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U. S. Department of Agriculture

CHRYSANTHEMUM ROOTED CUTTINGS

Price List
for 1942



GENEVA FLORAL CO.
GENEVA, N. Y.

GREENHOUSES AND OFFICE
Border City, N. Y.

Dear Customer:

You are now looking over a Chrysanthemum Rooted Cutting Price List which represents the *Original* GENEVA FLORAL COMPANY of Geneva, New York.

We have enjoyed our business relationships with you who along with several thousand old customers and our many new customers have tremendously helped us gain a higher standard of quality and service each year. We sincerely thank you for your loyal patronage.

We believe that another very important factor that helped our growing success in giving you top quality cuttings and top quality service is the fact that WE GROW OUR OWN. Some growers overlook the advantages to be gained by ordering direct from the grower. First of all, we can save you valuable time. Our orders are acknowledged the same day they are received, and shipment can be on most orders made immediately. If, however, shipment cannot be made when you want it, we will notify you. We realize the importance of shipping your order when you want it.

Secondly, we know every grower is vitally interested in *saving money* when buying cuttings. Therefore, we offer you:

DISCOUNTS for CASH WITH ORDER

GREATER DISCOUNTS for EARLY ORDERS

GREATER DISCOUNTS for LARGE ORDERS

FREE DELIVERY within the 4TH ZONE

However, do not think for one moment that because we are offering you all these *money-saving* opportunities, that we are lowering our standard of cuttings, for we are increasing it instead. Last season, our Mum sales increased more than 47% over the previous season. Therefore, we are now in a better position than ever before to produce *cleaner, stronger, healthier* cuttings free from Midge and other diseases, in fact, the kind of cuttings you need and want to make your Mums the paying crop they ought to be and can be.

In addition, we guarantee to pack our cuttings carefully and well so that they will reach you in good condition.

For these reasons, we believe along with our thousands of satisfied customers, that our cuttings are to be preferred, for we give you **QUALITY SERVICE** and **QUALITY CUTTINGS** that **COST YOU LESS**.

We have taken great care in making up our List this year confident that we can **SAVE YOU MONEY** when our Government needs your help. Why not use these savings to buy United States Savings Bonds and Stamps.

Sincerely yours,

THE GENEVA FLORAL COMPANY

INSTRUCTIONS FOR ORDERING

PRICES: Kindly note carefully the prices per 100 and per 1000 are opposite each variety. The following rates apply when less than 25 of a variety is ordered:

Rate per 100	Rate per 10	Rate per 5	Rate per 1
\$ 3.00	\$.50	\$.40	\$.10
3.25	.50	.40	.10
4.00	.75	.50	.12
6.00	1.00	.60	.15
7.00	1.25	.75	.20
8.00	1.50	1.00	.25
12.00	2.00	1.25	.30
15.00	2.50	1.50	.35

If your order totals 1,000 or more and you have ordered at least 25 or in multiples of 25 for each variety you may take the 1,000 rates. **SPECIAL ATTENTION!** If you order 100 each of five or more different varieties, you may also take the 1,000 rates.

TERMS: 2% discount will be allowed if paid within 10 days from date of invoice. All invoices will become due in 30 days from date of invoice. Cash or C. O. D. to all customers without established credit—at least 50% of the amount must be enclosed with your order if you want us to send it C. O. D. This part payment is necessary because of the perishable nature of the cuttings.

DISCOUNTS: 5% Discount for all **CASH WITH ORDER** orders.

3% Discount on orders totaling from 2,500 to 5,000.

5% Discount on orders totaling from 5,000 to 10,000.

10% Discount on orders totaling 10,000 or more.

DELIVERY: FREE DELIVERY on all orders to the 1st, 2nd, 3rd and 4th zones. All other shipments will go by express collect. It has been our experience that our shipments of perishable plants to distant customers are given more careful attention and are more promptly delivered by the Express company.

GUARANTEE: We guarantee to pack all plants carefully to surely reach you in good condition. All packages should be opened immediately upon receipt of same.

CLAIMS FOR DAMAGE: If plants are not satisfactory upon arrival, notify your Express Agent or Post Master immediately. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for injured or delayed deliveries, etc. All claims for damages must be assumed and entered against the carrier by the buyer.

NO GUARANTEE: While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied. We cannot guarantee a crop as growing depends entirely upon the grower.

CANCELLATION: Should you find it necessary to cancel your order before you receive your plants, the cancellation will be accepted if your instructions for cancelling your order reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can honor the cancellation of the **UNSHIPPED PORTION** only.

Orders accepted will be subject to the above terms.

LARGE FLOWERING COMMERCIAL VARIETIES

Note

- X—Extra good or generally accepted best varieties.
 S—Indicates varieties most suitable for shading.
 P—Indicates varieties suitable for Pot Plants.
 *—Indicates varieties resistant to Verticillium blight.

READ INSTRUCTIONS FOR ORDERING ON PAGE THREE

Prices subject to change without notice

YELLOW

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
P Gold Lode. Golden yellow.....	Med.	Aug. 25	Oct. 1	\$3.00	\$27.50
XP Celestra. Bright yellow.....	Med.	Ter. Bud	Oct. 15	3.00	27.50
Chrysolora. Pale golden yellow.....	Med.	Aug. 15	Oct. 15	3.00	27.50
XSP* Mrs. H. E. Kidder. Bright yellow.....	Med.	Aug. 25	Oct. 20	3.00	27.50
X Yellow Ambassador. Light yellow.....	Med.	Ter. Bud	Oct. 25	3.00	27.50
X Blazing Gold. Golden yellow.....	Med.	Ter. Bud	Oct. 25	3.25	30.00
*Smith's Superlative. Golden yellow.....	Med.	Aug. 25	Oct. 25	3.00	27.50
XSP Sunglow. Yellow.....	Med.	Aug. 25	Oct. 25	3.00	27.50
*Citronella. Light yellow.....	Short	Aug. 31	Oct. 28	3.25	30.00
Col. F. M. Alger. Light lemon yellow.....	Med.	Sept. 5	Nov. 1	3.25	30.00
XSP* Golden Glory. Golden yellow.....	Short	Aug. 25	Nov. 1	3.00	27.50
XS* Good News. Yellow.....	Med.	Aug. 30	Nov. 1	3.25	30.00
Richmond. Lemon yellow.....	Med.	Aug. 25	Nov. 1	3.25	30.00
XP Cardonia. Deep rich yellow.....	Med.	Sept. 5	Nov. 10	3.25	30.00
X Whittier. Yellow.....	Med.	Sept. 15	Nov. 13	3.00	27.50
Columbus Dispatch. Deep lemon yellow.....	Med.	Sept. 1	Nov. 15	3.00	27.50
X Yellow Monument. Pale yellow.....	Med.	Sept. 10	Nov. 15	3.25	30.00
XP* Honey Dew. Yellow.....	Short	Ter. Bud	Nov. 15	3.25	30.00
Jubilee. Clear bonnaffon yellow.....	Short	Ter. Bud	Nov. 15	3.25	30.00
Secretary Nehrling. Orange buff yellow.....	Med.	Sept. 15	Nov. 18	3.00	27.50
X Yellow Mefo. Golden yellow.....	Tall	Sept. 20	Nov. 20	3.25	30.00
XP* Friendly Rival. Large golden yellow.....	Med.	Sept. 10	Nov. 20	3.25	30.00
XS Sun Gold. Yellow.....	Med.	Sept. 30	Nov. 25	3.00	27.50
XS Golden Pearson. (Leroy Zang) Yellow.....	Med.	Sept. 30	Nov. 25	3.25	30.00
Yellow December Glory. Light pale yellow.....	Tall	Sept. 30	Dec. 1	3.25	30.00
X Golden Mrs. Ross. Golden yellow.....	Tall	Ter. Bud	Dec. 3	3.25	30.00
X Golden Mistletoe. Yellow.....	Med.	Sept. 30	Dec. 10	3.25	30.00
X Improved Tobin's Late Yellow. Deep yellow.....	Short	Sept. 30	Dec. 15	3.25	30.00

WHITE

Smith's Early White. White.....	Tall	Aug. 10	Oct. 5	3.25	30.00
XP Quaker Maid. White.....	Med.	Aug. 25	Oct. 15	3.00	27.50
XS Silver Sheen. Fine early white.....	Med.	Aug. 30	Oct. 18	3.00	27.50
XP Ambassador. Large white.....	Med.	Ter. Bud	Oct. 23	3.00	27.50
Albatross. Pure white.....	Med.	Ter. Bud	Nov. 1	3.25	30.00
XS Snow White. White.....	Med.	Ter. Bud	Nov. 1	3.25	30.00
XSP* Betsy Ross. Fine shaped white.....	Tall	Aug. 25	Nov. 1	3.25	30.00
Chas. W. Johnson. Ivory white.....	Med.	Sept. 10	Nov. 5	3.25	30.00
Chas. Rager. White.....	Med.	Sept. 15	Nov. 10	3.25	30.00
White Perfection. White.....	Short	Sept. 10	Nov. 10	3.25	30.00
E. S. Kelley. Reflexed white.....	Med.	Sept. 15	Nov. 15	3.25	30.00
X Monument. White.....	Med.	Sept. 10	Nov. 15	3.25	30.00
XS Marketeer. Finest late white.....	Med.	Ter. Bud	Nov. 18	3.25	30.00
X Mefo. Fine white.....	Med.	Sept. 20	Nov. 20	3.25	30.00
X Chattanooga. White.....	Med.	Sept. 20	Nov. 25	3.25	30.00
X December Glory. Pure white.....	Tall	Sept. 30	Dec. 1	3.25	30.00
Improved December Beauty. Pure white.....	Med.	Oct. 1	Dec. 8	3.25	30.00
X White Mistletoe. White.....	Med.	Sept. 30	Dec. 10	3.25	30.00
XP Smith's Late White. White.....	Short	Sept. 30	Dec. 15	3.25	30.00

WE GROW OUR OWN

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BRONZE AND RED

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
XS*Indianola. Light bronze.....	Med.	Aug. 25	Oct. 10	3.00	27.50
XS Detroit News. Early bronze.....	Med.	Aug. 30	Nov. 1	3.25	30.00
X Mrs. David F. Roy. Reddish bronze.....	Short	Sept. 15	Nov. 8	3.25	30.00
Indian Chief. Deep reddish bronze.....	Med.	Sept. 5	Nov. 10	3.25	30.00
Mrs. A. J. Stahelin. Bronze.....	Med.	Ter. Bud	Nov. 15	3.00	27.50
XP Garnet King. Deep red.....	Med.	Sept. 20	Nov. 18	3.00	27.50
Golden Oak. Buff bronze.....	Med.	Ter. Bud	Nov. 18	3.25	30.00
X Gladys Pearson. Good light bronze.....	Med.	Sept. 30	Nov. 25	3.25	30.00
X Oak Leaf. Dark bronze.....	Med.	Sept. 30	Nov. 25	3.25	30.00
X Mohawk Chief. Crimson.....	Med.	Oct. 1	Nov. 30	3.25	30.00
X Bronze Mistletoe. Bronze.....	Med.	Sept. 30	Dec. 10	3.25	30.00

PINK

XS Pink Chief. Pink.....	Tall	Ter. Bud	Oct. 15	3.25	30.00
XSP Justrite. Fine early pink.....	Short	Ter. Bud	Oct. 15	3.00	27.50
Rose Chochard. Light lavender.....	Short	Aug. 15	Oct. 20	3.25	30.00
XS Rose Glory. Pink.....	Med.	Ter. Bud	Oct. 20	3.25	30.00
Rose Glow. Bright pink.....	Med.	Sept. 10	Nov. 1	3.00	27.50
X*Major Ed. Bows. Fine dark pink.....	Med.	Aug. 30	Oct. 20	3.00	27.50
X October Rose. Pink.....	Med.	Sept. 5	Oct. 20	3.25	30.00
Oscoda. Light lavender.....	Med.	Sept. 1	Oct. 30	3.25	30.00
Evening Star. Dark rose pink.....	Tall	Sept. 5	Nov. 1	3.25	30.00
XSP*J. W. Prince. Light pink.....	Short	Aug. 30	Nov. 5	3.25	30.00
X Indianapolis Pink. Light lavender.....	Med.	Ter. Bud	Nov. 8	3.25	30.00
Rose Perfection. Deep rose pink.....	Short	Sept. 10	Nov. 10	3.25	30.00
P Thanksgiving Pink. Dark pink.....	Short	Sept. 15	Nov. 23	3.25	30.00
X Distinction. Fine late pink.....	Med.	Ter. Bud	Nov. 25	3.25	30.00
XP Helen Frick. Very fine late pink.....	Med.	Sept. 10	Nov. 25	3.25	30.00
Edwin Seidewitz. Bright pink.....	Tall	Sept. 15	Nov. 30	3.25	30.00
X Pink Mistletoe. Pink.....	Med.	Sept. 30	Dec. 10	3.25	30.00

EXHIBITION VARIETIES

YELLOW

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
X Yellow Turner. Fine large light yellow....	Med.	Aug. 25	Nov. 5	\$6.00	\$50.00

WHITE

X William Turner. Fine large pure white....	Med.	Aug. 25	Nov. 5	6.00	50.00
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BRONZE

X Bronze Turner. Fine large bronze.....	Med.	Aug. 25	Nov. 5	6.00	50.00
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PINK

X Pink Turner. Fine large pink.....	Med.	Aug. 25	Nov. 5	6.00	50.00
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WE GROW OUR OWN

POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—small; Int.—Intermediate; L—large.

Types are abbreviated as follows: Pom.—Pompon; Dec.—Decorative; Sing.—Single; Anem.—Anemone.

Note

X—Extra good or generally accepted best varieties.

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

*—Indicates varieties resistant to verticillium blight.

READ INSTRUCTIONS FOR ORDERING ON PAGE THREE

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YELLOW

Name and Description	Height	Size & Type	Matures	Price per	
				100	1000
XSP*Rodell Improved. Fine early yellow	Short	Int. Pom.	Oct. 20	\$3.00	\$27.50
XS Gold Finch. Yellow	Med.	Int. Pom.	Oct. 20	3.25	30.00
XS*Golden Spray. Yellow	Med.	Int. Pom.	Oct. 23	3.25	30.00
Early Buttercup. Yellow	Med.	Int. Pom.	Oct. 25	3.00	25.00
XPD Golden Herald. Large deep golden yellow	Med.	L. Dec.	Oct. 25	3.25	30.00
X Cora Peck Buhl. Light buff yellow	Tall	Int. Pom.	Oct. 25	3.25	30.00
XS Yellow Dot. Yellow with reddish center	Med.	Int. Pom.	Oct. 25	3.25	30.00
Yellow Daisy. Deep lemon yellow	Med.	Int. Sing.	Oct. 25	3.25	30.00
XSD Mary Lennon Hall. Clear rich yellow	Tall	Int. Pom.	Nov. 1	3.00	27.50
XD Yellow Sea Gull. Yellow	Tall	Int. Pom.	Nov. 1	3.25	30.00
XSP*Nuggets. Best early yellow	Short	S. Pom.	Nov. 5	3.00	27.50
X Derigold. Lemon yellow	Med.	Int. Pom.	Nov. 10	3.25	30.00
XD Golden Mensa. Pale lemon yellow	Med.	Int. Sing.	Nov. 10	3.00	25.00
XD Helios. Deep yellow	Med.	L. Anem.	Nov. 10	3.00	25.00
XS Yellow New York. Yellow	Med.	S. Pom.	Nov. 13	3.25	30.00
Golden Climax. Yellow	Med.	S. Dec.	Nov. 15	3.00	25.00
X Golden Splendor. Bright yellow	Med.	Int. Pom.	Nov. 15	3.25	30.00
XSP*Yellow Fellow. Yellow	Med.	Int. Dec.	Nov. 15	3.00	25.00
Yellow Hilda Canning. Yellow	Med.	S. Pom.	Nov. 15	3.00	25.00
XP Lois. Golden yellow	Med.	S. Pom.	Nov. 18	3.25	30.00
SD Susanne Miller. Buff yellow	Tall	L. Anem.	Nov. 18	3.00	25.00
Yellow Bird. Lemon yellow	Med.	Int. Pom.	Nov. 20	3.00	25.00
*Hasegawa Gold. Large golden yellow	Med.	Int. Pom.	Nov. 23	3.00	27.50
XPD Yellow Rolinda. Light buff yellow	Med.	Int. Anem.	Nov. 23	3.25	30.00
X Golden Sceptre. Yellow	Tall	Int. Pom.	Nov. 25	3.00	25.00
PD Yellow Yuletide. Yellow	Short	Int. Pom.	Nov. 28	3.25	30.00
X Christmas Gold. Bright yellow	Med.	S. Pom.	Nov. 28	3.25	30.00
X Yellow Cordova. Yellow	Med.	Int. Dec.	Nov. 30	3.25	30.00
Yellow Valencia. Yellow	Tall	L. Anem.	Nov. 30	3.25	30.00
XD Gold Coin. (Unalga) Yellow	Med.	Int. Pom.	Dec. 1	3.00	25.00
XPD Yuvawn. Yellow	Med.	Int. Pom.	Dec. 3	3.25	30.00
X Golden Modena. Deep golden yellow	Med.	Int. Pom.	Dec. 5	3.25	30.00
X Fawn. Deep buff yellow	Med.	Int. Sing.	Dec. 5	4.00	37.50
XD Gleam. Deep lemon yellow	Med.	L. Anem.	Dec. 5	4.00	37.50
X Buttercup. Yellow	Tall	Int. Pom.	Dec. 10	3.25	30.00
X Christmas Cheer. Deep yellow	Med.	Int. Pom.	Dec. 15	3.25	30.00
X Yellow Garza Supreme. Yellow	Short	Int. Anem.	Dec. 15	3.25	30.00

WHITE

*Uvalda. Creamy white	Med.	Int. Pom.	Oct. 10	3.00	25.00
XSP White Jewell. White suffused with pink	Short	S. Pom.	Oct. 15	3.25	30.00
XSP*Irene. Fine early white	Short	S. Pom.	Oct. 18	3.00	27.50
XS*Minong. White	Med.	S. Pom.	Oct. 20	3.00	25.00
P*Silver Bells. White	Med.	S. Pom.	Oct. 23	3.25	30.00
XS Arcadia. Pure white	Med.	Int. Pom.	Oct. 28	3.25	30.00
XPD Graceland. White with yellow center	Med.	Int. Anem.	Oct. 28	3.25	30.00
Blanche. White	Med.	Int. Anem.	Nov. 1	3.25	30.00

WE GROW OUR OWN

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WHITE—(Con't)

Name and Description	Height	Size & Type	Matures	Price per	
				100	1000
XSD*Sea Gull. Very fine white.....	Tall	Int. Pom.	Nov. 1	3.00	25.00
XP*Mary Pickford. White.....	Short	S. Pom.	Nov. 1	3.25	30.00
XSD White Doty. Good white.....	Med.	L. Pom.	Nov. 1	3.00	25.00
XD*White Anemone. White.....	Tall	Int. Anem.	Nov. 5	3.25	30.00
XS Rev. Horace Bushnell. White.....	Tall	Int. Pom.	Nov. 8	3.25	30.00
X*Crystal Jewell. White.....	Tall	S. Pom.	Nov. 8	3.25	30.00
XD White Mensa. Ivory white.....	Med.	Int. Sing.	Nov. 10	3.00	25.00
XPD Little America. Snow white.....	Med.	Int. Anem.	Nov. 10	3.25	30.00
*Bobbie. Large creamy white.....	Med.	S. Pom.	Nov. 18	3.25	30.00
Sorona. White with yellow center.....	Short	Int. Anem.	Nov. 25	3.00	25.00
XPD White Yuletide. White.....	Short	Int. Pom.	Nov. 28	3.25	30.00
X Cordova. Fine late white.....	Med.	Int. Dec.	Nov. 30	3.25	30.00
X December Glory Pom. White.....	Med.	Int. Dec.	Dec. 15	3.25	30.00
X Garza Supreme. White.....	Short	Int. Anem.	Dec. 15	3.25	30.00
X Snow. Ivory white.....	Med.	Int. Pom.	Dec. 30	4.00	37.50

BRONZE AND RED

XS Roman Bronze. Bronze Capt. Cook.....	Tall	Int. Pom.	Oct. 20	3.25	30.00
Ourray. Red-bronze.....	Short	S. Pom.	Oct. 20	3.00	25.00
X Adelaide. Mahogany.....	Med.	S. Pom.	Oct. 23	3.25	30.00
XSD Jemima. Bronze.....	Med.	Int. Pom.	Oct. 23	3.25	30.00
Bokara. Brick red.....	Tall	Int. Dec.	Oct. 25	3.00	25.00
X Natoma. Flame scarlet.....	Short	Int. Dec.	Oct. 25	3.25	30.00
P*Ethel. Bronze.....	Med.	S. Pom.	Oct. 25	3.00	25.00
XS*Firebird. Red bronze.....	Med.	Int. Dec.	Oct. 25	3.25	30.00
Autumn Glints. Reddish bronze.....	Med.	Int. Dec.	Nov. 1	3.00	25.00
XD Bronze Doty. Bronze.....	Med.	Int. Pom.	Nov. 1	3.00	25.00
X Elizabeth Peterson. Orange bronze.....	Med.	Int. Dec.	Nov. 3	3.25	30.00
XP Bronze Buckingham. Bronze.....	Short	Int. Sing.	Nov. 3	3.00	25.00
P Patsy Dowd. Red.....	Short	S. Pom.	Nov. 5	3.25	30.00
XS*Robin Hood. Dark red.....	Med.	S. Pom.	Nov. 5	3.25	30.00
Red Rover. Crimson orange.....	Med.	S. Pom.	Nov. 5	3.25	30.00
Grenadier. Red.....	Med.	L. Pom.	Nov. 10	3.25	30.00
X Peggy Poesch. Brilliant apricot.....	Med.	L. Dec.	Nov. 10	3.25	30.00
XD*Mason's Bronze. Burnt orange.....	Short	L. Sing.	Nov. 10	3.25	30.00
XD Bronze Tuxedo. Buff.....	Med.	L. Anem.	Nov. 10	3.25	30.00
D Cora Scovil. Burnt orange.....	Med.	L. Anem.	Nov. 10	4.00	37.50
XD The Titan. Scarlet crimson.....	Med.	L. Anem.	Nov. 10	3.25	30.00
XS New York. Bronze.....	Med.	S. Pom.	Nov. 13	3.25	30.00
XSP Princeton. Orange.....	Med.	Int. Dec.	Nov. 15	3.25	30.00
X Mrs. Mary Hooker. Deep red.....	Tall	L. Dec.	Nov. 15	3.25	30.00
XPD Melba. Fine light reddish bronze.....	Short	L. Sing.	Nov. 15	3.25	30.00
XPD Red Melba. Red.....	Short	L. Sing.	Nov. 15	3.25	30.00
XP November Bronze. Orange bronze.....	Med.	Int. Pom.	Nov. 18	3.25	30.00
X*Legal Tender. Very fine bronze and gold.....	Med.	Int. Dec.	Nov. 20	3.00	25.00
XD*Estrelita. Deep buff bronze.....	Med.	L. Anem.	Nov. 20	3.25	30.00
XPD Rolinda. Orange bronze.....	Med.	Int. Anem.	Nov. 23	3.25	30.00
Hope Engel. Deep reddish bronze.....	Short	S. Anem.	Nov. 25	3.25	30.00
X Bronze Beauty. Bronze.....	Med.	Int. Pom.	Nov. 25	3.25	30.00
Clorinda. Dark reddish bronze.....	Med.	Int. Dec.	Nov. 25	3.00	25.00
Dorothy Turner. Bronze.....	Med.	Int. Pom.	Nov. 25	3.25	30.00
Mrs. Beu. Standard bronze.....	Short	L. Pom.	Nov. 25	3.00	25.00
Red Beu. Reddish bronze.....	Short	L. Pom.	Nov. 25	3.00	25.00
Yolanda. Pale orange bronze.....	Med.	S. Anem.	Nov. 25	3.25	30.00
Gold Tips. Reddish bronze gold tipped.....	Med.	L. Pom.	Nov. 25	3.25	30.00
Helen Hubbard. Deep red.....	Med.	L. Dec.	Nov. 25	3.25	30.00
XPD Crimson Glow. Maroon.....	Med.	Int. Anem.	Nov. 25	3.25	30.00
X Glow. Orange, reddish bronze center.....	Med.	Int. Pom.	Nov. 30	3.25	30.00
Loris. Dark bronze.....	Med.	Int. Pom.	Dec. 1	3.25	30.00

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BRONZE AND RED—(Con't)

Name and Description	Height	Size & Type	Matures	Price per	
				100	1000
X Royal Crimson. Dark crimson.....	Med.	L. Dec.	Dec. 1	3.25	30.00
XD Coral Blaze. Orange bronze.....	Short	L. Anem.	Dec. 1	3.25	30.00
Wildfire. Beautiful orange rust.....	Med.	Int. Dec.	Dec. 3	3.25	30.00
Harmony. Red orange with bronze.....	Med.	Int. Pom.	Dec. 5	3.25	30.00
Cavalcade. Mandarin red.....	Med.	Int. Pom.	Dec. 10	3.25	30.00
XPD Bronze Supreme. Light bronze.....	Med.	L. Anem.	Dec. 10	3.25	30.00

PINK

XSP*Jewell. Bright rose pink.....	Short	S. Pom.	Oct. 15	3.25	30.00
Lilac. Light pink.....	Short	Int. Dec.	Oct. 15	3.00	25.00
XS Capt. Cook. Fine early pink.....	Tall	Int. Pom.	Oct. 20	3.00	25.00
X Jessie. (Madeline) Deep rose pink.....	Med.	Int. Pom.	Oct. 25	3.25	30.00
XS Pink Dot. White with pink center.....	Med.	Int. Pom.	Oct. 25	3.00	27.50
XD*Betty Rose. Pink petals and cushion.....	Med.	L. Anem.	Oct. 25	3.25	30.00
Morning Glow. Beautiful light pink.....	Med.	Int. Dec.	Oct. 30	3.00	25.00
Pink Popcorn. Pink.....	Short	Int. Dec.	Oct. 30	3.00	25.00
D Izola. Amaranth.....	Short	S. Anem.	Nov. 1	3.00	25.00
XD Irene Rich. Pink.....	Med.	L. Pom.	Nov. 1	3.25	30.00
XD Lillian Doty. Shell pink.....	Med.	L. Pom.	Nov. 1	3.00	25.00
XD Rose Charm. Rose pink.....	Med.	L. Pom.	Nov. 1	3.00	25.00
XP W. H. Buckingham. Pink.....	Short	Int. Sing.	Nov. 3	3.00	25.00
D Topknot. Cream white petals, pink cush.	Med.	Int. Anem.	Nov. 5	3.25	30.00
XS Mrs. Morgan G. Bulkeley. Light pink...	Tall	Int. Pom.	Nov. 8	3.25	30.00
XPD Thyra. Dark pink.....	Med.	L. Pom.	Nov. 10	3.25	30.00
D Elsa Piel. Orchid pink, golden cushion...	Med.	L. Anem.	Nov. 10	3.25	30.00
XS*Silver Tips. Pink with silver tips.....	Med.	Int. Pom.	Nov. 13	3.25	30.00
XD Masterpiece. Tourmaline pink.....	Med.	Int. Pom.	Nov. 15	3.25	30.00
XP Orchid Beauty. Orchid with golden cush.	Med.	Int. Anem.	Nov. 15	3.00	25.00
XPD Freida. Lavender with yellow cushion...	Med.	L. Anem.	Nov. 15	3.25	30.00
XSD*Norma. Orchid petals, salmon cushion..	Tall	Int. Anem.	Nov. 18	3.00	25.00
Pink Lassie. Pink and lavender.....	Med.	Int. Pom.	Nov. 20	3.25	30.00
PD Long Island Beauty. Pale pink, yel. cush.	Med.	L. Anem.	Nov. 20	3.25	30.00
Anna Nanzig. Dark pink Godfrey.....	Tall	Int. Sing.	Nov. 25	3.00	25.00
X Usona. Pink.....	Med.	Int. Pom.	Nov. 25	3.00	27.50
Mrs. E. D. Godfrey. Rose pink.....	Tall	Int. Sing.	Nov. 25	3.00	25.00
X*Hasegawa Pink. Lavender.....	Med.	Int. Sing.	Nov. 25	3.00	25.00
XPD Beautiful Lady. Lavender, dream cushion	Short	L. Anem.	Nov. 25	3.25	30.00
XD Valencia. Orchid pink.....	Tall	L. Sing.	Nov. 30	3.25	30.00
Rosalea. Pale rose pink.....	Med.	Int. Pom.	Dec. 1	3.25	30.00
X Pagosa. Dark pink.....	Med.	Int. Pom.	Dec. 5	3.25	30.00
Tonquin. Rose.....	Med.	Int. Pom.	Dec. 10	3.00	25.00
XD Dark Pink Supreme. Lavender.....	Med.	L. Anem.	Dec. 10	3.25	30.00

POT PLANT VARIETIES

The following varieties make very fine pot plants. Size of flower is indicated by S—small; Int.—intermediate; L—large; and L.F.—large flowering commercial. Type is indicated by Sing.—Single; Anem.—Anemone; Dec.—Decorative; Pom.—Pompon; Inc.—Incurved.

X—Extra good or generally accepted best varieties.

S—Indicates varieties most suitable for shading.

*—Indicates varieties resistant to Verticillium blight.

READ INSTRUCTIONS FOR ORDERING ON PAGE THREE

Prices are subject to change without notice

YELLOW

Name and Description	Type	Spray or Disbud	Matures	Price per	
				100	1000
X Pomponette. Primrose yellow	Int. Pom.	Spray	Sept. 15	\$7.00	\$65.00
Gold Lode. Golden yellow	L. F. Dec.	Disbud	Oct. 1	3.00	27.50
S Golden Spray. Yellow	Int. Pom.	Spray	Oct. 15	3.25	30.00
XS Rodell Improved. Fine early yellow	Int. Pom.	Spray	Oct. 20	3.00	27.50
X Judith Anderson. Yellow	S. Pom.	Spray	Oct. 25	3.25	30.00
*Smith's Superlative. Golden yellow	L. F. Dec.	Disbud	Oct. 25	3.00	27.50
XS Nuggets. Best early yellow	S. Pom.	Spray	Oct. 25	3.00	27.50
X Ohio State. Yellow	Int. Anem.	Disbud	Nov. 1	3.25	30.00
XS Golden Glory. Golden yellow	L. F. Inc.	Disbud	Nov. 1	3.00	27.50
X Lois. Golden yellow	S. Pom.	Spray	Nov. 15	3.25	30.00
XS Yellow Fellow. Fine yellow	Int. Dec.	Dis. or Spr.	Nov. 18	3.00	25.00
X Yellow Rolinda. Deep golden yellow	Int. Anem.	Dis. or Spr.	Nov. 20	3.25	30.00
X Sun Gold. Yellow	L. F. Dec.	Disbud	Nov. 25	3.00	27.50
Sunshine. Yellow	Int. Anem.	Disbud	Nov. 25	3.25	30.00

WHITE

XS White Jewell. Light pink	S. Pom.	Spray	Oct. 10	3.25	30.00
XS Irene. Fine early white	S. Pom.	Spray	Oct. 15	3.00	27.50
X Graceland. White with yellow center	Int. Anem.	Dis. or Spr.	Oct. 25	3.25	30.00
X Mary Pickford. White	S. Pom.	Spray	Nov. 1	3.25	30.00

BRONZE AND RED

X Early Bronze. Orange bronze	S. Pom.	Spray	Sept.	3.25	30.00
Ethel. Bronze	S. Pom.	Spray	Oct. 25	3.00	25.00
Ouray. Dark mahogany brown	S. Pom.	Spray	Oct. 20	3.00	25.00
X Bronze Buckingham. Bronze	Int. Sing.	Dis. or Spr.	Nov. 5	3.00	25.00
X Melba. Fine reddish bronze	L. Sing.	Disbud	Nov. 5	3.25	30.00
X Red Melba. Red	L. Sing.	Disbud	Nov. 5	3.25	30.00
X Rolinda. Orange bronze	Int. Anem.	Dis. or Spr.	Nov. 20	3.25	30.00
Mrs. Beu. Standard bronze	Int. Dec.	Dis. or Spr.	Nov. 25	3.00	25.00
Red Beu. Reddish bronze	Int. Dec.	Dis. or Spr.	Nov. 25	3.00	25.00

PINK

XS Jewell. Bright rose pink	S. Pom.	Spray	Oct. 10	3.25	30.00
XS Justrite. Fine early pink	L. F. Inc.	Disbud	Oct. 15	3.00	27.50
Rose Chochard. Pink	L.F. Inc.	Disbud	Oct. 20	3.25	30.00
X Thyra. Dark pink	L. Pom.	Disbud	Nov. 1	3.25	30.00
Izola. Amaranth	S. Anem.	Disbud	Nov. 1	3.00	25.00
X W. H. Buckingham. Pink	Int. Sing.	Dis. or Spr.	Nov. 5	3.00	25.00

WE GROW OUR OWN

HARDY OR GARDEN VARIETIES

Prices are subject to change without notice

YELLOW

Name and Description	Height	Type	Matures	Price per	
				100	1000
Sunny Boy. Light bronze yellow	Short	Button	Sept.	\$3.25	\$30.00
Glory of Seven Oaks. Golden yellow	Short	Dec.	Sept.	3.25	30.00
Pygmy Gold. Golden yellow	Short	Button	Sept. 5	3.25	30.00
X Algonquin. Golden yellow	Med.	Dec.	Sept. 5	3.00	25.00
X Yellow Cushion. Light buff yellow	Short	Semi-dble.	Sept. 10	3.00	25.00
X Lorelei. Very fine early yellow	Med.	Dec.	Sept. 10	3.00	25.00
X Barbara Cumming. (Yellow Normandie).	Med.	Dec.	Sept. 15	3.25	30.00
Coos. Deep yellow	Short	Dec.	Sept. 15	3.25	30.00
Eugene A. Wander. Golden yellow	Med.	Dec.	Sept. 20	15.00	125.00
X Pomponette. Fine primrose yellow	Short	Dec.	Sept. 20	7.00	65.00
Sappho. Bright lemon yellow	Med.	Sing.	Sept. 25	3.25	30.00
Comarron. Lemon yellow	Med.	Dec.	Sept. 25	3.25	30.00
X King Midas. Light lemon yellow	Med.	Dec.	Sept. 30	3.25	30.00
Acacia. Pale lemon yellow	Med.	Semi-dble.	Sept. 30	7.00	65.00
X R. Marion Hatton. Lemon yellow	Med.	Dec.	Oct. 1	3.25	30.00
Barnegat. Pale lemon yellow	Med.	Dec.	Oct. 1	3.25	30.00
Orion. Light lemon yellow	Med.	Sing.	Oct. 5	3.25	30.00
Pale Moon. Pale lemon yellow	Med.	Semi-dble.	Oct. 5	7.00	65.00
X Yellow Gem. Light lemon yellow	Med.	Button	Oct. 5	3.25	30.00
Ceres. Buff yellow	Med.	Sing.	Oct. 10	3.00	25.00
Alice Howell. Orange yellow	Med.	Sing.	Oct. 15	3.25	30.00
XSP Rodell Improved. Fine light yellow	Med.	Button	Oct. 20	3.00	25.00
XP Judith Anderson. Yellow	Med.	Button	Oct. 25	3.25	30.00

WHITE

Siwaske. Blush white	Short	Dec.	Aug.	3.25	30.00
Tohophee. Blush white	Short	Semi-dble.	Aug.	3.25	30.00
X Innocence. White suffused with pink	Med.	Sing.	Sept.	3.00	25.00
September Queen. Large white	Short	Dec.	Sept.	3.25	30.00
New Innocence. Pinkish white	Med.	Sing.	Sept.	3.00	25.00
X Seminole. Cream white	Short	Dec.	Sept. 5	3.25	30.00
X Teton. White	Short	Sing.	Sept. 5	3.00	25.00
X White Cushion. (Queen Cushion) White	Short	Semi-dble.	Sept. 10	3.00	25.00
Suwanee. White with creamy center	Short	Sing.	Sept. 15	3.25	30.00
Winooski. White with yellow center	Short	Semi-dble.	Sept. 15	3.25	30.00
X Normandie. Pinkish white	Short	Dec.	Sept. 20	3.25	30.00
X Jean Cumming. White	Med.	Dec.	Sept. 20	3.25	30.00
Milky Way. Cream white	Med.	Semi-dble.	Sept. 25	12.00	100.00
X Articum. (Arctic Daisy) White	Short	Sing.	Sept. 25	3.25	30.00
X Margot. Ivory white	Short	Button	Oct. 8	3.25	30.00
X Ruth Hatton. Ivory white	Short	Dec.	Oct. 10	3.25	30.00
Uvalda. Cream white	Med.	Dec.	Oct. 10	3.00	25.00
White Jewell. Light lavender	Med.	Button	Oct. 15	3.25	30.00
Irene. Fine early white	Med.	Button	Oct. 18	3.00	27.50
X Minong. White	Med.	Button	Oct. 20	3.00	25.00
X Mary Pickford. White	Short	Dec.	Oct. 30	3.25	30.00

BRONZE AND RED

Ann Miller. Orange red	Med.	Dec.	Aug. 25	3.25	30.00
X Geronimo. Buff orange	Med.	Dec.	Aug. 25	3.25	30.00
Boston. Light apricot	Med.	Semi-dble.	Sept.	3.25	30.00
868. Dark red	Med.	Sing.	Sept.	3.25	30.00
Grenadier. Crimson red	Med.	Sing.	Sept.	3.25	30.00
Lenape. Reddish bronze	Med.	Dec.	Sept.	3.25	30.00
X Bronze Cushion. (King Cushion)	Short	Semi-dble.	Sept. 10	3.00	25.00
X Aladdin. Deep apricot	Short	Dec.	Sept. 10	3.25	30.00
L'Argentillais. Vivid red and gold	Med.	Dec.	Sept. 10	3.25	30.00
XP*Early Bronze. Orange bronze	Short	Button	Sept. 10	3.25	30.00
Sioux. Bronze and yellow	Med.	Semi-dble.	Sept. 15	3.25	30.00
Uinta. Bright reddish bronze	Short	Semi-dble.	Sept. 15	3.25	30.00

WE GROW OUR OWN

MONEY---SAVING DISCOUNTS

AGAIN we are offering you the following SPECIAL ADVANCE ORDER DISCOUNTS in addition to our regular Quantity Discounts listed in our new Price List.

SPECIAL ADVANCE ORDER DISCOUNTS: (For a limited time only)

- 15% Discount for CASH WITH ORDER orders delivered in May, June or July.
- 10% Discount for CASH WITH ORDER orders delivered WHEN READY.
- 5% Discount for CHARGE and C.O.D. orders delivered in May, June or July.

Our records show that each year more growers are taking advantage of our SPECIAL ADVANCE ORDER DISCOUNTS, for they realize they can SAVE MONEY and BE SURE of getting their cuttings ON TIME.

At planting time, we are usually rushed with orders and everyone wants his plants at once. Naturally we cannot always anticipate an unusual demand for some particular varieties even though we try our best. This of course may necessitate some delay in delivery.

However, if you order NOW, your order will come first, for we plan on it ahead of time by planting the varieties you want in time so they will be ready for shipment when you want them. They are reserved for you and no one else. That is why you need not worry any longer about getting your cuttings on time.

Most of us have had experience in planting late. You know it just does not pay. You cannot afford to lose your profits by planting late.

So ORDER NOW and be sure of getting your cuttings on time. Enclose your check and SAVE yourself some extra money.

To take advantage of the above SPECIAL ADVANCE ORDER DISCOUNTS, your order should be in the mail NOT LATER THAN MAR 1 - 1942.

If you cannot mail your order on or before the above date, write us. We will gladly extend this date for you if necessary.

GENEVA FLORAL COMPANY, Geneva, N. Y.

P. S. We still have a very fine lot of Snaps which we MUST CLOSE OUT TO MAKE ROOM FOR MUMS. We will make the price \$2.25 per 100, \$20.00 per 1000, less 5% for Cash. See our ads in the Florist Papers or let us know the colors you want and we will send the best varieties we have in those colors.

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BRONZE AND RED—(Con't)

Name and Description	Height	Type	Matures	Price per	
				100	1000
X*Nancy Copeland. Spectrum red.....	Med.	Sing.	Sept. 25	3.25	30.00
X Mercury. Old rose and salmon.....	Med.	Sing.	Sept. 30	3.00	25.00
X*Frances Whittlesey. Rich bronze.....	Short	Dec.	Sept. 30	3.25	30.00
Edgar Guest. Bronze red.....	Short	Dec.	Sept. 25	4.00	37.50
Autumn Lights. Coppery bronze.....	Short	Semi-dble.	Sept. 30	7.00	65.00
A. Barham. Reddish bronze.....	Short	Dec.	Oct. 1	3.25	30.00
X Crimson Splendor. Light red.....	Short	Sing.	Oct. 1	3.25	30.00
Amoskeag. Buff bronze.....	Short	Semi-dble.	Oct. 1	3.25	30.00
Cydonia. Brilliant orange mahogany.....	Med.	Dec.	Oct. 1	7.00	65.00
Vivid. Amaranth red.....	Med.	Dec.	Oct. 1	3.25	30.00
Caliph. Deep red.....	Med.	Dec.	Oct. 1	3.25	30.00
Glomero. Bronze and orange.....	Med.	Dec.	Oct. 1	3.25	30.00
X*Ruth Cumming. Reddish bronze.....	Med.	Dec.	Oct. 5	3.25	30.00
Crimson Glory. Bright crimson.....	Short	Dec.	Oct. 5	3.25	30.00
X*Louise Schling. Bronze salmon.....	Med.	Sing.	Oct. 5	3.00	25.00
Vulcan. Bronze crimson.....	Med.	Sing.	Oct. 5	3.25	30.00
Romany. Reddish bronze.....	Med.	Dec.	Oct. 5	3.25	30.00
X Dazzler. Cardinal red.....	Med.	Sing.	Oct. 10	3.25	30.00
Saturn. Orange bronze.....	Med.	Sing.	Oct. 12	3.25	30.00
X*Apollo. Fine bronze red.....	Med.	Sing.	Oct. 12	3.00	25.00
Adironda. Red and orange bronze.....	Med.	Button	Oct. 15	3.25	30.00
*Ember. Coral and orange bronze.....	Med.	Dec.	Oct. 15	3.25	30.00
Ethel. Bronze.....	Short	Button	Oct. 15	3.00	25.00
Granny Scovill. Coral bronze.....	Short	Dec.	Oct. 15	3.25	30.00
XS Cavalier. Vermillion red.....	Med.	Sing.	Oct. 15	3.25	30.00
X Mars. Amaranth red.....	Med.	Sing.	Oct. 15	3.25	30.00
X Red Flare. Deep red.....	Med.	Button	Oct. 15	3.25	30.00
Harvest Home. Fine bronze.....	Med.	Dec.	Oct. 25	3.25	30.00
X*Indian Summer. Orange bronze.....	Med.	Dec.	Oct. 25	3.25	30.00

PINK

Loramie. Eary pink.....	Med.	Semi-dble.	Sept.	3.25	30.00
498. Fine dark pink.....	Med.	Semi-dble.	Sept.	3.25	30.00
Clara Curtis. Salmon pink.....	Short	Single	Sept.	8.00	75.00
XP Amelia. (Pink Cushion) Bright pink.....	Short	Semi-dble.	Sept. 10	3.00	25.00
Otsego. Deep lavender.....	Short	Dec.	Sept. 15	3.25	30.00
The Moor. Amaranth purple.....	Short	Dec.	Sept. 25	3.25	30.00
Hestia. Large light pink.....	Med.	Semi-dble.	Sept. 25	7.00	65.00
Manantico. Deep pink.....	Short	Sing.	Sept. 27	3.25	30.00
X Muskogee. Very fine deep lavender.....	Short	Semi-dble.	Sept. 27	3.25	30.00
X Albert Muller. Apricot and pink.....	Med.	Dec.	Oct. 1	3.25	30.00
Pohatcong. Stripes of pink and white.....	Short	Dec.	Oct. 1	3.25	30.00
X Jean Treadway. Light rose pink.....	Med.	Dec.	Oct. 1	3.25	30.00
Eden. Bright rose.....	Short	Dec.	Oct. 1	7.00	65.00
Psyche. Shell pink.....	Med.	Sing.	Oct. 1	7.00	65.00
Mrs. DuPont. Rosy salmon pink.....	Med.	Dec.	Oct. 1	15.00	125.00
Natoma. Bright pink.....	Med.	Dec.	Oct. 1	3.25	30.00
Passumpsic. Deep lavender.....	Short	Dec.	Oct. 1	3.25	30.00
X Rose Glow. Fine rose pink.....	Short	Semi-dble.	Oct. 5	7.00	65.00
Burgandy. Amaranth.....	Med.	Dec.	Oct. 5	7.00	65.00
Dazira. Bright pink.....	Med.	Sing.	Oct. 5	3.00	25.00
Matawan. Pink.....	Short	Sing.	Oct. 5	3.25	30.00
X Lavender Lady. Fine lavender.....	Med.	Dec.	Oct. 8	8.00	75.00
Country Girl. Light rose pink.....	Tall	Sing.	Oct. 10	3.25	30.00
X Ganna. Bright pink.....	Med.	Dec.	Oct. 12	3.25	30.00
X Muldoon. Amaranth.....	Med.	Dec.	Oct. 12	3.25	30.00
Venus. Beautiful pink.....	Med.	Sing.	Oct. 12	3.25	30.00
Daphne. Rose pink.....	Med.	Sing.	Oct. 12	3.25	30.00
X Murillo. Light lavender.....	Med.	Dec.	Oct. 12	3.25	30.00
XS Jewell. Lavender.....	Med.	Button	Oct. 15	3.25	30.00
Astrid. Salmon pink.....	Short	Sing.	Oct. 15	3.25	30.00
X Hebe. Light rose pink.....	Med.	Sing.	Oct. 15	3.00	25.00
October Girl. Pink.....	Med.	Sing.	Oct. 15	3.25	30.00
Rosy Gem. Rose pink.....	Med.	Dec.	Oct. 15	3.25	30.00

MUM

Price List

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