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U.S.Dept of Agriculture Bureau of Plant Industry Horticultural Corps
\& Disease
Washington, D.C.
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## HILLENMEYER NURSERIES

Lexington, Kentucky Return Postage Guaranteed

## STRAWBERRIES

We grow and sell the kinds which do well in Kentucky. Use Hillenmeyer's Tried and Tested Plants. All varieties listed are perfect flowering.

## PREMIER

One of the most popular Strawberries ever introduced. Good plant maker, frost resistant and prolific. The bright red berries are large, bluntly conical, of good quality and hold up in size to the very end if the season is favorable. The leading berry for market or home No variety ever tested has been so deservedly popular and we recommend it as the best early and midseason kind.

## BLAKEMORE

Ripens a few days before Premier Berries light red, conical and will remain firm a few days after ripening. Excellent for commercial or home use Productive, good plant maker, and will do well on rather poor soil. Our plants are the Yellows-free Strain. Plant Blakemore for profit

## CATSKILL

A new outstanding variety of high quality which is rapidly growing in popularity. Bright red, midseason and excellent for home use.

## DORSETT

One of the most satisfactory varieties that has been introduced in years. Its high quality, bright colored berries with light red flesh are excellent both for home and local market purposes. Ripens a few days after Premier, and while by some is thought better, we are not yet ready to give it preference. It is a good plant maker.

## FAIRFAX

Of highest quality and ripens
bout a week after Premier. about a week after Premier.
Berries bluntly conical, dull red, yellow or greenish seed and dark red flesh. Juicy, firm and a fine home berry. It so overlaps Aroma and so much better quality we have discontinued growing the latter variety.

## GANDY

Still the best late berry. Robust plants with fruit on strong stems, blossoming exceedingly late and thus frequently missing frosts that often kill the early bloomers. Conical berries with large caps, firm and rather acid. Excellent for preserving, canning or shipping. Prefers a moist clay soil.

## Our prices permit you to make selection of any variety listed.

 This is important when comparing prices.| 100 | \$0.75 | 600 | \$3.00 |
| :---: | :---: | :---: | :---: |
| 200 | 1.40 | 700 | 3.50 |
| 300 | 1.80 | 800 | 4.00 |
| 400 | 2.20 | 900 | 4.50 |
| 500 | 2.50 | 1000 | 4.75 |


| WRO |
| :--- |
| Wtrawberries Sent Prepaid |
| Anywhere in Kentucky for |

For parcel post and insurance, add 10 per cent


## PANSIES

Big strong transplants. Grown from best seed obtainable. 50 c per 12 ; $\$ 2.00$ per 50 ; $\$ 3.50$ per 100 .

## HILLENMEYER'S Samous Kentucky Blue Grass Seed

Here in the heart of the famed Blue Grass Section of Kentucky the best seed in the world is produced. Hillenmeyer's seed is from the best crops and highest quality. Why gamble with poor seed-plant the best.

## SPECIAL LAWN MIXTURE

For sowing new lawns or where you have a thin stand we recommend our Special Lawn Mixture. This consists of Blue Grass and other varieties for quicker effect
Sow $2-3 \mathrm{lbs}$ to 1000 square feet on thin lawns. Sow 4-6 lbs. to 1000 square feet on new lawns.
PRICES ON BLUE GRASS OR LAWN MIXTURE


10 pounds
Ask for prices on larger quantities.
For parcel post and insurance, add 10 per cent.

## Cultural Directions for Strawberries

WHEN PLANTS ARE RECEIVED. Plant at once if possible. If season is not favorable put in cool, moist place, BUT DO NOT WATER. They also may be unpacked and trenched in open ground.
WHEN TO PLANT. Late March or April is the chosen time. Foll planting usually results in a complete failure.
SOIL. Strawberries respond to good soil and you should choose a fertile lotion However do not plant immediately after turning under sod, as white grubs invariably cause trouble. Prepare the ground very thoroughly

DISTANCE TO PLANT. The rows should be three and a half to four feet apart and the plants set about eighteen inches in the row. It requires about 7000 plants per acre

CULTIVATION. During the summer keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve' the vitality of your piants and produce a fine matted row. Keep the hoe and cultivator busy.

MULCHING. Protect by mulching with clean straw in fall or early winter after the ground is frozen. Do not apply too heavily, as this smothers the plants. Leave on during the fruiting season, as it conserves moisture and keeps the berries clean.

AFTER FRUITING. Immediately plow or narrow the original row to about foot. Thoroughly cultivate the middle so as to give the new plants a chance to get established Repeat the second year. We do not advise keep. ing beds more than two or three years.

FAMILY REQUIREMENTS. About three hundred, five hundred, or a thousand plants are required for a small, medium, or large family,
SELECTION OF VARIETIES. We shall be glad to make selection of suit able varieties if you want to leave this to us.

HOW TO PLANT STRAWBERRIES


## SECOND CROP SEED POTATOES

Second crop seed is preferred and planted in this section by gardeners and those who grow potatoes for profit. They are grown from certified stock, medium size, no hollow ones, will go farther and give a better stand.

Prices F. O. B. Lexington urtil sold out:
1 bu. ( 60 lbs.)
$\$ 1.25$
100 lbs.

Larger quantities quoted on application.


## PATENTED ROSES

Many of the finest new Roses are now being patented. This naturally regulates, to a large extent, the propagation, description and sale. We are licensed to distribute the Roses and use the greatest diligence to see that they reach you in prime condition. Beyond this we have no control. Have tried many kinds and have selected twelve which, in our judgment, are the "cream of the crop". If you want other varieties not listed, we can supply them at prevailing prices.

## For a combination of 3 or more Patented Roses, use $1 / 3$ of the 3 price

## Pink

ADORATION. Patent No. 453. Brilliant salmon-pink lightening with a splash of orange at base of petals. Long, pointed buds opening with high centers. Flowers accentuated by coppery green foliage. $\$ 1.50$ each; 3 for $\$ 3.75$.
COUNTESS VANDAL. Patent No. 38. Copper, pink and gold with long, puinted buds. Petals curl into a beautiful open blossom. The best patented Rose which has come under our observation. We recommend it with confidence. $\$ 1.00$ each; 3 for $\$ 2.50$.
ETERNAL YOUTH. Patent No. 332. Perfectly formed buds are long, pointed, colored a beautiful soft pink with yellow at the base of each petal. The full open flowers expose a large center of graceful deep yellow stamens. The color remains a clear pink throughout suffused with just a touch of salmon. Vigorous, with good foliage. $\$ 1.25$ each; 3 for $\$ 3.15$.
McGREDY'S PINK. Patent No. 341. Beautiful bright rose. As the large, fragrant flowers unfold the outer petals shade to a pearly cream and pink with a saf-fron-yellow base. Blossoms borne on long stiff stems, with dark green foliage. Continuous bloomer, fine for cutting, exhibition or garden. $\$ 1.25$ each; 3 for $\$ 3.15$.

## Two-Tone

MRS. CHAS. MALLERIN. Patent applied for. The long salmon-orange buds stand erect on thick sturdy stems above vigorous leathery ivygreen foliage. Blossoms open an iridescent orange-salmon with veil of scarlet. One of the best. $\$ 1.50$ each; 3 for $\$ 3.75$.

## Red

DICKSON'S RED. Patent No. 376. First award "All-America Rose Selections," for hybrid teas 1940. A glowing scarlet-red from the Emerald Isle. Rich in fragrance and holds its color in the hottest sun's rays. Rugged in growth and beautiful in form and color. Looks like this is one of the Roses which is here to stay. You must try it. \$1.25 each; 3 for $\$ 3.15$.
HECTOR DEANE. Patent No. 361. So fragrant is this Rose that a single plant scents the whole garden with true old rose scent. The bud is crimson with a suggestion of orange in the depths, the orange diffusing as it opens, leaving at the heart only a clear circle of yellow. Bloom is informal in its opening, the petals reflexing in irregular and unusual manner. \$1.50 each; 3 for \$3.75.
ROSE BAMPTON. Patent No. 425. The new Red Rose for 1941. The charming petals reflex slightly as they open and the full flower resembles a Dahlia. The bloom is very double, slow in opening, holds a long time and has a delightful old rose perfume. $\$ 1.50$ each; 3 for $\$ 3.75$.

## Yellow

ECLIPSE. Patent No. 172. The long streamlined bud, enhanced by ornamental sepals, is of rich gold without shading. International sensation of 1936. \$1.00 each; 3 for $\$ 2.50$.
McGREDY'S SUNSET. Patent No. 317. A variety which is aptly named, with gorgeous sunset yellows. The outside of petals is a clear butter-cup-yellow, tipped orange, while the inside is chrome-yellow, flushed with scarlet as it opens. A prolific bloomer, very sun-resistant and excellent in hot weather. Pleasing fragrance. $\$ 1.25$ each; 3 for $\$ 3.15$.

McGREDY'S SALMON. Patent No. 410. "Surely Ireland must be Heaven," for such Roses come from there. The exquisite, symmetrical buds of an appealing orange-pink shade unfold to a delightful apricot-salmon. The blooms are large with a rich, full, fascinating fragrance. Free bloomer. $\$ 1.50$ each; 3 for $\$ 3.75$.

SIGNORA. Patent No. 201. This Rose from the land of sunshine and Chianti wine, is a real masterpiece, in both plant and bloom. Long bud of a
Outstanding PATENTED ROSES

## 1 Each as Listed \$1300

Postpaid, 50c Extra warm burntsienna opening to a lighter hue toward mandarine. The plant is tallgrowing with every bloom on a long stem. Foliage is handsome. Indispensable to those who grow Roses mainly for for cutting.
\$1.00 each;
3 for $\$ 2.50$.


## Twelve New and Select Roses

The following were selected as the best of the newer varieties. All have distinct merit,
and we recommend them to those who are looking for something new and beautiful.
No. 1, 2-year plants, 75 c each; $\$ 3.50$ for $5 ; \$ 8.00$ per doz.
For postage and insurance, add 10 per cent.

## Pink

Catherine Kordes. Bright glowing pink growing singly on erect strong stems. Rich bronzy foliage.
Picture. Beautiful with its warm undertone of salmon. Perfect form with pointed petals. Vigorous, continuous bloomer. Fragrant. It really is a picture.
Pink Dawn. Perfect formed buds, opening to a lovely shade of pink, tinged with orange.
The Doctor. Beautiful glowing silvery pink with satiny edges. Extra large bud and blossom which is delightfully fragrant

## Red

Christopher Stone. A thrilling scarlet-crimson from bud until petals fall. Vigorous, upright, free flowering. Looks like this one has come to stay Giowing carminc, lto name is o bood description of this new Rose.
Strong grower, blooms freely, and is very showy.
Victoria Harrington. Pointed dark, almost black buds opening to nonfading velvety red. Warmed with golden flush in center of flower.

## Two-Tone

Faience. Soft peach and cadmium ye!low. Tapering bud, yellow at base shading to shrimp-pink at edges. Exhibition blossoms
Madame Joseph Perraud. Award of honor The Most Beautiful Rose in France for 1934." The long siender buds when open shade from pink at the edges to orange at the center Enraptured visitors were in accord as to its merits.

## Yellow

Goiden (or Yellow) Sastago. Buttercupyellow with tints of apricot. Another Spanish Beauty of robust growth. Blossoms are set deep in superb dark foliage.
McGredy's Yellow. This bright butter-cup-yellow is admired by all who see it. Good form, fragrant and strong grower.
Phyllis Gold. Beautiful clear yellow with nicely shaped buds, tinged red, opening to large, fragrant, high-pointed flowers of great substance. Strong upright grower with good foliage.


## Rose Sprays

 CLOTRACIDE AA compiete econom etc. Contains powerful insecticides and fungicides. Easily mixed and applied. We recom mend it.Small size (makes 5 gallons). Small size imakes 5 gallons) Medium size (makes 10 gallons
Large size (makes 20 gallons) Large size (makes 20 gallons)
Nursery size (makes 80 gallons

## TRI-OGEN - Combined Spray Treatment

Complete protection against plant Insects and Disease.
One of the most complete and satisfactory sprays for Roses. Controls leaf spot, mildew, and insects.
Nationally advertised and used.
Small Kit (makes 16 PRICES
A. Small Kit (makes 16 quarts)
B. Medium Kit (makes 64 quarts)
C. Large Kit (makes 32 gallons)
$\$ 1.50$
D. Estate Kit (makes 128 gallons 6.00

For postage and insurance, add 10 per cent.

Phyllis Gold

QUALITY STOCK Do not confuse quality plonts with is a difference and you will be and vinced if you plant HILLENMEYER'S ROSES.



