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FOR 1944 PLANTING . . .

- Quality Plants
- Reasonable Prices
- Dependable Services

THE DANIELS NURSERY
LONG LAKE, MINNESOTA

Hennepin County's Largest Nursery

OUR 31st YEAR AT LONG LAKE

From a very modest start in 1914 we have gradually grown into our present enviable position of Hennepin County's Largest Nursery and a leader in the field of landscape work and services.

You, as a prospective purchaser of Nursery stock and landscape services, will be interested in what

WE OFFER YOU . . .

NURSERY STOCK—The product of our 100 acres of fertile Minnetonka soils, stock possessing those rare qualities possible only when produced by plantmen skilled through years of experience. Our growing season during 1943 was one of the most favorable we have ever had, and as a result our plants this year are superfine.

EQUIPMENT—Trucks and cars, 2 big power sprayers, tree movers and all machinery and equipment necessary to the economical conduct of our landscape services.

PERSONNEL—A staff ("white collar" and field)—executive . . . design . . . foremen . . . gardeners—that can't be beaten. Loyal, courteous and trained to keep the welfare of the client uppermost in mind at all times.

ACCOMPLISHMENT—31 years of successful operation. A record of outstanding landscape developments, large and small. Thousands of satisfied customers throughout the Northwest.

PERSONALITY FACTOR—The Daniels Nursery is operated by Franc P. Daniels. These facts about him will explain in part the widespread customer confidence in our nursery.

35 years of Horticultural work.

31 years operating The Daniels Nursery at Long Lake.

23 years part time lecturer on Horticultural subjects at the Minnesota School of Agriculture.

14 years President Minnetonka Fruit Growers Association.

3 years President Hennepin County Agricultural Society.

2 years President Minnesota State Horticultural Society.

31 years an extensive fruit and vegetable grower.

Author of the Northwest's leading book on Horticulture and Gardening for the Northwest.

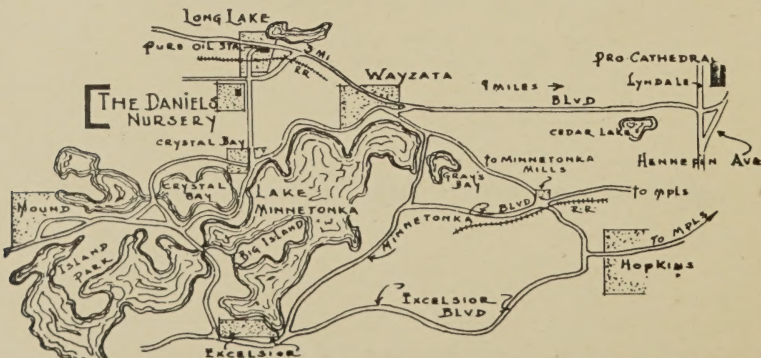
CAN YOU AFFORD TO BUY WHERE STOCK, EQUIPMENT AND PERSONALITY FACTORS ARE LESS FAVORABLE TO YOU?



Now, as for the last thirty years our **Satisfied Customer Policy** pledges us to place the interest of our customers above everything else. If you order one plant or a complete landscape development we will see that you receive the fullest possible satisfaction.

YOU'LL ENJOY A VISIT TO DANIELS

We are only twenty-three minutes from Minneapolis (at thirty-five miles per hour). Follow Wayzata Boulevard (Highway No. 12) to Long Lake, then just one-fourth mile south. Here you'll find acres and acres of the finest nursery stock in Hennepin County—trees, shrubs, evergreens, perennials, and fruit plants—everything for planting the home grounds.



How to Reach "The Daniels Nursery"

Seventeen years ago we introduced to you this little mythical
"member of the firm."

LITTLE DANNY DO-IT
The Horticultural Hustler

DANNY SAYS:

Here we are again ready for another year of planting and horticultural joys. We had a good year here at Long Lake last year and I have never seen the time when the boss had a larger assortment or a finer lot of plants of all sorts than he has ready for you this year.



FRANC P. DANIELS, Proprietor

This little booklet is designed to aid you in selecting the best and most suitable, hardy, northern grown plants for your food producing and ornamental needs. You will find both its recommendations and our plants dependable—as they have been for the past thirty years.

Although we are converting all possible acreage to food production, we are still "all out" in the nursery business. The plants we have ready for you this spring we have been growing for from two to twenty years—and it's a fine stock grown for this, our thirty-first year. While undoubtedly secondary in importance to our food production efforts, nursery work is nevertheless important, for the beautification of our homes and lives through ornamental plants is essential as a moral builder; and the production of fruit bearing plants is more important now than ever. The nursery is so recognized by "the powers that be" and has been classed as an essential industry.

Let Us Garden in 1944 . . .

- For Exercise and Health—
- For Beauty of Surroundings—
- For Food—unrationed from our own gardens—
- AND FOR VICTORY!

HOME—that's what we're fighting for!

HOME means more than ever to us today, for we've found that there are those who thought they could take away our homes and all that is dear to us.

And we're staying home more than ever—because of rationing—and because we've found that some of the finest things in life are to be obtained in our own family circle and in our own home grounds.

And staying home—we'll be in the yard and on the porch much of the time, seeking relaxation, exercise, beauty and fun and a surcease from our daily problems and the ever present "war bugaboos."

And how better can we do this than by gardening?

DANNY SAYS:

Here's our catalog for 1944.

It's only a modest little thing—but it's accurate, sincere, and economical in its use of paper. In deference to the paper shortage we have even omitted the envelope. But we hope you'll like it and we're sure it will give you just the information you need to help you select the finest of plants for your 1944 needs.





DANNY SAYS:—

Asleep at the switch? Don't be caught that way for when the "grand scramble" comes, not even the boss knows what can be done.

OUR LANDSCAPE SERVICES FOR 1944

Through careful, conscientious, economical performance we have long enjoyed an enviable reputation for the furnishing of the following landscape services and materials:

Landscape Design and Plans
Planting of Nursery Stock
Shrub Trimming
Tree Trimming and Care
Tree Feeding

Tree Spraying
Lawn Building and Renovation
Stone Walls and Walks
Rockerries and Pools
Dirt, Peat and Fertilizers

Just what we can offer our clients this season in the way of landscape and planting service is still problematical. Our stocks and equipment are without equal—but just what our manpower situation will be is not certain at this early date. Many of our men have been able to find their places in the armed services and key war industries. We seem to be assured of enough men to maintain our nursery and our large (and for 1944 greatly increased) orchard, small fruit and vegetable production, and for a normal amount of planting for others. It seems apparent, however, that our services for maintenance and construction work will be somewhat curtailed.

We will do the best we can. We hope our customers will call on us as in the past and we assure them that we will do everything in our power to give them whatever help they need. It is our patriotic duty, however, to give our food production first priority in our available manpower. Second will come planting of nursery stock, and third, our other services.

Please remember this, though! We will greatly appreciate your business. We want it, so please let us know soon what you have in mind, and we'll do everything in our power to furnish you the services desired.

"First come, first served," will have to be our motto this year, so we earnestly suggest that you consider your needs now. And please get your orders in as early as possible. We'll do everything we can for you with the facilities we have at our command.

N. B.—This is especially true where plan or design service is needed. Our "white collar" staff will be greatly reduced this year.



DANNY SAYS:

It's not a home 'till it's planted! "How's about" some productive fruit plants as ornamentals?

Fruit plants often work well into the ornamental planting. Gooseberries and currants may be used either in the informal border or for low, compact hedges. Red raspberries make a most attractive, taller hedge. Strawberries may may be used as a low edging for the border or flanking a path. The cherries suitable to our Northwest climate may be used in place of a large shrub or small tree in the informal border. Plums may be used in the same way, allowing them more room, or used as small trees in the lawn—preferably to the side or rear. Apples, if allowed sufficient room, also may be used in the border but properly should be in the more open or lawn area because of their large ultimate size. The "Vest Pocket Orchard" apple tree is the ideal apple for the ordinary home grounds.



DANNY SAYS:

The "Farm Journal and Farmer's Wife" "tells the world" (in their November, 1943, issue)—and we quote . . .

"GROW YOUR OWN FRUIT . . . Scarcity of strawberries, raspberries, and other fruits on local markets last summer and fall, made a lot of folks realize that the only way to have fruit is to grow it yourself. As one reader puts it: 'Without fruit, a garden is only half a garden, no matter how big a patch of ground it covers nor how bountifully it produces.'"

The Golden Opportunity, And The Necessity, For Fruit Growing Is Here

In an article in the November, 1943, issue of "The Minnesota Horticulturist" entitled, "Are We Ready for the Green Light?", Professor W. H. Alderman, Chief of the Division of Horticulture, University of Minnesota, gives a most enlightening discussion of the fruit growing situation in Minnesota and its bright and profitable future. We quote the following excerpts of Professor Alderman's article:

"Our own state consumes seven times the volume of fruit it produces—is bringing in from other states six times our commercial production. With varieties of apples such as Haralson, Beacon, Prairie Spy, Minjon, and the two new ones, Victory and Fireside added to our standard list of apples, we have varieties which can successfully compete in quality and appearance with varieties grown anywhere else in the United States. By growing these hardy, adapted varieties, the hazards of the orchard industry are certainly no greater and are probably less than in other apple regions of America. Furthermore, the value of our commercial apple crop is greater per bushel than in any other of our competing states."

"Let us look over the Strawberry situation in this state. Not only is its production per acre higher than the average for the country as a whole, but the value of the fruit per

quart is the highest of any of the major strawberry producing centers."

"Minnesota and Wisconsin have the best strategic location for raspberry production because their crop comes on the market when there is relatively little competition, and because northern grown berries have developed a reputation for very high quality."

"Minnesota can profitably expand its acreage of both strawberries and raspberries. A large part of the crop of both of these fruits is sold through cooperative marketing associations, and at present these are handicapped through lack of sufficient volume to operate most efficiently."

"There has never been a time when conditions appeared to be so favorable for a substantial and profitable expansion of the commercial apple, strawberry, and raspberry industries in this state."

In addition to what Mr. Alderman has written, permit us to add a few thoughts.

It is an accepted fact that fruit acreages are low—supplies of many kinds scarce and decreasing (because of labor shortage and national use) and that demand is great and prices high. This situation will probably exist for some time to come.

The grower who plants now—spring, 1944—should be in a very favorable position, whether for home use or market, for several years.

There is also a great shortage of fruit plants (due to nursery labor problems). It is commonly predicted that there will not be enough of many kinds of fruit plants to meet the demand this year. Many nurseries are already canceling items in their catalogs.

It is not a cry of "Wolf, Wolf," when we advise early ordering.

Buy early—but buy the best—Buy Daniels Hardy northern grown plants of the best varieties for the North.



DANNY SAYS:

Want to get started early? Are you in a hurry? Then consider these facts:

● Haralson, Daniels Red Duchess, Erickson, and Dolgo bear very young . . . frequently in our nursery rows.

● The Bearing age plums and cherries should start producing next year.

● "Can't Waiters," . . . that super-deluxe, transplanted, extra large tree is ready to work for you "right quick."

● Everbearing Strawberries bear a fine crop starting in 90 days or so from the time you plant them this spring.

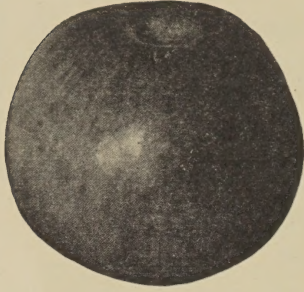
● June-bearing Strawberries give a full crop the year after planting.

● Raspberries give a partial crop next year, too. Our Extra Large, top size (often called 2 year) plants will bear twice as much next year as the smaller grades.

● Our big 3 year Currants and Gooseberries have already borne for us, and will be "Johnny on the spot" in a hurry for you.

● A strong rhubarb root will give you considerable sauce next year, too.

DANIELS HARDY APPLES



There are probably several hundred different kinds of apples being grown in Minnesota and adjacent territory—but only a few of them are really worth while. Out of all of these we recommend the following:

THE 10 BEST APPLES FOR MINNESOTA

- | | |
|-------------|-------------|
| BEACON | McINTOSH |
| DANIELS | MINJON |
| RED DUCHESS | NORTHWEST |
| ERICKSON | GREENING |
| FIRESIDE | PRAIRIE SPY |
| HARALSON | WEALTHY |

These Select Ten offer everything anyone can desire in apples for our trying northern conditions. They provide an entire season of fresh fruit, starting to ripen in late July (in central Minnesota) and continuing until in October—with fine, highest quality dessert apples as well as the best of all pie and baking sorts that will keep all winter. Some of these are the old "dependables" that have long led in popularity and some are new creations of our great Minnesota State Fruit Breeding Farm—varieties that are completely revolutionizing apple growing in Minnesota. In our opinion, of all the varieties originated at the Fruit Breeding Farm . . .

THE 5 BEST NEW VARIETIES ARE

- | | | | | |
|--------|--------|----------|-------------|----------|
| BEACON | MINJON | FIRESIDE | PRAIRIE SPY | HARALSON |
|--------|--------|----------|-------------|----------|

They offer unexcelled quality, hardiness, productivity and keeping ability—a full season of the finest in apples that can safely and successfully be grown here.

Now—right in our own yards and home and commercial orchards—we can grow as fine apples as are produced anywhere in the world.

Plant—and plant now—these marvelous new sorts . . . and remember, too, that the older Duchess, McIntosh, Wealthy, and others listed here are just as good as ever . . . and each has its important place.

PRICES ON APPLES (EXCEPT AS NOTED)

(Not over 50 of one kind to a customer)

	1	5	10
Standard—3 to 4 ft.....	\$0.90	\$4.20	\$7.90
Large—4 to 6 ft.....	1.00	4.65	8.80
Extra Large—5 to 7 ft.....	1.25	6.00	11.50

PRICES ON MINJON & FIRESIDE

(Not over 10 of one kind to a customer)

	1	5
Standard—3 to 4 ft.....	\$1.25	\$6.00
Large—4 to 6 ft.....	1.50	7.25
Extra Large—5 to 7 ft.....	2.00	9.50

FIRESIDE

(Minn. No. 993)

The New "Northern Delicious"

The latest, and many say the best, of all winter apples yet introduced by the great Minnesota Fruit Breeding Farm. Extremely hardy for a tree producing such high quality fruits, Fireside has proven dependable in all but the extreme Northern part of Minnesota. The tree is vigorous, highly productive, and a regular annual producer of large crops. The fruit is large, colored a beautiful red, clings well to the tree, and **keeps all winter**.

In flavor the fruit is described by the originators as rich, sub-acid, almost sweet, with a crisp, firm juicy flesh. Most orchardists put it at the head of all hardy winter apples for quality—the equal or superior of Delicious. But remember it is **HARDY**, and can be grown successfully in home or commercial orchards in practically all parts of Minnesota.

MINJON

(Minn. No. 700)

The "Minnesota Jonathan"

The reddest, all-red, red apple of Wealthy season. Thorough test has proven its worth for both home and extensive commercial growing.

It is hardy throughout all of Minnesota. It is a regular bearer. . . . Its even distribution insures uniform size. . . . It clings to the tree until picked. . . . It comes in Wealthy season but colors much better. . . . It has an excellent flavor and quality. . . . It tops the market in this season.

What more can you ask in a fall Apple?

As the name implies it is so closely similar to the Jonathan that it is commonly called the "Minnesota Jonathan," and its name, "Minjon" is so derived.

Commercial growers have found it highly profitable in late and post-Wealthy season.

DON'T FAIL TO PLANT THESE TWO SUPER VARIETIES THIS SPRING.
Better Order Early, Though



DANNY SAYS:

"GONE WITH THE WIND?" Not so for Haralson, Northwest Greening and Prairie Spy, for they not only keep all winter but they won't blow off the tree at picking time.

BEACON

(Minnesota No. 423)

An Early All-Red Eating Apple that Tops
The Early Fall Market

This variety has rapidly pushed ahead until it has now established itself as the leader among all early fall varieties for the middle west. Note these points of superiority:

TREES—Vigorous, productive, hardy.

SEASON—Late Duchess. Keeps one month after picking, without cold storage.

FRUIT—Highly colored, all red. Better eating quality than Duchess and an excellent cooking apple.

We have a considerable number of Beacon in our own orchards—several trees 18 to 20 years old. We are completely "sold" on them and are planting heavily. They are dependable bearers—one can take plenty of time in marketing, as they keep well, and they top the market. They are good for 50c to \$1.00 above other apples of their picking season and because of their splendid color, size, and firmness, sell quickly. Beacon "collects" on the high price the market pays for a good sized firm, red apple at the tail-end of the Duchess season and before Wealthy is well started.

DANIELS RED DUCHESS

Still The Best Early Apple

A remarkable early red apple. An improved "bud sport" of the Duchess of Oldenburg.

The Daniels Red Duchess is an early red apple that seems destined to entirely displace the old Duchess of Oldenburg. It possesses all of the good qualities of the older variety and in addition that all important, price commanding quality of high red color. It comes when red apples are scarce—and always sells at top market prices.

For the past 30 years it has been under the observation of the staff of the Division of Horticulture at University Farm. Professor W. H. Alderman, Chief of the Division, says: "It is unquestionably the most highly colored sport of the Duchess of Oldenburg known to be in existence. I can see no reason why commercial growers should continue to plant Duchess." Recommended by the Minnesota State Horticultural Society in place of the ordinary Duchess.

Ever since we introduced the variety—20 years ago—it has proven exceedingly popular. It bears at a very early age, abundantly and regularly, frequently fruiting in the nursery row. We know of no better real early "summer" apple for general commercial or home growing in this section of the country.



DANIELS RED DUCHESS BEARS
EVEN IN THE NURSERY ROW

"CAN'T WAITERS"

Apple and Plum Trees
For the Man Who Can't Wait

So, so often people ask us for trees that will bear right away. "I must have something that will fruit right away—I'm getting 'old' and can't wait forever," is what they say. SO, we're growing for the "can't waiter" an extra large, fine transplanted tree all ready to go to work for you—and for lack of a more "pat" title we call them our "CAN'T WAITERS."

These are not over-grown trees, for an over-grown tree left right in the nursery row, will not transplant satisfactorily. SO, we take a regular "finished size" tree and transplant it into a special field block 4 by 4 feet apart, and grow it on a few years more. They're fine, big trees and stand the moving well. Many of them have borne already.

We have a nice block of these in Haralson and Dolgo Apple, Underwood Plum, and a few others in limited numbers.

They are pretty large to ship, so we suggest delivery or pick up service.

They are priced at \$3.00, \$4.00 and \$5.00 each, depending upon size.

But better order early—they are really scarce.

ERICKSON

The Biggest Red Apple

The largest early red apple, and possibly the largest red apple now highly recommended for planting. Bears at a very early age. Because of its extra large size it is always in strong demand on the early market. Extremely hardy, and a regular producer. Good quality. If you're looking for size—you'll find it in Erickson—and you'll find early market high profits, too!

HARALSON

(Minn. No. 90)

The Most Widely Planted
Hardy, Red, Winter Apple

Haralson has really "arrived." Because it was one of the earlier Minnesota introductions, and because it has proven itself so valuable it is now one of our most extensively planted varieties.

Here are some of Haralson's outstanding good points: Very hardy . . . extremely productive . . . bears, and heavily, at a very young age . . . red . . . good size . . . sticks to the tree until picked . . . good in quality for dessert purposes, and an excellent cooker. No wonder it is popular! No wonder the home gardener enthuses over it, and no wonder the commercial grower finds it highly profitable and plants more and more of it. You'll like it, too!

McINTOSH

Quality Supreme

One of the finest apples grown. Because of its brilliant deep red color, delicate flavor, crisp snow-white flesh, and distinctly pleasant aroma, it is considered by many to be the finest dessert apple of its season. McIntosh has proven eminently successful throughout the Southern part of the state and is at present one of the Northwest's most popular varieties. Season October to January.

NORTHWEST GREENING

The One Best Winter Greening

The best and longest keeping of the greenings. A splendidly formed, bright green fruit. Should be in every orchard for, even in ordinary storage, they keep well all winter and in a good vegetable cellar sometimes on into the summer. One of the leading and most profitable commercial varieties in the Southern part of Minnesota. Unexcelled for pies and baking.

PRAIRIE SPY

(Minn. No. 1007)

Hardy, Red, High Quality Winter Apple

Here is another outstanding origination of the Minnesota State Fruit Breeding Farm. As the name indicates, Prairie Spy, has many of the fine characteristics of that famous old apple of the East, The Northern Spy. It has aptly been described as "A large red apple with quality equal to any late winter variety regardless of where grown."

High points of Prairie Spy's claims to fame are:

FRUIT—Large, attractive red, exceptionally high quality, long keeper, clings to the tree until picked.

TREE—Vigorous, productive and hardy, except in highly unfavorable locations. In northern areas where growing season is very short the tree holds up but fruit colors poorly. Does excellently as far north as the Twin Cities.

SEASON—Late winter—when its quality is vastly superior to Winesap and others on the market at that season. For either home or commercial use there is no better hardy, late winter dessert apple for the Northwest. Order early as supplies are limited.

WEALTHY

Minnesota's Most Famous Apple

The old favorite fall apple of corn and pumpkin time! Probably no eating apple is more popular and more loved than Wealthy, and certainly no fruit raises more nostalgic memories in those who have left Minnesota. And so wonder, for Wealthy's appetizing red appearance, its crisp, white, juicy flesh and sprightly flavor have endeared it to many.

In spite of all the fine new varieties—Wealthy retains its popularity and will be largely planted for years to come!

THE CRAB APPLES



DOLGO CRAB

We offer what we consider the three best crabs—one each of the three crab types: **DOLGO**, as our finest jelly crab, and best as an ornamental; **WHITNEY**, as our most flavorful eating crab; and **VIRGINIA** as the best of the "old fashioned" crabs and one of the outstanding, hardest stocks for "top working."

DOLGO CRAB

Dolgo is generally conceded to be the most beautiful of all apple trees. It is heavily laden with large white flowers at blossom time, and later the brilliant red fruit is borne freely in beautiful rope-like clusters, among dense foliage of vivid, dark green. The fruit is oblong in shape, of rare beauty and has a very unusual lemon-like flavor. Far superior to other crabs for jellies, producing a transparent bright red jelly of high quality. Will jell even when dead ripe. In praising Dolgo the Country Gentleman says: "This variety is the most striking in appearance of any of the newer crabs tested at the Ohio station." When in full bloom the tree is very decorative, and again in early fall when the fruit is ripening the high red color of the fruit makes this tree worth while just for ornamental purposes. The quality of the fruit for jelly and preserves is excellent. The most attractive apple tree for lawn specimens.

VIRGINIA CRAB

One of the oldest and most dependable crabs. Tree large, vigorous and heavy bearer. Very hardy. Unsurpassed as a stock for top-working to less hardy varieties.

WHITNEY CRAB

A large crab, generally considered the nicest eating of all crabs—and by many the best eating apple of its season—early fall. Large in size for a crab, well colored, with crisp flesh and a delightful flavor. A hardy, strong, very upright grower.

DANIELS "VEST POCKET APPLE ORCHARDS"

How often has the city home owner sighed for three or more varieties of apples when there was room for only one tree in his yard! To meet their needs we have developed Daniels Vest Pocket Orchard apple trees. By means of a painstaking process of grafting, we have developed trees which will bear 5, 6, 7 and even 8 different varieties on the one tree. Each variety is as perfect as if it had grown on a normal tree. We have used only the best varieties as Wealthy, Haralson, Dolgo, Daniels Red Duchess, McIntosh and Erickson. Aside from its utilitarian value, you will get more "bang" out of one of these trees, bearing several varieties of fruit at once, than out of any other plant on your grounds.

Please bear in mind that these are not tender southern grown trees two or three years old. They are grown on the hardiest of stocks and top-worked with only the best of varieties for the North. They are strong, transplanted trees of good size, and ready to bear . . . in fact, most of them have already borne from two to five varieties in our nursery rows.

We have been growing these for twelve years now, and have yet to find a buyer who was not enthusiastic over them. But order early as supplies are limited.

5 Variety Trees—\$5.00

Additional Varieties on Same Tree at \$1.00 each



Big as Hen's Eggs. . . . Tree ripened quality right in your own yard!

QUALITY PLUMS DANIELS

The new Minnesota plums are conceded to be the finest race of plums ever developed for the Northwest. They are large, high quality and unexcelled for home use or for market.

A few years ago—yes, very few—no one dreamed that fruits like these could be grown except on the Pacific Coast. But now, thanks to clever plant wizards of our State Fruit Breeding Farm, these tested and proven plums are being grown successfully throughout the entire middle west, and any of us can enjoy the pleasure of stepping into our own yard or orchard to pick our fill of these luscious plums of such intriguing flavor—right off the tree—bursting full of juice, vitamins, and pep.

Through the use of a proper assortment of varieties, such as we list, it is possible to have six, seven, yes even eight weeks of fresh plums from your own orchard—plums of such large size and tantalizing quality that no one can afford not to have them in their own orchards.

Good stock is the foundation of success in growing these plums, whether in a small home planting or a large commercial orchard. Daniels trees are good trees and everything that the word implies—true to name . . . well grown . . . large tops and roots . . . carefully handled and packed . . . guaranteed to bring you satisfaction.

PLUM PRICES (Except on Pipestone)

(Not over 25 of one kind to a customer)

	1	5	10	25
Standard—3-4 ft.	\$1.10	\$5.25	\$10.00	\$24.00
Large—4-6 ft.	1.35	6.50	12.00	30.00
Extra large, bearing age—5-7 ft.....	1.75	8.25	15.00	34.00

PRICES ON PIPESTONE

(Not over 5 to a customer)

	1	5
Standard—3-4 ft.	\$1.25	\$5.75
Large—4-6 ft.	1.50	7.00

THE NEW MINNESOTA PLUMS

Arranged in Order of Fruiting Season

EMBER—Mid-season, to late. The longest keeper of them all. Skin yellowish with attractive red blush, high quality and heavy bearer. One of the best.

PIPESTONE—One of the most recent introductions of the State Fruit Breeding Farm—it is rated by experts as one of the best of them all. Of good red color it is one of the largest plums, early in season, high in quality, and a very heavy producer. An excellent canner. Not available in the "Extra large" size. No more than 5 to one customer, please!

SUPERIOR—Mid-season. Largest of Minnesota varieties. In flavor, good red color, texture, size and productivity it has proven itself worthy of its name—Superior.

UNDERWOOD—The earliest and one of the best of them all. Large, rich red skin and firm juicy golden flesh.

MONITOR—Late mid-season. Exceedingly large, productive and of high quality. One of the most dependable bearers.

POLLINIZERS

KAGA, TOKA, DESOTA, and other varieties have proven themselves excellent Pollinizers for the big Minnesota plums. Some pollinizers work better on certain varieties than others, so we suggest that the selection of a pollinizer variety be left to us. Simply specify pollinizer on your order and we will select the best variety for your assortment. But don't forget that proper pollinizers are essential to heaviest fruiting of the other plums. Available only in "standard" and "large" sizes.

CRAZY HOUSE



DANNY SAYS:

Crazy? No just PLUM crazy — and any one who grows these

luscious big Minnesota plums is crazy about plums, too.

POLLINIZERS—

Plums need to be pollinated with pollen from some other plum variety if they are to produce satisfactory crops. Whenever new plum trees are set out or established trees are not fruiting satisfactorily, be sure to plant a pollinizer plum near them.

Daniels

HARDY CHERRIES

You don't need an orchard to grow cherries, for the small size, attractive form, foliage and color of these trees make them valuable assets to any ornamental border.

The splendid cherries we list on this page have adequately proven their desirability both from the home garden or market point of view. With an assortment of these one can have the finest of cherries for eating and for canning.

Daniels Cherry Trees—propagated by the methods we use—have proven hardy throughout the Northwest and well on up into Canada.

Compass is the best pollinizer for the other cherries and should always be planted with them. Should you have an existing planting of cherries that is not fruiting well, plant some Compass along with them and you will be surprised with the way this correct pollinization will increase your yield.

Bearing age trees generally blossom the year planted and should fruit the year following without fail.

CHERRY PRICES

(Not over 10 to a customer)

	1	5	10
Second Size	\$0.90	\$0.25	\$8.00
First Size	1.10	5.25	10.00
Bearing Size	1.35	6.50	12.00



OKA—A tremendous yielder of large round cherries fully one inch in diameter. Dark red outside with a juicy, purple meat inside. Wonderfully sweet. The best of all the purple fleshed cherries.

SAPA—Another excellent Cherry-plum hybrid with purple flesh and juice. Sapa is somewhat larger than Oka and has more of its plum parent characteristics. Bears at a very early age and is usually a regular annual bearer of enormous crops.

COMPASS—While this fine old variety is not the equal of the other three cherries in quality it is a most acceptable and popular fruit for canning. It is the best pollinizer known for the other cherries and should be included in all plantings. Makes a much larger and longer-lived tree than the other cherries. Beautifully formed.

Daniels Hardy Pears



MENDEL PEAR

Pears are no longer an experiment in Minnesota and adjacent territory. The varieties we list have proven their suitability to this climate with many years of successful production. You can now grow in your own home orchard good quality pears in sufficient quantities for any family's eating and canning needs. If you are not growing them you are missing something worth while!

PEAR PRICES

(Not more than 5 of one kind to a customer, please)

	1	5
Large—3 to 4 ft.....	\$1.10	\$5.25
Extra Large—4 to 6 ft.....	1.35	6.50

MENDEL—For over 30 years Mendel has withstood the rigors of our northern climate without injury or fire blight. It is a very productive variety. The fruit is large and hangs well to the tree. Is of first quality, sweet and juicy, and keeps well through the Fall.

PARKER—Introduced a number of years ago by the Minnesota State Breeding Farm as "Minnesota No. 1" and later when it had become thoroughly established it was given the name **Parker**. The fruit is medium to large in size, the flesh tender and of excellent quality. Season late September. Another excellent fruit that is a "must" for the home orchard.



DANNY SAYS:

Here's a pair of pears that are really "peaches"—Mendel and Minnesota No. 1 (Parker).

MAIL? Only the smallest listed size of our Apples, Plums, Cherries and Pears are available. Add 10% if they are to be mailed. Larger sizes should go by express or be picked up.

CERTIFIED HEALTHY! Every shipment of our stock bears a "Certificate of Health" from the Minnesota State Nursery Inspection Office.

DANIELS CERTIFIED STRAWBERRIES



Sure to Grow—Sure to Bear

Daniels hardy, northern grown strawberry plants have been produced on specially selected and prepared soils to meet the needs of the planters here in the northwest. The most exacting care is exercised in every step of their growing, digging, handling and packing. When you buy Daniels plants you are buying strawberry satisfaction. Situated as we are, we can get plants to all parts of the northwest in perfect growing condition within a few hours from the time they are carefully dug from our large fields.

The commercial grower who is looking for big profits and the home gardener who wants a dependable supply of large,

luscious, fresh berries are both assured of satisfaction when they use Daniels Hardy Plants.

DANIELS STRAWBERRY PRICES

	Prepaid to 4th Zone				Not Prepaid	
	25	50	100	250	500	1000
Premier	\$0.90	1.35	2.25	4.75	8.25	13.95
Gem	1.50	2.25	3.50	7.00	12.00	20.00
Progressive	1.50	2.25	3.50	7.00	12.00	20.00

GEM (Everbearing)—Big Profits—two crops a year. Plant this spring—pick this summer and fall until hard freezes kill all blossoms. . . . You'll get back the price paid for plants, and most important, a big profit in the first year besides. You'll harvest another fine crop the following June and fall—two crops in one year. Unlike most everbearers this variety is an excellent plant maker. The berries are large, bright red, firm, roundish in shape, rather tart but of excellent flavor and quality. An ideal Victory garden variety.

PROGRESSIVE (Everbearing)—One of the oldest varieties, but still popular in many sections for home gardens. Not as vigorous a grower as Gem. Berries much smaller than Gem but superior to it in quality.

PREMIER (Junebearing)—Aptly described as the one strawberry without a fault. Although nearly a week earlier than the old Dunlap and other Midseason varieties, it maintains a heavy production over a long period. The firm, bright red berries maintain their large size well throughout the season. An excellent canner. The most popular early and mid-season berry.

SPECIAL VICTORY GARDEN COLLECTION

- 50 Gem (Everbearing)
- 50 Premier (Junebearing)
- 100 plants Post Paid for only.....\$3.00
- 2 of the above collection—
- 200 plants Post Paid for only.....\$5.00

DANNY SAYS:



Strawberries are the ideal fruit for Victory Gardens, or for any Home Garden planting, because they produce so much from so little space, and because they bear so quickly. The Everbearing varieties start fruiting in from 60 to 90 days after planting and continue to bear steadily until fall "freeze-up" time. The June-bearers give their first full crop the summer after planting. Plant this spring and plant generously—but order early.

(How to grow Strawberries?—see Chapter 49 of "Live at Home and Like It")

LATHAM

The Country's Greatest Raspberry

In 1909 (35 years ago) I grew my first raspberry. In 1914 I was growing a considerable acreage of them—Cuthbert, Minnetonka Iron-Clads and others that have, for the northwest at least, gone the way of the one-horse shay. Shortly afterwards the University of Minnesota introduced the **Minnesota No. 4**. We were one of the first to plant it and have been growing it in large quantities ever since. Long ago it was named **Latham**—and **Latham**, to our way of thinking, is still the finest raspberry known. Not only in Minnesota, but in the entire fruit growing sections east of the Rockies, more Lathams are grown than all other varieties of red raspberries put together.

Latham is "tops" for the home garden or for the commercial grower. It is of high quality, large, productive, and hardy. Berries frequently measure an inch across. Yields of 200 to 400 crates per acre are not uncommon, and higher yields have been reported. It is a good shipper, it is a good canner, and it always brings top market price.

For the one best raspberry we say plant LATHAM. Better order early, though.



LATHAM

DANIELS LATHAM PRICES

	12	25	50	100	250	500	1000
Light grade	\$1.25	\$1.75	\$3.25	\$5.75	\$13.50	\$22.50	\$40.00
No. 1—Heavy grade.....	1.60	2.35	4.45	8.25	19.50	32.85	60.00
Extra Select grade.....	2.20	3.00	5.85	11.00	25.00	43.85	75.00

(Our Extra Select grade is the same as the one frequently called "2 year bearing age" in some catalogs.)

Snyder Blackberries

The extreme popularity of this splendid blackberry is well deserved for it is not only the hardest of the better blackberries but it is the best in quality. Plants are vigorous and very productive. Probably the best for home and commercial plantings in the North. 12 for \$2.75; 25 for \$4.00; 50 for \$7.50; 100 for \$14.00.

Cumberland Black Raspberries

Generally conceded to be the best of the "Black Caps." A vigorous grower and heavy yielder of large, juicy berries of the highest quality. Has stood the test of time. Most widely planted of all black raspberries. We offer strong two-year transplants at 12 for \$2.75; 25 for \$4.00; 50 for \$7.50; 100 for \$14.00.



A Large Field of Daniels Double Inspected "State Certified" Latham Plants.

If Raspberries or Blackberries are to go by mail, add 10c per 25 (or less)—over 250 should go by express.

RED LAKE CURRANT

The Country's Finest Red Currant

This splendid currant is another triumph for the great Minnesota State Fruit Breeding Farm. University authorities and growers throughout the country agree that this is the finest red currant yet introduced. Wherever it has been tried it has met with instant favor—rapidly superseding older varieties in both home and commercial plantings. It is commonly said that Red Lake will be the most profitable of all small fruit crops for Minnesota. Large commercial plantings are already being made from the middle west on east into New York.

The berries are unusually large, with exceptionally long bunches, well filled out to the tip. They are so long that currant picking becomes not only easy, but a pleasure. The bushes are vigorous and very productive. Professor W. H. Alderman states that he believes it is the largest fruited and highest yielding currant in Minnesota.

Ripens early mid-season and holds on the bush for a long time without "shelling" or shriveling so it can be marketed when prices are highest. Always brings top prices. We consider it the most profitable, not only of all currants, but of all small fruits as well. Established plantings were producing



RED LAKE

from \$500 to \$1,000 per acre even at pre-Pearl Harbor prices, and the demand has been greater than the supply.

Stocks of this wonderful currant are limited so we urge early ordering.

RED LAKE PRICES

	1	5	10	25
1 year.....	\$0.35	\$1.50	\$2.50	\$5.50
2 year.....	.55	2.50	4.25	9.00
3 year.....	.75	3.25	5.75	12.50

Daniels Quality Gooseberries

(Only 10 of one variety to a customer, please!)

JUMBO (The New Big Gooseberry)—And BIG is right! Frequently the berries are the size of a silver quarter or larger. The berries are of good quality and ripen green. Vigorous grower and productive. For a real gooseberry thrill plant Daniels new Jumbo. We offer this year a limited number of strong 1 year plants.

COMO—A vigorous plant and heavy producer of large berries which ripen green. Another origination of the Minnesota Fruit Breeding Farm. Only "moderately" thorny.

CARRIE (The Thornless Gooseberry)—For many years Carrie has been, and probably still is, the most popular and most widely grown gooseberry here in the Middlewest. It forms a vigorous, healthy bush and is a sure, regular bearer of large crops of berries of medium size which turn reddish brown as they ripen. Frequently called "the thornless gooseberry" because the pricklers are lost from the wood after the first year.

We especially recommend our big 3 year old plants for home use. They are exceptionally strong, transplanted specimens that have already produced a good crop and are ready to "go to work for you" immediately.

Add 5% if Gooseberries or Currants are to go by mail.



GOOSEBERRY PRICES

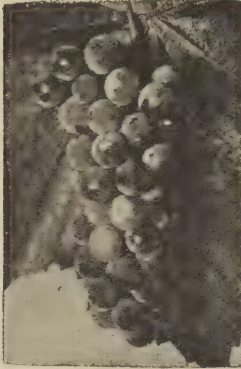
(Not over 10 of one kind to a customer)

	1	5	10
JUMBO 1 year	\$0.75	\$3.25	\$6.00
COMO 2 year	.75	3.25	6.00
CARRIE 2 year	.50	2.25	4.00
CARRIE 3 year	.75	3.25	6.00



DANNY SAYS:

Speaking on CURRANT events—no event in current currant history has been more important than the introduction of Red Lake Currant. It's so big, so fine and so productive that I'm afraid that if I showed you our fruiting fields in full production you might still be inclined to "call me a liar."



BETA

DANIELS QUALITY GRAPES

Fresh, ripe, juicy grapes; vine ripened and melting in the mouth; beautifully colored twangy jelly; pure grape juices with the zip and zest that only grape juices may have; this may all be yours if you will but plant a few grape vines.

GRAPE PRICES

		1	5	10	25
ALPHA	2 year	\$0.60	\$2.40	\$4.25	\$8.50
BETA	2 year	.50	2.00	3.75	7.50
CONCORD	2 year	.50	2.00	3.75	7.50
DELAWARE	2 year	.75	3.25	6.00	12.00
NIAGARA	2 year	.75	3.25	6.00	12.00

1 year grapes—20% less.

THE HARDY GRAPES

This group of hardy fruits require no winter protection and can be grown on a trellis, arbors or building with the same degree of safety as can the wild grapes.

BETA—About half way between the Concord and the wild grape in both size and quality and is a very heavy producer. A great favorite for jellies and wines.

ALPHA—Similar to Beta in hardness, appearance, size and manner of growth but is generally considered to surpass it in quality. We recommend it as preferable to Beta for general plantings.

THE DESERT GRAPES

For crop insurance these varieties should be given some winter protection. They should be laid down and covered with soil.

CONCORD—The most popular and widely grown of the blue table grapes. It is the standard of comparison for all other varieties.

DELAWARE—The finest Red grape. Although small in size it is unequalled in sweetness and spiciness.

NIAGARA—America's leading green grape. Very large and highly productive. Probably the finest of all the green or white grapes.

Daniels Victory Garden Perennial Vegetables

RHUBARB

RUBY—The highest quality, finest red rhubarb known for the home garden. When we were chosen 15 years ago by Professor L. G. Bunting of MacDonald College, Quebec, Canada, the originator, to introduce the now famous MacDonald rhubarb into the United States we thought that it was the "last word" in rhubarbs—and we were right, too—until **RUBY** was made available. Now we place Ruby at the head of the list for home plantings, but we still believe that MacDonald is the best for commercial growers.

RUBY is a heavy producer, has higher color than MacDonald—is unexcelled in quality and very mild. Like MacDonald it is free of the characteristic high acidity that makes the old fashioned rhubarbs so distasteful to some. The stalks are not as large as MacDonald's but produce in great abundance. It excels all older rhubarbs in every culinary use, but is especially outstanding for sauce because of its mildness and its deep red color. Plant Ruby freely and enjoy the splendid health-giving rhubarb at its very best.

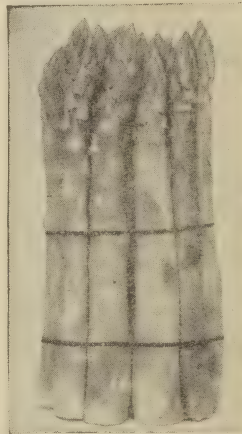
MacDONALD—The finest of the large stalked, high quality rhubarbs. Wherever it has been grown it has met with instant recognition as a truly superior variety—vastly better than any of the older sorts.

The planter who wants a rhubarb of high quality—good red color and heavy yield of large stocks, will find nothing better than MacDonald.

RHUBARB PRICES (Ruby and MacDonald)

	1	5	10
Strong Divisions	\$0.70	\$3.25	\$5.50
Medium Divisions	.60	2.75	4.50

Add 5% if items on this page are to go by mail.



MARY WASHINGTON

MARY WASHINGTON

This Giant Asparagus, the result of years and years of plant breeding work done by the United States Department of Agriculture, is everywhere admitted to be the finest asparagus grown. Mary Washington seems to be the ideal asparagus as it is rust-resistant and surpasses all other varieties in yield and quality. Its enormous tender shoots of vivid dark green retain their tenderness and do not branch until well above cutting height.

MARY WASHINGTON ASPARAGUS PRICES

	12	25	50	100
2 year plants	\$0.90	\$1.35	\$2.00	\$3.25
1 year plants	.75	1.00	1.50	2.75



DANNY SAYS:

Look early and you'll see luscious rhubarb popping through the ground the first thing in spring. Tuck 'em any place in the border—and "grow your own."

DANNY SAYS: Hi Neighbor!

"Neighbor," because this little catalog goes to many of you in rural Hennepin and adjacent counties—right "next door" to us—in our natural "trade territory."

So, now to you we say "Howdy, Neighbor! We're your logical supplier of nursery plants from a geographical point of view (a map proves that) and logical also, we believe, from the point of view of quality, price and service. How's about we get together? We believe we can serve you to your advantage.



Read 'em all

We've just been reading over the catalogs we've issued since starting business here 31 years ago — and we don't find anything we've said in them to be ashamed of. Maybe we haven't gotten our share of "sucker business," but, what is far more important, we get more than our share of repeat business. There is a reason!

So why not enjoy all the intriguing and well colored enticements in the "far away" catalogs, and then decide to buy dependable, proven stock this year "at home," from us — your home nursery?



"Ixnay"

"A 'GODSEND FOR MINNESOTA GARDENERS'"

— a quotation from the letter below.

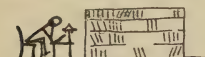
A few days ago the Minnetonka Publishing Co., publishers of Mr. Daniels' new book, received the following letter from an enthusiastic West St. Paul gardener:

"I truly believe your book a 'Godsend for Minnesota Gardeners. Its price being very reasonable, and applying as it does strictly to our conditions, it is a 'must' for all Minnesota gardeners. I have referred to it repeatedly—especially when questioning the 'hardness' mentioned in catalogs."

And the president of a leading Horticultural Society in Northern Minnesota wrote:

"I think it is a book that sets forth the fundamental principles of home gardening and landscaping and is written in such a manner that even the amateur gardener can understand and benefit by it."

These letters are just two of a large number of complimentary letters and book reviews that describe it as a "must" for Northern gardeners. They are all on file in the publisher's office.



Books and Books
For All U.S.A.

The libraries are full of horticultural books, but practically all of them are "written for the United States of America," and much of what they say is not applicable to our "distinctly different" mid-northwestern conditions. This book is "tailor-made" for the Northwest. Mr. H. J. Rahmlow, Secretary of the Wisconsin State Horticultural Society, says in a letter to the publishers:

"On looking through the book I am impressed with the accuracy of the information under northern conditions. That is something we cannot say about so many books on gardening, and of course, that is the reason why books published for national circulation are often of so little value for certain sections of the country."

Maybe the book is not so much to look at, but approximately 50,000 words—a complete, practical "Short Course" in Horticulture—an education in itself, that sells for \$1.00 can't be put up with the fanciest "trimmings" at that low cost.

Of course the publishers could "dress it up" (larger type, more space, fancy paper and binding, etc.) and they'd have a two or three dollar book, but the \$1.00 price was decided on to keep it in easy reach of everyone. As Dr. A. N. Wilcox, of the Division of Horticulture of the University of Minnesota, says in the November "Minnesota Horticulturist":

"For one dollar one can buy Franc Daniels' 'Live At Home and Like It,' an informative little book on Horticulture under Minnesota conditions. It is for the sort of person who buys a box of candy for the goodness of the contents rather than for the fanciness of the box."

We're talking about the book here, not only because we believe it is truly worth while, but because we want you to have success with the plants you buy from us, and we know that if anyone follows the cultural directions and suggestions in the book, he should have success.

TO MAKE IT EASY FOR ALL TO HAVE THIS BOOK . . .

WE MAKE THE FOLLOWING REMARKABLE OFFER—



An Education
At Home

FREE BOOK OFFER

(EXPIRES MARCH 15, 1944)

We want you to have one of these books, "Live At Home and Like it," FREE! Here's how:

1. Send in an order for \$10.00 or more for nursery stock (accompanied by payment in full) to reach us before March 15, 1944 and one of the books will be sent to you FREE by return mail.
2. Send in \$1.00 for the book, and with the book we will mail you a "credit memorandum" good for \$1.00 to be applied on any order for nursery stock for \$10.00 or more (accompanied by payment in full) which reaches us before March 15, 1944.

DON'T MISS THIS OPPORTUNITY

(Remember this offer expires March 15, 1944)

THE HOME GARDENER SAYS:—

"The best Book of its kind ever put on the market."—Says "Number One," Minnesota.

"It is the best book on Horticulture for the Northwest that we have read."—Says "Number Two," Wisconsin.

"Just brim full of knowledge, and most interesting."—Says "Number Three," New York.

"I have found it interesting and useful. Enclosed find another copy."—Says "Number Four," Minnesota.

"Appreciate the book greatly. It is unique and just about it in its field."—Says "Number Five," Saskatchewan.

"After reading the first few paragraphs of 'Live At Home and Like It,' you have read your neighbor's 'Number Six.'"—Minnesota.

"We enjoyed this book very much and use it constantly, as a hand book we want to know about things that grow."—Says "Number Seven," Iowa.

ANNOUNCING

A NEW, PRACTICAL, HELPFUL BOOK

FOR THE HOME GARDENER

"LIVE AT HOME . . . AND LIKE IT!"

By FRANC P. DANIELS

- The first of its kind and just for the Northwest.
- 120 pages "cram-packed" full of the answers to the questions every Home Gardener asks himself 100 times a month.
- Just the book Mr. Average Homeowner has longed for. In simple, understandable language it tells the "When, Why and How" of practical gardening.
- Pocket size—5 1/2 by 7 1/2 inches—convenient to handle and easy to read.
- It is of equal value to the small home dweller, the owner of an estate and the commercial grower.
- Written by a man who has spent 35 years in practical horticultural work—teaching, "preaching," but most important, practicing everything he has written.
- Written for the Northwest and our exciting conditions, which can be said of no other book that contains all this material. Most books, and most magazines are written for the entire United States of America and of necessity contain much material that is irrelevant and confusing for us here in the Northwest.
- What would you give for the privilege of sitting down with a real gardening expert—one who knows not only the technical angles but who has had a lifetime of practical experience in fruit, vegetable and landscape work—and asking him the answers to your many, perplexing garden problems? "LIVE AT HOME AND LIKE IT" offers you this opportunity.

Order Your Copy Today

"There are many things I like about the book, notably the very clear illustrations and the chart on perennials, etc."—Says "Number Eight," Minnesota.

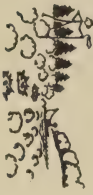
"I was more than pleased with the contents of this book. It is a valuable reference guide for the amateur gardener because it gives detailed information on the things I wanted to know about shrubs, trees, vegetables, and flowers."—Says "Number Nine," Wisconsin.

"So simple and scientifically correct—so well and cleverly illustrated."—Says "Number Ten," Alabama.

"I am a beginner and have lots of books, but yours certainly has a place in the Northwest. You stress varieties that will grow up here which to us is of the utmost value."—Says "Number Eleven," Minnesota.

DANNY SAYS:

For 30 years the author has been growing from 20 to 90 acres of commercial fruit, vegetable and nursery crops. He should and does "know the answers."



DANNY SAYS:

For 23 winters the author lectured on Horticultural subjects at the University of Minnesota Farm School and for 30 years he has been dealing with and answering the questions of Mr. and Mrs. Home Gardener. He should, and does "know the answers."

WHY THIS BOOK?

It is a patriotic duty to garden now, both for food and beauty. Any little corner or larger area of one's home grounds that can be, should be converted to food production. Health, relaxation and exercise may be found in one's yard and are important home-front responsibilities. Beautiful home grounds and their enjoyment are morale builders. Help is scarce. More and more everyone must take care of their own grounds and gardens. This book is designed to aid you in doing just that in an easier, more intelligent and efficient manner.

WHAT IT CAN DO FOR YOU

It is a complete, up to the minute "Sport Course" in Horticulture and Gardening. It tells WHY as well as HOW and WHEN. Each chapter is so short, easy to read, pithy and covers one subject completely. Ideal to pick up with just time for a chapter or two . . . interesting to read from cover to cover at one "sitting" . . . and handy to look up the answers to perplexing garden problems. Generously illustrated.

The quotations on this page are from files of the publishers . . . THE MINNETONKA PUBLISHING CO.

EXPERTS WHO KNOW SAY:—

"An excellent contribution in an area where specific, helpful information is needed."—Says "Number One," Horticultural Education, University of Minnesota.

"I have read the book from cover to cover three times and thoroughly enjoy it as a practical reference on the entire field of Horticulture as it especially relates to this area."—Says County Agent, Minnesota.

"A good job, surprisingly comprehensive for the size of the book."—Says Professor No. Two, Horticulture, University of Minnesota.

"I can think of few questions relating to home grounds, its planting, and care, which you cannot answer."—Says Professor No. Three, Horticulture, University of Minnesota.

"The book is very comprehensive. The special needs of this region are particularly well covered."—Says Professor No. Four, Horticulture, University of Minnesota.

"There is certainly a fine lot of information in it, and I hope Mr. John Q. Public duly appreciates it."—Says Professor No. Five, Horticulture, University of Minnesota.

See Free Book Offer, Page 15

"YE EDITOR" SAYS:—

"The book contains so much information that it may well be considered a reference book, and yet it is readable and entertaining."—Says Editor A. N. Wilcox in the "Minnesota Horticulturist."

"I am impressed with the accuracy of the information under Northern conditions. I really think you have something worth while for gardeners in the Northern states, especially Minnesota and Wisconsin."—Says Editor, H. J. Rahmlow, of "Wisconsin Horticulture."

"Not only does it answer the questions of Home gardeners with information directly pertinent to their conditions, but it should help the Nurserymen in that area through encouraging their customers to better success with the plants they purchase."—Says Editor F. R. Kihner, in the "American Nurseryman."

Fresh out of the ground and immediate delivery make Daniels Evergreens Superior.



Daniels Beautiful Evergreens

No planting is truly complete without some evergreens.

During the winter they form a most attractive part of one's planting, and during the summer their splendid colors and varying forms add a note of interest to even the most elaborate landscape effect.

As specimen trees in front of the home they are perhaps second to none in popularity. Their importance in foundation plantings has increased so rapidly in the last few years that now a foundation planting seems incomplete without them. No other plants can so effectively and completely provide a windbreak or screen for they are there

to serve you throughout the winter and summer. Whether in the foundation planting, border planting, screen or windbreak, evergreens give what no other trees can—twelve months of complete service and beauty.

We take the greatest pains in growing our evergreens so that they will give you 100 per cent satisfaction. The trees offered below have been transplanted several times, and the roots pruned in such a manner that a heavy growth of fibrous roots has been developed. When these trees are dug for you, you will get plenty of roots. The prices of the trees given here include the cost of ball and burlap. (B. & B.)

We have many splendid specimen trees much larger than those listed here. It will be a pleasure to quote you our very attractive prices on them. Wherever possible we suggest making one's own selection of these larger trees right in our nursery.

THE SIXTEEN MOST POPULAR EVERGREENS

PYRAMIDAL ARBORVITAE—A solid pyramid of green, compact branches which retains its shape without shearing. The best of the narrow, upright, evergreens for foundation and accent plantings. Bright green winter and summer.

SIBERIAN ARBORVITAE—A compact, dense, bushy evergreen, conical in outline. Dark rich green. The hardiest of the Arborvitae and the "best" medium height evergreen.

BALSAM FIR—The foliage is dark green above, silvery beneath. It is widely known for its pungent odor. A rapid, upright grower. Endures shade well.

CANADIAN HEMLOCK—The hardiest Hemlock. Upright in form and graceful in habit. Does especially well in shaded locations. Solves the problem of what to put in "that difficult north-east, shaded corner."

ANDORRA JUNIPER—A dwarf, spreading evergreen of most distinctive color and graceful form. A beautiful silvery-green, turning to a silvery purple or pinkish shade in fall, winter and spring.

GOLDEN CANADIAN JUNIPER—We consider this the finest of the golden colored evergreens. The new tips take on a beautiful golden yellow color.

PFITZER JUNIPER—A graceful, broad, low evergreen with sweeping fronds of silvery green foliage. The best low evergreen for city conditions, dry locations, and also does well in shady places.

RED CEDAR JUNIPER—One of the oldest and most widely used evergreens. Commonly sheared to pyramidal form. Very hardy. Green in summer and reddish brown in winter.

SAVINS JUNIPER—The "one best" low evergreen of spreading habit. Rich deep green, medium low and moderately compact. Endures trying locations.

SILVER CEDAR, CHANDLERS—Probably the most popular of the grafted silver cedars. The brilliant silvery green of summer becomes only slightly duller in winter. Not to be confused with the common, less hardy, less colorful seedling Silver Cedars.

AUSTRIAN PINE—A beautiful, symmetrical, deep green, large growing pine. One of the best. Excellent for city conditions and valuable for screen plantings.

MUGHO PINE—An excellent low, compact pine. Always a bright, fresh green. May be kept a low "pin cushion" type or allowed to grow taller and more spreading. Exceptionally hardy.

SCOTCH PINE—An excellent tree for screen and mass plantings. Has shorter needles and is somewhat open in growth unless sheared. Hardy and fast growing.

BLACK HILLS SPRUCE—The hardiest of all spruces. A symmetrical, compact and bushy grower. A beautiful tree, with colors varying from a deep to silvery green.

COLORADO BLUE SPRUCE—Its brilliant blue-green color, neat compact form and symmetrical habit of growth, makes it invaluable in landscape work. The glory of the Blue Spruce is in its intense steel-blue foliage.

COLORADO GREEN SPRUCE—A very fine tree, similar to the Colorado blue in all respects except color, which is a deep green without the former's silvery sheen. One of our finest lawn specimens.



DANNY SAYS:

Why not a living Christmas tree? Not only is the evergreen's delightful form and beauty most appropriate at Santa time, but its year 'round beauty is valuable at every season.

EVERGREENS

Grouped According to Use Characteristics

Creepers (Low)	Striking Color
Andorra Juniper	Andorra Juniper
Bar Harbor Juniper	Bar Harbor Juniper
Horizontalis "	Golden Canadian Juniper
Narrow (Pointed)	Medium Tall (Narrow)
Pyramidal Arborvitae	American Arborvitae
Red Cedar	Siberian Arborvitae
Chandler's Silver Cedar	Red Cedar (Unsheared)
Medium Low	Tall
Mugho Pine	Balsam Fir
Globe Arborvitae	Hemlock
Savins Juniper	Pine
Canadian Juniper	Spruce
Golden Canadian Juniper	Screen and Windbreak
Pfitzers Juniper	Pines
	Spruce



COLORADO BLUE SPRUCE

DANIELS EVERGREEN PRICES

(Not available. Should be picked up or delivered.)

	12-15"	15-18"	18-24"	24-30"	30-36"	3-4'	4-5'	5-6'	6-7'	7-8'
ARBORVITAE										
American	\$	\$	\$	\$3.00	\$4.00	\$5.00	\$7.50	\$9.00	\$12.00	\$15.00
Globe			4.00	5.00	6.00	8.00				
Pyramidal				3.50	4.50	6.00	9.00	11.00	14.00	
Siberian			4.00	6.00	7.50					
FIRS										
Balsam			2.00	3.00	4.00	5.00	6.50	8.00		
Concolor				5.00	6.50	8.00				
Douglas				3.00	4.00	5.00	6.50	9.50	12.00	
HEMLOCK										
Canadian			3.50	5.00	6.00	7.00				
JUNIPER										
Andorra		3.50	4.00	5.00	6.00	8.00				
Bar Harbor		3.50	4.00	5.00						
Canadian	3.00	3.50	4.00	5.00	6.00	8.00				
Golden Canadian	3.00	3.50	4.00	5.00	6.00					
Horizontalis		3.50	4.00	5.00	6.00	8.00				
Pfitzer		3.50	4.00	5.00	6.00	8.00				
Red Cedar			2.50	3.00	4.00	5.50	7.50	10.00	12.50	15.00
Savins	3.00	3.50	4.00	5.00	6.00	8.00				
Silver Cedar (Seedlings)					5.50	6.50				
Silver Cedar (Chandlers)					6.00	8.00				
LARCH—European (Tamarack)						5.00	6.50	8.00		
PINE										
Austrian				3.50	4.50	6.00	8.00	12.00	15.00	17.50
Montana	3.00	3.50	4.50	6.00	7.00					
Mugho	3.00	3.50	4.50	6.00	7.00					
Norway						6.00	8.00	12.00	15.00	17.50
PonCerosa						6.00	8.00			
Scotch			2.50	3.50	4.25	6.00	8.00	12.00	15.00	17.50
SPRUCE										
Black Hills		2.50	3.00	4.00	5.00	6.50	8.50	10.00	15.00	17.50
Colorado Blue				6.00	7.50	(See below)	18.00	25.00	35.00	
Colorado Green				4.50	5.50	(See below)	15.00	19.00	25.00	
Norway			2.00	2.50	3.25	4.00	6.00	7.00		

Colorado Green: 3-3½, 6.50; 3½-4, 7.50; 4-4½, 10.00; 4½-5, 12.50.
 Colorado Blue: 3-3½, \$8.50; 3½-4, \$10.00; 4-4½, \$12.00; 4½-5, \$15.00.



DANIELS SHADE TREES

No outdoor living room is complete without the cool shade of properly placed trees. Then too, they furnish a suitable framing for both close and distant views in landscape and when used for screening effects add a comfortable feeling of privacy.

As shade trees take a much longer time to reach their most useful size than do most other plants, we suggest planting without delay. A year lost now can never be regained. **DO IT NOW!**

And because of their relatively slow development, only the best transplanted and carefully trained trees should be planted. Daniels hardy, northern grown trees have well developed root systems which insure you quick and certain growth.

TWELVE OUTSTANDING SHADE TREES

ASH, AMERICAN WHITE—A tall growing native tree. Straight, clean growth, round head and dense foliage. In autumn the foliage coloring is unusually beautiful.

BIRCH, WHITE—A beautiful, graceful, upright growing tree famed for its attractive bark. A favorite for lawn tree planting. Effective when planted singly or in groups. If planted three or four in one clump one will get the natural effect of native growing trees.

BIRCH, CUTLEAF WEEPING—One of the most admired of all lawn trees. Distinguished for its unusual grace in character and outline. Its white bark, long drooping branches and finely cut foliage give a particularly artistic touch to the landscape.

CRAB APPLE, HOPA—A very attractive ornamental tree with large red blossoms in the spring followed by red fruits. Leaves color beautifully in the fall.

CRAB, RED SILVER—A valuable new addition to the small ornamental trees of the Northwest. Early spring flowers are deeper and more brilliant in hue than Hopa, but not quite as large. Foliage has a distinctly reddish color, overcast with silvery pubescence.

ELM, AMERICAN—The most popular tree for shade, street and lawn plantings. A rapid grower and long lived.

SOFT or SILVER MAPLE—A hardy, quick growing shade tree which is of special value

where immediate shade is wanted. Vigorous, healthy and attractive.

HARD MAPLE (Sugar Maple)—One of the most desirable shade and ornamental trees. A symmetrical tree of great beauty. Deeply lobed, dark green leaves taking on beautiful vivid tints in the fall.

MOUNTAIN ASH—One of the most popular of the small lawn trees. White flowers in spring followed by large clusters of orange red berries which remain throughout the winter. Finely divided foliage.

NEWPORT PLUM—The best all summer red foliage tree for the North. The typical plum blossoms of early spring are backed by the crimson of the newly unfolding leaves. A small to medium sized tree of striking color.

BOLLEANA POPLAR—Probably the most desirable of all the slender, upright growing trees. Its spirelike, columnar form and glossy green leaves with downy white undersides have made it exceedingly popular where a strong vertical accent is desired in the landscape.

NIobe WEEPING WILLOW—The best of the weeping willows. A clean type of tree, free from litter of broken branches and other trash so common in some willows. Its form is that of a graceful weeping tree and this, with its beautiful golden bark, makes it exceedingly attractive in both summer and winter. A very rapid grower.

SHADE TREES

GROUPED ACCORDING TO CHARACTERISTICS

Tall Trees

- Ash
- Basswood
- Butternut
- Elm, American
- Catalpa
- Hackberry
- Horse Chestnut
- Maple, Hard
- Poplars
- Walnut, Black
- Willows

Medium Trees

- Apples
- Elm, Chinese
- Locust
- Mulberry

Small Trees

- Birch (in variety)
- Crabs, Ornamental
- Mountain Ash
- Plums (Fruiting)
- Plum, Newport

Spring Foliage Color

- Crab, Red Silver
- Maple, Schwedlers
- Plum, Newport

Fall Foliage Color

- Ash, yellow
- Birch, yellow



- Maple Hard, red
- Plum, Newport, red

Vertical Accent

- Poplar, Bolleana
- Poplar, Lombardy

Fastest Growing

- Catalpa
- Elm, Chinese
- Poplars (in variety)
- Willows (in variety)

Nuts

- Butternut
- Horse Chestnut
- Walnut, Black

Flowering Trees

- Apples
- Cherries (Fruiting)
- Catalpa
- Crabs, Flowering

- Horse Chestnut
- Locust
- Mountain Ash
- Plums (Fruiting)
- Plum, Newport
- Pussy Willow (Pussys)

Fruiting Trees

- Apples
- Cherries
- Crabs, Flowering (except Bechtel's)

- Hackberry
- Mountain Ash
- Mulberry
- Plums

Weeping Trees

- Birch, Cut Leaf
- Maple, Wier's
- Willow, Niobe

DANIELS SHADE TREE PRICES

	2-3'	3-4'	4-5'	5-6'	6-8'	8-10'	11'	2'	2 1/2'	3'
Ash, White and Green*	\$	\$	\$	\$0.50	\$1.00	\$1.50	\$2.50	\$3.50	\$4.50	\$7.00
Basswood					1.50	2.50	3.50	4.00	5.00	7.00
Birch, White				1.50	2.00	3.00	4.00	5.00		
Birch, Cut Leaf Weeping				3.00	4.00	5.00	6.00			
Butternut				2.00	3.00	4.00	5.00	6.00	7.00	8.00
Catalpa					1.75	2.25	3.00			
Crab, Bechtel's	1.00	2.00	2.50	3.50						
Crab, Dolgo			1.25	1.75	2.50					
Crab, Flame			2.00	2.50	3.00					
Crab, Hopa		.75	1.25	1.75	2.50		5.00			
Crab, Red Silver			2.00	2.50	3.00					
Elm, Chinese*				.75	1.00	1.50	2.00	3.00	4.00	6.00
Elm, American*				.75	1.25	1.75	2.50	3.50	4.50	7.00
Elm, Moline (grafted)					1.50	2.00	3.00	4.00	5.00	
Hackberry*				1.00	1.50	2.00	3.00	4.00	5.00	7.00
Horse Chestnut		2.00	2.50				4.50	5.50		
Locust, Common					1.50	2.00				
Locust, Thornless				1.50	2.00	3.00				
Maple, Schwedlers				3.50	4.50	6.00	8.00			
Maple, Silver (Soft)*				.75	1.00	1.50	2.50	3.50	4.50	7.00
Maple, Sugar (Hard)				2.00	3.00	4.00	5.00	7.00	8.50	
Maple, Wiers Cut Leaf				1.50	2.00	3.00	5.00			
Mountain Ash				1.50	2.00	3.00	4.00	5.00		
Mulberry, Russian				1.00	1.50	2.00				
Poplar, Bolleana				1.00	1.50	2.00	3.00	4.00	5.00	
Poplar, Lombardy			.35	.50	1.00	1.50	2.00	2.50	3.50	4.50
Poplar, Norway				.75	1.00	1.50	2.00	2.50	3.50	4.50
Walnut, Black			1.00	1.50	2.50	3.50	4.00	5.50	7.00	8.00
Willow, Golden				1.00	1.50	2.00	2.50			
Willow, Laurel Leaved				1.00	1.50	2.00	2.50	3.00	3.50	4.50
Willow, Niobe				1.00	2.00	2.50	3.00	4.00	5.00	6.00
Willow, Pussy				1.25	2.00	2.50	3.00			

*3 1/2 in., \$10.00; 4 in., \$15.00. Only the 3 smallest sizes mailable. Add 10% for postage.



Daniels

HARDY PERENNIALS

We wish you could see our perennial gardens. Here are the plants with which to paint your Spring, Summer and Autumn flower pictures. They add the variety to your landscape picture that makes it interesting at all seasons. Perennials are unquestionably the "finishing touches" to the planting whether it be an informal border or a formally laid out garden. With their unlimited assortment of bloom, size and color they may be worked into all parts of the border where their brilliant hues add to the planting a pleasing zest without which it would be incomplete.

Our plants are extremely strong—field grown stock, produced on specially prepared soils abounding in humus and plant food. Under these conditions we have developed exceptionally fibrous roots and strong crowns and tops—plants far surpassing in strength and vitality those ordinarily offered for sale. Daniels' Perennial Plants are preferred by all who have seen or used them.

Our list of varieties is very long and complete—much too long for printing here. Of the several hundred we are growing, we list below some of those most generally popular. Prices are 35c each, or \$3.50 per dozen (postpaid) except as noted below:

Achillea Eupatorium
Achillea Millefolium Roseum
Archillea Ptmarica
Aconitum Fischeri, 50c
Alyssum Argenteum
Alyssum Saxatile
Compactum
Anchusa Italica
Anchusa Myosotidiflora
Anthemis Tinctoria Kelwayi
Aquilegia Corulea
Aquilegia Long Spurred
Arabis Alpina
Artemesia Lactiflora
Artemesia Silver King
Hardy Asters (in variety)
Baptisia Australis
Boltonia Asteroides
Boltonia Latisquama
Campanula Carpatia
Campanula Media
Campanula Persicifolia
Campanula Rotundiflora
Centaurea Montana
Cerastium Tomentosum
Chrysanthemums (in variety)
50c and up
Coreopsis Lanceolata Grandiflora
Creeping Jenny
Delphinium Belladonna
Delphinium Bellamosa
Delphinium Chinese

Delphinium Hybrids
(in variety) 60c
Dianthus Barbatus
Dianthus Deltoides
Dianthus Plumarius
Dicentra Eximia, 50c
Dicentra Spectabilis, 60c
Dictamnus Fraxinella, 50c
Digitalis (in variety)
Echinops Ritro
Funkia Coerulea Lanceolata
Funkia Subcordata
Grandiflora, 60c
Funkia Undulata Variegata,
50c
Gaillardia Grandiflora
Gypsophila Paniculata
Gypsophila Bristol Fairy, 75c
Hemerocallis (in variety)
35c and up
Heuchera Sanguinea
Hibiscus Rose Mallow
Hollyhock (in variety)
Iberis, Sempervirens
Iris (in variety), 35c and up
Iris Pumila
Lily of the Valley
Elegans Lily
Regale Lily
Tenuifolium Lily
Tiger Lily
Linum Perenne
Lupinus Polyphyllus
Lychnis Chalcedonica

Lythrum Roseum
Mertensia
Monarda Didyma
Mycosotis Palustris
Nepeta Mussini
Oenothera
Pachysandra Terminalis
Papaver Orientale
Pentstemon Barbatus
Peony (in variety) 75c and up
Phlox (in variety) 40c and up
Phlox Sublata (in variety)
Physalis Francheti
Physostegia Virginica
Platycodon Grandiflora
Pyrethrum Roseum
Pyrethrum Uliginosum
Rudbeckia Laciniata
Rudbeckia Newmanni
Rudbeckia Purpurea
Saponaria
Sedum (in variety)
Spirea, Filipendula, 50c
Statice Latifolia, 50c
Sweet Pea
Thalictrum (in variety)
Thymus Vulgaris
Trollius, 50c
Tunica Saxifraga
Veronica Longifolia
Veronica Ruprestis
Vinca Minor
Yucca
Viola (in variety) 25c



HYBRID DELPHINIUM

DELPHINIUM HYBRIDS

"GORGEOUSNESS PERSONIFIED"

In addition to the regular Delphinium types and assorted hybrids we offer seven especially valuable and superior strains, six of them **Pacific Giant Hybrids** and the **Hollyhock Strain**.

The **Pacific Giant Strains** are commonly described as the "World's Best." The flowers are immense in size, tightly set on tall, strong stems, and have proven 60 to 65% mildew resistant. No garden is complete without a generous scattering of these truly superior varieties.

These choice varieties are only 60c each.

PACIFIC HYBRID STRAINS

Black Knight Series—The darkest of all—deep midnight violet. Heavy velvety texture.

Cameliard Series—A pure lavender self with white bee.

Galahad Series—Enormous, clear white flowers, frequently 3 inches in diameter, with a glistening texture.

Guinevere—Light pink lavender self with white bee.

King Arthur—Brilliant royal violet with large white bee.

Summer Skies—Clear light blue with white bee.

Hollyhock Strain—Gorgeous, large heavily doubled flowers of beautiful pastel shades.

SPECIAL OFFER: 1 each of the above 7 varieties.

(A \$4.20 value) Postpaid, for only.....\$3.50

GARDEN CHRYSANTHEMUMS

New Northern Bloomers DeLuxe.

One of the finest additions to our flower gardens in many years.

"One of the most useful plants for the flower garden or perennial border in late summer and early autumn is the garden chrysanthemum. They have been much used in gardens farther east and south for many years, but it is only recently that any really good varieties have been available that will bloom well in this area," says Professor L. E. Longley in a recent publication from the University of Minnesota.

While Chrysanthemums have been a valuable garden flower in the east and south for several years those varieties were not suitable to our part of the country. Some eastern workers had developed earlier strains—but even these were largely unsatisfactory here. Only recently, after years of careful breeding and selection, have Professor Longley and his co-workers at our University Farm originated varieties especially adapted to our conditions.



We offer here ten of what are generally considered the finest of these Minnesota wonder creations.

They are wonderful. They will bring new garden joys to every plant lover who tries them. Plant them freely—but order early to avoid disappointments.

TEN LEADING MINNESOTA ORIGINATED GARDEN CHRYSANTHEMUMS

PRICES: 60c each; collection of 1 each (10 plants) only \$4.75 postpaid.

(Note: The following descriptions are from a recent publication by Professor L. E. Longley)

CHIPPEWA (Minn. No. 40-105-402). Plant bushy with many stems, rather tall, 20 inches or more, flowers semi-double to double, aster-like and color aster-purple, incurved and in large clusters, 2½ inches in diameter or larger; very showy and good for cutting. Early to midseason. Probably the best Minnesota variety.

HARMONY (Minn. No. 39-256-114). As its name indicates, it carries several tones of color. During the early season it is yellow, but later becomes strawberry pink, and as the cool weather comes, a deep Brazil-red. At times all these colors will be present at once. It is covered with a mass of bloom for several weeks; flowers 2½ inches.

PURPLE STAR (Minn. No. 40-114-66). Very tall and upright in growth with long stems, good for cutting; very floriferous, flowers semi-double to nearly double, the rays formed in such a way to make the flower star-like, 2 inches in diameter; color bright dahlia purple; blooms a long time. Medium to late.

DULUTH (Minn. No. 37-383-4). A rather tall upright type with semi-double lemon yellow, 2 inch flowers; blooms early and for a long period, very floriferous.

SUNRED (Minn. No. 40-105-781). Medium tall plant with long stems with large semi-double

flowers over 3 inches in diameter; habit and form of flowers much like those of Chippewa, but color is a bright Brazil-red. In the early season it blooms sparingly but very heavily in midseason to late.

REDGOLD (Minn. No. 40-145-700). Plant medium tall, very stiff and upright, flowers stiff, resembling pompon dahlias and somewhat like those of Early Bronze but brighter and more reddish, double, 2 inches in diameter, scarlet to Brazil-red. Very striking. Early to midseason or later. Very popular.

RED WING (Minn. No. 39-54-18). This is a low upright sort with rather long stems, very early; flowers are semi-double, 1½ inches, Pompeian-red in color; very floriferous.

WELCOME (Minn. No. 39-57-19). One of the earliest to bloom; it is rather low, irregularly bushy; stems long; flowers semi-double, 1½ inches, bright mallow purple.

BOREAS (Minn. No. 39-80-23). This is an early double white, 2 inches, the plant stiff, rather low, but stems long; good cut flower.

MOONGLOW (Minn. No. 39-14-18). A very low bushy type with dark green glossy leaves, very early with double deep lemon chrome 1½ inch flowers which cover the plant for several weeks.

Hardy Cushion Mums

These delightful dwarf mums are one of the finest and showiest of our fall flowers. From August until hard freezing they furnish masses of double flowers that completely cover the compact, symmetrically formed plant. Plant an assortment of varieties for thrilling color effects.

Cushion Mum Prices: 50c each

Bronze Cushion Red Cushion
White Cushion Pink Cushion
Golden Cushion

SPECIAL:

1 each of these 5 varieties only \$2.00 postpaid.

The opinion of experts rates the six best as follows in order of value:

1. Chippewa
2. Harmony
3. Purple Star
4. Duluth
5. Sunred
6. Redgold

SPECIAL OFFER:

1 each of these 6 "super" varieties.
A \$3.60 Value.
Postpaid for only.....\$3.00



Daniels Hardy Shrubs

Ornamental shrubs are the backbone of all landscape planting. Whether one is building an outdoor living room, constructing a foundation planting, or making other border plantings, hardy shrubs are indispensable. Much beauty and individuality may be secured through the varying heights, forms, flowers, barks and foliage of the different varieties.

Of the hundreds of different shrubs, the ones we are growing have proven themselves the cream of those suited to the Northwest. Every one has its special merit.

By selecting the proper assortment for each situation one can build oneself a home landscape of surpassing charm and beauty.

Our plants are infinitely superior to the so-called "bargain" shrubs so frequently offered where one has no assurance of size and quality, but is simply offered some meaningless description as "2-year-old," double X or triple X. The plants we offer are all transplanted, well grown specimens, with good tops and roots—unusually fine plants for the price.

OUR BEST SHRUBS GROUPED ACCORDING TO VARIOUS CHARACTERISTICS

SHRUBS THAT REACH AN ULTIMATE HEIGHT OF 2-3 FEET

Japanese Barberry
Caragana, Pygmaea
Alpine Currant
Matrimony Vine
Lodense Privet
Spirea, Anthony Waterer
Spirea, Frobelt

SHRUBS THAT REACH AN ULTIMATE HEIGHT OF 3-5 FEET

Pink Almond
Sand Cherry
Coralberry
Hydrangea, Pee Gee
Hydrangea, Hills of Snow
Golden Mock Orange
Lemoines Mock Orange
Roses in variety
Spirea, Arguta
Spirea, Billardi
Spirea, Sorbifolia
Snowberry

SHRUBS OF OUTSTANDING FOLIAGE COLOR DURING THE GROWING SEASON

Red Leaf Barberry
Cistena Cherry
Variegated Dogwood
Golden Elder
Golden Mock Orange
Newport Plum
Russian Olive
Tamarix
Golden Spirea

SHRUBS THAT REACH AN ULTIMATE HEIGHT OF 5-8 FEET

Frangulea Buckthorn
Buddleia
Cotoneaster Acutifolia
Cotoneaster Integerrima
Dogwood in variety
Winged Euonymous (Wahoo)
Common Euonymous (Wahoo)
Morrow's Honeysuckle
Juneberry
Persian Lilac
French Lilac
Double Flowering Plum
Mock Orange, Virginal
Spirea Opulifolia Nana
Spirea, Van Houtte
Tamarix
Weigelia

BERRIED SHRUBS FOR BIRDS AND BEAUTY

Arrowwood
Barberry
Blackhaw
Coral Berry
Buckthorn in variety
Cotoneaster
High Bush Cranberry
Yellow Flowering Currant
Dogwood in variety
Elder in variety
Euonymous in variety
Honeysuckle in variety
Juneberry
Snowberry
Wayfaring Tree

SHRUBS THAT REACH AN ULTIMATE HEIGHT OF 8 FEET AND UP

Arrowwood
Blackhaw
Buckthorn, Common
Caragana
Nanking Cherry
High Bush Cranberry
Tartarian Honeysuckle
Purple Lilac
White Lilac
Villosa Lilac
Mock Orange, Grandiflora
Russian Olive
Newport Plum
Golden Spirea
Spirea Opulifolia
Staghorn Sumac
Wayfaring Tree

SHRUBS THAT ENDURE MORE OR LESS SHADE

Arrowwood
Frangulea Buckthorn
Dogwoods in variety
Japanese Barberry
Coral Berry
High Bush Cranberry
Elder Berry
Honeysuckle in variety
Hydrangea Hills of Snow
Mock Oranges in variety
Snowberry
Wayfaring Tree

French Hybrid Lilacs

The Garden's Most Gorgeous Flowering Shrubs

Lilacs have long been considered one of the finest of flowering shrubs. They come early, when we seem more than ever appreciative of garden bloom, they are so fragrant, they are most colorful, and they are produced in such generous amounts.

These marvelous French Lilacs have all the good points of the other older sorts but produce such tremendous blooms of such beautiful and varying colors that they are definitely in a class by themselves.

No yard is complete without a planting of several French Hybrid Lilacs. They are absolutely "tops" in the flowering shrubs.

SOME OF THE BEST FRENCH LILACS

BELLE de NANCY—Double. Rose pink.

CHAS. JOLLY—Double. Dark purple.

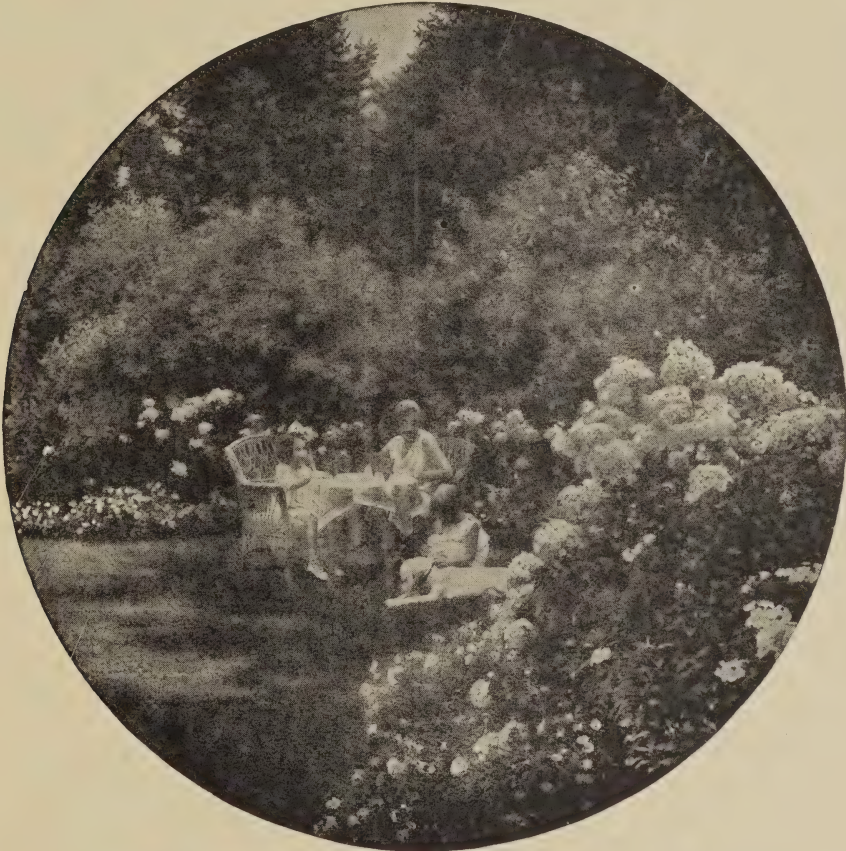
MARIE Le GRAY—Single. Pink to lilac.

Mme. Le MOINE—Double. White.

PRES. GREVY—Double. Clear, soft blue.

RUBRA de MARLEY—Reddish purple.

For Prices See Next Page.



Making The Home Grounds Truly Livable

"Let's Play in Our Own Back Yard"—and, if we're going to "Live at Home and Like It," what fun there is in the privacy and beauty of an outdoor living room like the one above. A carefully designed arrangement of Daniels shrubs—trees—evergreens and flowers can quickly and economically achieve this result on your own premises. No lot is too small and none too large for such delightful treatment.

May we show you how economically we can create an enjoyable
Outdoor Living Room for You?

"FOR FREE?"

You'll want one of Mr. Daniels new books—"Live At Home and Like It" . . .

Why not get one free?

It will be worth many dollars to you in caring for your plants and in the increased enjoyment you'll get from them through a better understanding of their needs. See page 15 for special FREE OFFER.

DANIELS ORNAMENTAL SHRUB PRICES

Add 10% if shrubs are to go by mail. Only the 3 smallest sizes available.

	12-18"	18-24"	2-3'	3-4'	4-5'
	\$	\$	\$1.00	\$1.25	\$
Almond, Flowering					
Arrowwood			.60	.85	1.25
Barberry, Japanese	.35	.50	.75		
Red Leaved and Columberry	.60	.85	1.00		
Black Haw			.60	.85	1.25
Buckthorn, Common			.50	.75	1.00
Frangulea			.50	.75	1.00
Buddleia, 2 yr. No. 1	.50c; 3 yr.	.75c			
Caragana, Arborescens			.60	.85	1.25
Pygmaea		.60			
Cherry, Cistena			1.00	1.25	1.50
Nanking			1.00	1.25	1.50
Sand			.60	.85	
Coralberry		.50	.75	1.00	
Cotoneaster, Acutifolia	.35	.50	.60	.85	1.00
Integerrima			.75	1.00	
Cranberry, High Bush		.50	.75	1.00	1.50
Currant, Alpine	.35	.60	.75		
Yellow Flowering			.75	1.00	1.25
Dogwood, Golden and Red Twig			.60	.85	1.00
Variegated		.60	1.00	1.25	
Elder, Black and Red Berried			.60	.85	
Cut Leaved and Golden			.60	.85	
Euonymus, Burning Bush			.85	1.25	1.50
Winged Burning Bush		1.25	1.50	1.75	2.50
Forsythia			.60	.85	
Honeysuckle, Morrow's and Tartarian		.50	.60	.85	1.25
Hydrangea, Hills of Snow and Pee Gee	.50	.60	.85	1.25	
Hawthorne, Mollis			1.00	1.50	2.50
Juneberry		.50	.60	.85	
Lilac, Common Purple and White		.50	.60	.85	1.25
Persian, Rothmagensis, and Villosa		.50	.75	1.00	1.50
FRENCH HYBRIDS		1.00	1.50	2.00	3.00
Maple, Tartarian			.60	.85	1.25
Matrimony Vine			.60	.85	
Mock Orange, Coronarius		.50	.60	.85	1.25
Golden Leaved	.75	1.00	1.50		
Grandiflora		.50	.60	.85	1.25
Lemoines		.50	.75	1.00	
Virginal		.75	1.00	1.25	1.75
Olive, Russian			.60	.85	1.00
Plum, Double Flowering		.60	.85	1.25	1.75
Newport (Purple Leaved)			.85	1.25	1.75
Privet, Lodense	.50	.75			
Snowball		.50	.75	1.00	1.50
Snowberry, White		.50	.75	1.00	
Spirea, Anthony Waterer	.50	.75	1.00		
Arguta, Ash Leaved, and Billardi		.50	.75	1.00	1.25
Bridal Wreath (V. H.)		.35	.50	.75	1.00
Frobeli	.50	.75	1.00		
Golden Leaved and Ninebark		.50	.75	1.00	1.25
Ninebark Nana		.50	.75	1.00	1.25
Sumac, Cut Leaved		.60	1.00	1.25	
Smooth Leaved			.75	1.00	
Tamarix			1.00	1.25	
Wayfaring Tree			.85	1.25	1.50
Weigelia			1.00	1.25	

DANIELS BEAUTIFUL ROSES

The Queen of All Flowers



The rose still is No. 1 in the "Hit Parade" of colorful and effective plants. Its fragrant blooms with varying forms and color are unsurpassed by other plants. Its desirability both as a cut flower and for garden and landscape effect makes it "tops" among dual-purpose plants.

For the gardener who wants the finest blooms and is willing to give his rose garden extra care in preparation, maintenance and winter protection, the Hybrid Teas and Perpetuals will "fill the bill." For accent plants in foundation plantings and shrub borders the "Eskimo" and "Bush" roses are most suitable. The latter with their shorter and more profuse season of bloom and interesting foliage textures and colors and the former for all season blossom, variety of bloom color, variety of foliage and, in some varieties, interesting hips.

Then for trellises or arbors there is no more delightful, fragrant and colorful covering than the climbing roses.

We list below the varieties of each group of roses that we consider the most generally satisfactory.

Add 5% if roses are to go by mail.

Hybrid Tea and Perpetual Roses

Select 2 Yr. No. 1, \$1.00 each

Select 3 Yr. No. 1, \$1.25 each

RED

E. G. HILL

ETOILE DE HOLLANDE

GRUSS AN TEPLITZ

RED RADIANCE

PINK

PINK RADIANCE

MRS. CHARLES BELL

WHITE

FRAU KARL DRUSCHKI

MME. JULES BOUCHE

YELLOW

JOHANNA HILL

LADY HILLINGTON

TWO-TONED

EDITH NELLIE PERKINS

PRES. HERBERT HOOVER

Climbing Roses

Select 2 Yr. No. 1, \$1.00 each

Select 3 Yr. No. 1, \$1.25 each

DOROTHY PERKINS—Pink, cluster type.

DR. VAN FLEET—Pink, large flowered type.

EXCELSA—Red, cluster type.

GARDENIA—Yellow, large flowered.

PAULS SCARLET—Scarlet, large flowered type.

Bush Roses

Select 2-3 foot, \$0.75 each

Select 3-4 foot, \$1.00 each

HARRISONS YELLOW—Yellow.

RUBRIFOLIA—Pink-reddish foliage.

HUGONIS—Yellow.

Eskimo Roses

(Rugosa Hybrids)

The Hardest Everbloomers

Select 18-24 inches, \$1.00 each

Select 2-3 foot, \$1.25 each

AGNES—Coppery-yellow.

BELLE POITEVINE—Rose-pink.

C. F. MEYER—Silvery-pink.

DR. ECKENER—Yellow, rose-tinted.

F. J. GROOTENDORST—Red.

PINK GROOTENDORST—Pink.

HANSA—Red.

SIR THOMAS LIPTON—White.



DANNY SAYS:

*Perhaps the
Eskimo doesn't
really grow our*

*"Eskimo" roses, but they are so
very hardy all through the North
that it seems as if they could
grow them away up there.*

Daniels Gay, Green Hardy Vines

Pleasing Climbers That Screen, Cover and Beautify

Nothing provides a homelike and restful appearance more quickly than a covering of green vines for blank walls, bare fences and arbors. We are particularly fortunate in being able to offer the finest specimen vines we have had for many seasons.

BITTERSWEET—Twining vine—Crimson and orange berries in fall and winter.

CLEMATIS JACKMANI—Produces masses of large violet-purple flowers.

CLEMATIS JACKMANI—Produces masses of large violet-purple flowers.

GRAPE—BETA and ALPHA—Hardy as wild grape. Heavy fruiters.

HONEYSUCKLE—SCARLET TRUMPET—Twining vine. Flowers brilliant scarlet with yellow throat. Thrives in shade as well as sun.

IVY—BOSTON—Clings to rough surfaces. Small leaves; refined grower; brilliant fall color.

IVY—ENGELMANNI—Clings to rough surfaces. Free grower. Scarlet in fall.

IVY—AMERICAN—Virginia Creeper. Clings with tendrils. Fast growing dense foliage. Fall color as in Engelmanni.

MATRIMONY VINE—Fine bank and ground cover and soil retainer. Large masses of purple flowers succeeded by bright scarlet berries.



BOSTON IVY

VINE PRICES

Add 10% if to go by mail

	2 yr.	3 yr.
Bittersweet	\$0.60	\$0.85
Clematis, Jackmani (Pots) Each.....	1.00
Clematis, Paniculata.....	1.00	1.25
Grape, Beta50	.75
Honeysuckle, Scarlet Trumpet60	.85
Ivy, Boston75	1.00
Ivy, Engelmanns50	.75
Ivy, Virginia Creeper.....	.50	.75
Matrimony Vine60	.85



DANNY SAYS:

When it comes to hedging, hedge—don't hedge. Proper hedging gives you a fence and your neighbors no offense. If you must draw the line somewhere, draw it with a hedge. They beautify as they serve.

Daniels Hedging Shrubs

Living, Lasting Fences

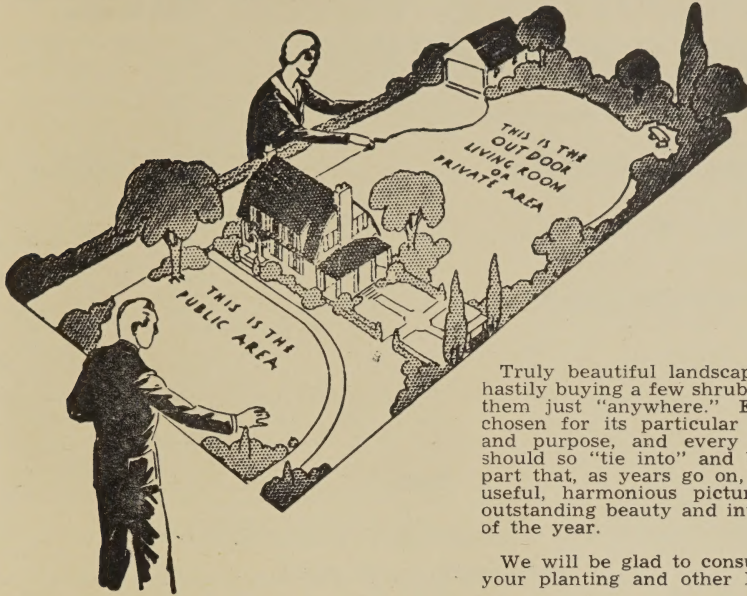
The proper use of hedges adds immeasurably to the attractiveness of one's home grounds. They will effectively mark a boundary line, serve as a screen, or furnish a pleasing background for an informal planting.

In this group we offer fine, strong plants, suitable for starting live fences. These are well grown, strong rooted hedging size specimens which will give quick results.

PRICES PER 100 ON DANIELS HEDGING SHRUBS

25 or More at the 100 Price
Mailing provisions as in shrubs, page 26

	12-18 inches	18-24 inches	2-3 feet	3-4 feet
Barberry, Japanese.....	\$20.00	\$25.00
Buckthorn	14.00	\$18.00	\$22.00	
Caragana	15.00	20.00	25.00	
Cotoneaster	17.50	22.50	35.00	
Currant, Alpine	27.00	35.00	40.00
Honeysuckle, Tartarian	25.00	35.00	40.00	
Lilac, Common Purple	25.00	35.00	40.00	
Spirea, Bridal Wreath	20.00	25.00	35.00	



Let Us Help You Plan Your Home Grounds

Truly beautiful landscaping is not created by hastily buying a few shrubs and trees and placing them just "anywhere." Every plant should be chosen for its particular suitability to location and purpose, and every part of the planting should so "tie into" and blend with each other part that, as years go on, the effect is one of a useful, harmonious picture with something of outstanding beauty and interest for every month of the year.

We will be glad to consult with you regarding your planting and other landscape problems.

If . . .

- your Home Grounds need a landscape plan, grading, sod or plantings;
- your grounds need new evergreens, shrubs, trees or other plants;
- your plantings need re-vamping, re-arranging or modernizing;
- your perennial beds need "new life" in the form of additional plants;
- your lawn needs some sod or seeding, fertilizing, or general up-building;
- your trees need trimming, bracing, surgery or feeding;
- your shrubs need trimming or shaping;
- your insect or disease control problems require a little "professional" help;
- your long cherished desire for a pool or rock garden has become a magnificent obsession;
- your continually worn lawn spots cry for the protection and artistic touch of stepping stones or flagstone walks;
- your garden ego has an inferiority complex and you'd like a trained horticulturist to "check things over" with you (no charge of course)—

And . . .

If you wish to secure any of these services or materials—the best procurable—from an organization that is truly "customer conscious," that considers no transaction complete until the client has been served to their best ability and is fully satisfied, and whose aim is to furnish such stock and services at the lowest cost possible consistent with quality—

Then . . .

LET US TELL YOU HOW WE CAN SERVE YOU
TO YOUR ADVANTAGE

WRITE . . . PHONE LONG LAKE 174, OR . . . CALL AT OUR OFFICE

OF INTEREST TO OUR CUSTOMERS

OTHER VARIETIES—We are growing a large number of varieties, both ornamental and fruit plants, that are not listed in this general catalog because our stock of them is not extensive. Please let us know if you are interested in any item we do not have listed here. We've probably got it!

LARGER SIZES—Also, we have many plants, especially evergreens and shade trees, in sizes larger than listed herewith. Those who are interested in larger specimens are invited to write us, or better yet—call and select the desired specimens yourself.

STORAGE CELLARS—Our new, modern storage cellars enable us to keep deciduous stock in the "pink" of dormant planting condition for the late spring and early summer planter.

PLANTING SERVICE—We invite those who wish to have their stock planted to avail themselves of the services of our skilled horticulturists. We can furnish these expert workmen in the Twin City area at the following rates: Evergreens at 40 per cent of the cost of the stock, and other stock at 60

per cent of the cost of the stock, except hedges which will be planted at 20 cents per foot. For the clients' protection our workmen are fully covered by Workmen's Compensation Insurance.

SELECT YOUR STOCK PERSONALLY—Our customers are invited, when they so desire, to come to our nursery and make personal selection of their stock.

EARLY PLANTING—The earlier stock is planted in the spring the more growth you get the first season. Experience teaches that early planning and early ordering are conducive to early planting. May we suggest the wisdom of placing your order as early as convenient this year?

EARLY PLANNING HAS MANY ADVANTAGES—We are happy to consult with, and plan for you at any time, but we can give the most prompt service before the rush of planting season. We welcome opportunities to develop plans during February and March. Snow on the ground does not interfere with early planning.

DANIELS LIBERAL GUARANTEE

We exercise the utmost care in handling, labeling and packing our plants, guaranteeing them to be true to name, and will replace free of charge any plants which prove to be otherwise.

We guarantee that every plant we furnish is of the best quality for the grade you purchase, and in first class, live, growing condition. It is common knowledge that the transplanting of any plant is attended with some hazard, hazards due to conditions existing after plants have left our hands and over which we exert no control. Nevertheless, The Daniels Nursery agrees to replace all plants (except strawberries) that fail to grow the first year at one-half the purchase price, provided that such failure to grow is not due to neglect or improper handling on the part of the purchaser. All replacement claims must reach us prior to October 1st of the fall following planting.

The above guarantee is void in case full payments of accounts are not made when due.

Our liberal guarantee is possible because of our great confidence in our plants and the knowledge that, if given normal care, they will perform satisfactorily. It is understood and mutually agreed between the purchaser and ourselves, that in no case will we be liable for more than the original cost of the plants. We cannot be held responsible for inability to make delivery because of strikes, fires, acts of nature, government regulations or limitations, or any other cause beyond our control.

WHEN TO ORDER—As early as possible. "First come, first served," is the rule. Early ordering is a big help to us, and frequently late orders cannot be filled in full. Why not send your order in now? It will be carefully booked and shipped to you at the time you want it. Remember: Free Book offer expires March 15, 1944.

PRICES—Prices in this catalog are guaranteed only for orders in the spring of 1944, and annual and supercede all prices quoted previously. All prices are F. O. B. Long Lake, Minnesota, unless otherwise specified. (See "Method of Shipping".)

TERMS—Our business and moderate price schedule have been built on a cash with order policy, and we prefer to have your orders accompanied by cash in full. This plan enables us to keep down costs and to

maintain low prices. If C. O. D. shipments are preferred, 25 per cent must accompany the order, balance C. O. D.

IN LANDSCAPE PLANTINGS payment is expected immediately upon completion of the work. However, if desired, we are always glad to establish book accounts for clients of established credit. All accounts are due the 10th of the month following date of purchase.

METHOD OF SHIPPING—Express is safest and generally the best way to ship plants. Many small orders may be shipped satisfactorily by parcel post. We send postal charges C. O. D. unless proper amount is added to your remittance. Limited delivery facilities are available in the Twin Cities, their suburbs, and the Minnetonka area. In our landscape plantings, stock is delivered at the time we do the planting.

DANNY SAYS:

Write Plainly, Order Early, and Rest Assured That You Will Have the Best Plants That Money Can Buy. Send all orders to

THE DANIELS NURSERY,

Phone Long Lake 174.

Long Lake, Minnesota



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