1,000.

YELLOW SUPREME. Color a trifle brighter than Yellow Garza with flowers considerably larger. Matures end of November and later. \$4.00 per 100, \$35.00 per 1,000.

GARZA SUPREME. Pure white sport of Garza, coming into bloom during December. Producing very perfect, full rounded flowers on strong stems. The latest flowering anemone. Is in heavy demand owing to its lateness.

YELLOW GARZA SUPREME. This is a good clear yellow sport of Garza Supreme, the most popular anemone ever produced owing to its lateness and abundance of bloom.

SINGLE CHRYSANTHEMUMS

LISTED IN ORDER OF FLOWERING

MELBA. This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen depending on the time of propagation and culture. Color orange bronze with a distinct circle of yellow at the base of the petals. Flowers 4 inches in diameter mature November 10th.

RED MELBA. A red sport of Melba.

KRAMERS BUFF ORANGE. This bronze single is of the same color and date as Melba but the flowers are firmer and held well apart on long strong stems.

LIGHTHOUSE. This striking single pompon of a bright bronze, shading to watermelon red makes a pleasing and attractive flower. Good substance and well arranged spray.

CALIFORNIA GOLD. This large flowering single with several rows of firm yellow petals on strong stems matures about November 10th.

SAN CARLOS. Striking bronzy red single with large clear yellow cushion for mid November. Flowers about 3 inches in diameter with several rows of petals. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1,000.

GLADYS DUCKHAM. A strong growing large flowered white single with several rows of petals. Well arranged spray makes a very serviceable cut flower. Matures November 15th to 30th.

HASEGAWA PINK. Medium sized bright pink flowers of good substance set off by prominent yellow center. Growth similar to Buckingham but more prolific. Height medium, matures about November 20th.

SUNBURST. A very strong growing large flowered single with several rows of petals, of a striking sunburst orange. Firm flowers with fine foliage making it very good for pot work as well as cut flowers. Height medium. Matures November 25th.

VALENCIA. A splendid orchid pink single maturing November 30th. Flowers 4 inches in diameter on very strong stems. Height 4 feet.

HASEGAWA POINSETTIA. Dark red single with prominent yellow disc. Firm flowers on strong well arranged spray mature for Thanksgiving. Height medium.

HASEGAWA MINORU. Reddish bronze single of very good substance maturing for Thanksgiving. Growth 3 to 4 feet, strong well arranged spray.

HASEGAWA JOSEPHINE. Same growing habits as the above variety of a lighter and brighter shade of bronze.

THE GODFREY FAMILY

This family of singles in 7 different colors comes in for Thanksgiving and later. Being a tall grower with long graceful sprays is ideal for basket and decorative work. Pinching not later than September 10th. Matures a good crop about 3 feet in height for December 15th.

Bronze Godfrey. Beautiful glowing dark bronze. **White Godfrey**

Mrs. E. D. Godfrey. Clear light pink.

Yellow Godfrey

Miss Gladys. Golden bronze.

Christmas Cheer. Red Godfrey

Marguerite Waite. Clear deep pink.

HARDY KOREAN HYBRID CHRYSANTHEMUMS

The Korean Chrysanthemums have been proved to be considerably more hardy than the old standard hardy types and are recommended for those who desire this type of Chrysanthemums. They are now produced in most all the colors and supply an abundance of color for early fall gardens. The Retail Florist can safely recommend this type.

S I N G L E T Y P E

APOLLO. A combination of bronze, red and gold.

MARS. Deep Amaranth-red.

DAZIRA. White with soft pink shading.

VENUS. Bright clear pink.

ORION. Brilliant canary-yellow.

DOUBLE HARDY KOREANS

THE MOOR. Greatly admired by many who fancy this particular color, best described as amaranth-purple or port-wine-red. Flowers 3 inches across, double, produced freely and keep well when cut. In full flower in late September. Height 2 feet. Very hardy.

KING MIDAS. A very prolific, large flowered, soft yellow pompon with occasional bronze shadings. Sturdy and prolific. Height 2½ ft. Matures during October.

EMBER. This is a remarkably hardy and rugged Chrysanthemum which apparently withstands all weather conditions. In color, a brilliant glowing bronze that stands out conspicuously in comparison with any others in this color. It is a combination of coral and orange shades that cannot be described accurately. 2½ inches in diameter. Flowering in mid October. Height 2½ feet.

NEW VARIETIES GROWN ON TRIAL

We will grow on trial many varieties of new and recent introductions to determine their merits, as many new varieties often do not make the grade.

CHRYSANTHEMUMS FOR POT CULTURE

The following varieties because of their sturdy growth and free flowering habits are recommended for use as pot plants where this type is desired. Full descriptions will be found under respective headings.

LARGE FLOWERING VARIETIES

Ambassador, white	Celestra, yellow
Silver Sheen, white	Cardonia, yellow
Chas. Rager, white	Bonaffan De Luxe, yellow
Justrite, pink	Bronze Lode
Rose Chochard, pink	Detroit News, bronze
J. W. Prince, pink	Hilda Bergen, bronze
Helen Frick, pink	Mrs. A. J. Stahelin, bronze
Peter John, pink	Enton Beauty, red
Thanksgiving, pink	Mohawk Chief, red
Gold Lode, yellow	

POMPON VARIETIES

Irene, white	Yuvawn, yellow
White Jewell	Perfecto, yellow
Penguin, white	Bonnibel, bronze
Jewell, pink	Faina, bronze
Persian Rose, pink	Princeton, bronze
Thyra, pink	November Bronze
Crimson Sheen, pink	Zoe, bronze
Usona, pink	Legal Tender
Rodell, yellow	Dorothy Turner, bronze
Wheatley Hills, yellow	Fire Ball, red
Golden Baby, yellow	Red Beauty, red
Yellow Fellow	Frank Wilcox, bronze

ANEMONE VARIETIES

Blanche , white	Ohio State , yellow
Little America , white	Yellow Rolinda
Garza Supreme , white	Yellow Garza Supreme
Freida , pink	Yolanda , yellow
Beautiful Lady , pink	Rolinda , bronze

SINGLE VARIETIES

Dazira , Soft Pink	Sunburst , bronze
Hasegawa Pink	Apollo , bronze Korean
Orion , yellow Korean	Mars , red Korean
Melba , bronze Korean	Red Melba

POMPONS AND ANEMONES SUITABLE FOR DISBUDDING

The following list of varieties are well adapted to disbudding. This type is extremely popular owing to the size and perfectness of the flowers and often bring better returns on the market when disbudded.

Full description of the varieties will be found in preceding pages under type indicated.

POMPONS

Seagull white	Thyra , pink
Balandus , pink	Mary Lennon Hall , yellow
Cazlonia , pink	Fire Ball , red
Crimson Sheen , pink	Cordova white
Yellow Cordova	Avalon , bronze

SINGLES

Melba , bronze	Valencia , pink
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ANEMONES

Little America , white	Bronze Norma
Blanche , white	Rolinda , bronze
White Anemone	Yellow Rolinda
Freida , pink	Red Rolinda
Norma , pink	Espy's White Supreme
Beautiful Lady , pink	Espy's Pink Supreme
Buff Queen , yellow	Espy's Yellow Supreme
Susanne Miller , yellow	Espy's Bronze Supreme

'MUMS FOR SHADING

The purpose of shading is to force the plants to set buds earlier. 'Mums are classed as a short day plant, thus by covering them with black cloth about four or five o'clock in the afternoon and removing at seven o'clock in the morning shortens the daylight several hours and considerably hastens their maturity.

This treatment will generally bring them to bloom about one month earlier than their normal flowering season. To obtain these results planting and pinching should be advanced by one month to six weeks. Shading for earliest flowers from earliest varieties should start early in July.

The varieties listed below have been tried and found to respond well and produce good saleable flowers when grown under shade.

LARGE FLOWERING VARIETIES

Silver Sheen, white
Betsy Ross, white
Snow White
Pink Chief
Justrite
Mrs. J. W. Prince

Mrs. H. E. Kidder, yellow
Sunglow, yellow
Good News, yellow
Detroit News, bronze
Hilda Bergen, bronze
Golden Pearson, yellow

POMPON VARIETIES

White Jewell
Irene, white
Arcadia, white
Seagull, white
Rev. Horace Bushnell, white
Pink Jewell
Pink Dot
Bright Spot, pink
Highlights, pink
Improved Rodell, yellow

Mary Lennon Hall, yellow
Yellow Dot
Yellow Fellow
Jemima, bronze
Princeton, bronze
New York, bronze
Lighthouse, bronze single
Blanche, white anemone
Norma, pink anemone
Autumn Glints, yellow pompon



GODFREY

PLACE YOUR CHRYSANTHEMUM

ORDER EARLY

TO HELP BOTH YOU AND OURSELVES

Reserve the Varieties You Prefer NOW For Shipment

When You Want Them and Avoid Disappointment

STAFFORD CONSERVATORIES