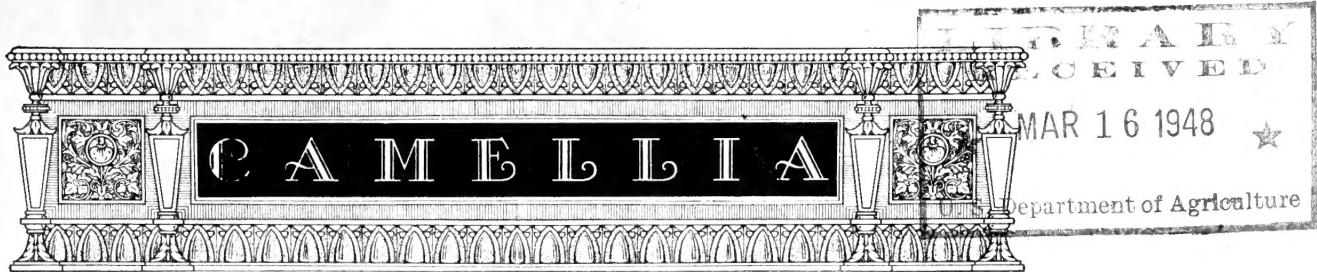


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.01



WHOLESALE **Price List** Fall 1947

**TO YOU  
WHO ARE  
ABOUT  
TO BUY**

**CAMELLIAS**

**LOOK FOR HIDDEN VALUES**



Hundreds of varieties of Camellias are available at nurseries...but only a few kinds suitable for florists cut flowers.

All Camellia flowers are beautiful, but no florist can afford to buy and grow Southern Garden varieties of poor keeping quality, lacking good form, size and without purity and brilliancy of color.

**HOW TO CHOOSE CAMELLIAS**

Be sure the varieties you choose are accepted in the florist trade, for corsage and cut flower use, because Camellias represent a life time investment.

Be sure they are free blooming sorts, and varieties that flower during holiday seasons when prices are high.

Be sure to start with well budded, container-grown plants, old enough to give a profitable crop the first season.

A profitable crop of blooms, can be had, the first season, only from container-grown plants, eight or more years old.

When buying container-grown Camellias, you get all the active feeding roots, undisturbed, whereas, field grown plants, these essential roots are cut off at time of digging.

The slightest injury to Camellia roots, prevents perfect flower development, until new roots form, on the transplanted B&B field grown plants. It requires two or more years, for sufficient new roots to grow, before fully developed crop of top quality blooms can be hoped for.

**YOUR QUEST FOR THE BEST**

will lead you to **"LONGVIEW"**

Your customers will buy Camellia flowers, **THIS WINTER**, and each succeeding winter season, if you can supply the **RIGHT VARIETIES**.



For more than two decades, prominent florists have bought container-grown Camellias from us.

This is our first wholesale price-list, to be published since 1937. During the past ten years our efforts were devoted to taking care of our old customers unsolicited orders.

In this list, choice florists corsage and cut flower varieties are offered.

These plants are 10 to 20 years old, heavily branched, full of flower buds, ready to bloom **THIS WINTER**, and, each succeeding winter.

All these plants are container-grown, light in weight, easy to move about, in your greenhouse, or move outdoors during summer months.

Stocks and bonds may pay 3 to 7% on your investment, but these Camellias should come near returning your principal the first season, with an ever increasing income, year after year.

**REDUCE YOUR INCOME TAX PAYMENT THIS YEAR.**

The Department of Internal Revenue, permits charging the full purchase price, of Camellias, to your **"INVENTORY ACCOUNT."**

If your income tax is in a high bracket, here's your chance to let the government share in paying for your investment in Camellia plants.

Consult your tax accountant, for details as to how much money you can save, by purchasing your Camellias, this year.

November 21, 1935. Your Camellias came in perfect condition. There wasn't a sprig broken on any of your plants. They certainly were well packed. The field grown Camellias from the other nursery had nice balls of earth, but due to the fact the soil was of loose sandy loam, they did not hold as well as could be expected. It looks at this time as though we are going to have a loss on the field grown Camellias.

A northern grower wrote June 24, 1937: The field grown Camellias we got from a nursery in your neighborhood were tubbed at the time received. They did not make any growth, and not a whole lot of root action. I lost about 35 of these plants.



Entrance to

**WE HAVE NO AGENTS—When requesting information or advice please enclose stamped envelope for reply.**

No Business Transacted on Sundays.

**"LONGVIEW" CRICHTON STA., ALA., U. S. A.**  
ROBT. O. RUBEL, JR., Prop., Camellia Specialist





**"LONGVIEW" CRICHTON STA., ALA., U. S. A.**

ROBT. O. RUBEL, Jr., Prop. Camellia Specialist

**PRICE LIST**

FALL 1947

**"LONGVIEW" PRICE LISTS ARE DIFFERENT**

Here is a Camellia Price List, entirely different from lists published by other nurseries.

Different, because it gives honest descriptions of plants; their age; size and kind of container they are grown in; average weight; height; spread; average number of flower buds on each plant, at date of this publication.

No other Camellia Price list, gives such full and specific information. Nothing is left to your imagination. You know exactly what you'll get, when buying Camellias from "LONGVIEW." No other nursery, in this country, can supply container-grown Camellias of florists' cut flower varieties, 10 to 20 years old, ready to produce, a profitable crop of flowers, the first season.



The following Florist's cut flower Camellia plants, illustrated and fully described in Catalogue No. 80, are offered, subject to prior sale F.O.B. Mobile, Ala. No charge for careful packing. Extra discount from these prices on car lot shipments, or via your truck, if not crated.

Lot 23, Variegated, variety name unknown. Propagated 1932, from cuttings. Now 15 Yrs., old. Grown in 5 gallon cans. Wt. 40 Lbs. Height 2/3 FT. Spread 2/3 Ft. Average number flower buds per plant, four to six dozen. 100 plants available  
PRICE EACH \$ 35.00

Lot 73, KELLINGTONIA Propagated 1932, from cuttings. Now 15 Yrs., old. Grown in 5 gallon cans. Wt. 40 Lbs. Height 2/3 Ft. Spread 2/3 Ft. Average number flower buds per plant, 2 to 3 dozen. 36 plants available  
PRICE EACH \$ 35.00



Lot 9, CHANDLERII ELEGANS Propagated 1932 from cuttings. Now 15 years old. Grown in 5 gallon cans. Average weight 40 Lbs. Height 18-24 inches. Spread 24 inches plus. Average number flower buds per plant, 12-18 or more. 12 plants available  
PRICE EACH \$ 30.00

Lot 9, in clay pots Propagated 1938 from cuttings. 9 years old. Grown in 9 & 10 inch pots. Weight 19 and 30 lbs. each. Height 16-18 inches. Spread 12-18 inches. Average number flower buds per plant, 8 to 12. Only 12 plants available  
PRICE EACH \$ 15.00



A prominent Mobile, Alabama, lawyer, attended a formal dinner at Washington, D.C. Jan. 1945.

The lady, sitting next to him, wore a CHANDLERII ELEGANS Camellia, which most southerners recognize by its variety name.

Said the lawyer to the lady:

*"You have on a most beautiful CHANDLERII ELEGANS flower."*

*"Oh NO! replied the lady. "It is a CAMELLIA, and my husband paid \$ 6.00 for it."*



Lot 116, Double white, variety name unknown. Propagated 1931 from cuttings. Now 16 Yrs. old. Grown in 5 gallon cans. Average weight 40 Lbs. Height 42 to 52 inches. Spread 24 to 36 in. Average number flower buds per plant, 2 to 4 doz. or more. Only 8 plants  
PRICE EACH \$ 30.00

Lot 116 in 9 and 10 inch clay pots. 80 only 9" clay pots, propagated 1938, 9 Yrs. old. Average weight 19 Lbs. 3 to 4 Ft. high, thin branched, average 12 to 24 flower buds per plant.  
PRICE EACH \$ 15.00

60 only 10" clay pots, propagated 1937, 10 Yrs. old. Average weight 30 Lbs. 3 1/2 to 4 1/2 Ft. high, thin branched. Average 24 to 36 flower buds per plant  
PRICE EACH \$ 17.50

“*Longview*”  
HOME OF ROBT. O. RUBEL, JR.

IN YOUR REPLY  
PLEASE REFER TO:

CAMELLIA SPECIALIST



*Crichton, Ala.*  
(SHIPPING POINT, AND  
TELEGRAMS - MOBILE)

Jan. 9th, 1948

Dear Mr. Henry :

If you have thought of growing Camellias for the florist trade, take time to read enclosed catalogue and price list.

A profitable crop of Camellia blooms can be cut THIS SEASON from these well budded, specimen, container-grown plants.

Prices are subject to 25% discount, on less than car lot shipment. Additional 3% discount for check with order.

On car lot, or shipment via your truck, where packing is not required, 33-1/3% discount allowed, with 3% additional discount for check with order.

Car shipments can be made with safety during sub-freezing weather, in sealed refrigerator cars.

It required 9 to 20 years to grow these fine Camellia plants. They have now reached the age when profitable crops of fine flowers can be cut each winter season.

Only a limited number available, as indicated in price list.

If you buy any of these container-grown, well budded Camellias, you will make an investment of enduring value.

Don't forget, the total cost of Camellias purchased, charged to your Inventory Account, is deductible from your income tax.

Sincerely,

*Robt O Rubel Jr*  
Robt. O. Rubel, Jr.

P.S. On enclosed Fall 1947 Price List, quotation on Lot 88 Camellia was not included with description of this variety. This stock was propagated from cuttings 1932. Now 15 years old. Grown in 5 gallon cans. Weight 40 pounds. 4 to 5 feet high. Spread 2½ to 3 feet. Average 4 dozen or more flower buds each. Only 30 plants available. Price each \$30.00.

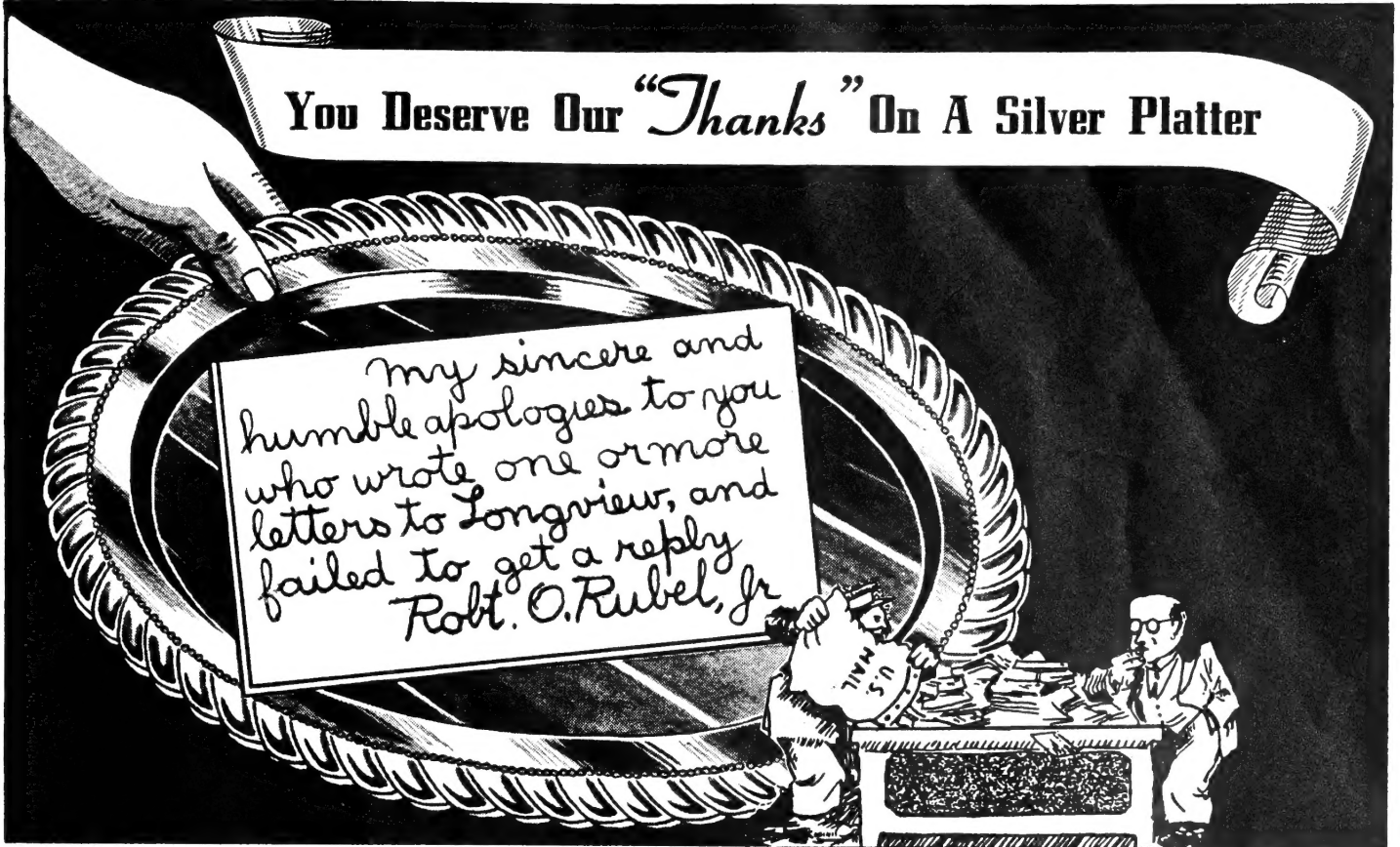
HOME OF  
GAMES

[Faint, illegible text, possibly bleed-through from the reverse side of the page]

1. On the 15th day of 1955, the following was published in the  
This book was published in 1955. It is a book of 100 pages.  
only 50 copies available. Price - \$1.00.



You Deserve Our "Thanks" On A Silver Platter

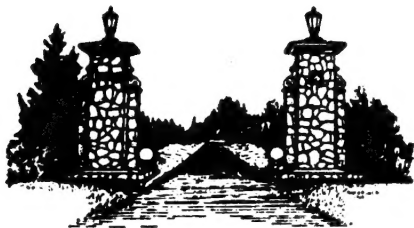


"TO ONE WHO WAITS, A MOMENT SEEMS A YEAR."  
Old Chinese Proverb

Thousands of unanswered inquiries are stacked in elegant piles, in my office. Inquiries for catalogues, price-lists, information on culture, requests for prices on rare Camellias, and many letters from personal friends await replies.

No catalogue has been published since 1940, or price-list since 1943

Only unsolicited orders from old customers have been filled, due to shortage of labor in nursery, and lack of office help.



Entrance to "Longview"

If and when a new catalogue or price-list is published, copies will be sent complimentary to every one who has been a customer of "Longview" in years past.

We have many Camellias 3 to 10ft. high, grown in pots, cans and tubs. "Finished" plants 10 to more than 20 years old. Camellias that will give a wealth of blooms the first season you own them.

Men and women who bought "Longview" pot grown Camellias, boast of their ease of culture, the thrills and delights of their exotic, breathtaking, winter blooming flowers.

Camellias from "Longview" will also satisfy you.

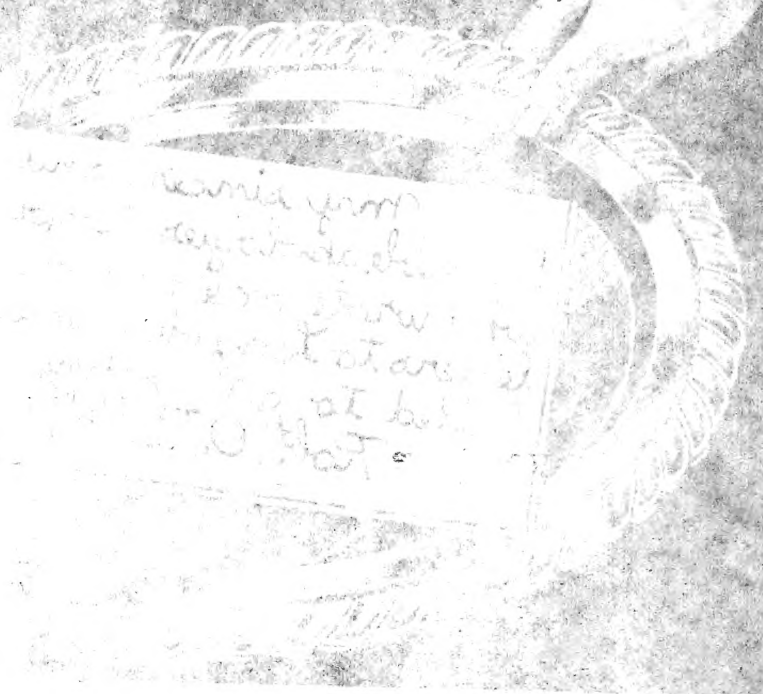
MY THANKS FOR YOUR PATIENCE

**"LONGVIEW" CRICHTON STA., ALA., U. S. A.**

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

You'll give me "Thanks" on the...



Thousands of... are asked... office... requests for... and many letters from... of friends...

No catalogue has been... since 1940 on...

Only... orders have been... shortage of labor... lack of office help.



Entrance to "Longview"

# "LONGVIEW" CRICHTON STA., ALA., U.S.A.

Connelly Springs, Ala.

HORT. O. RUEBEL, Jr., Prop.





**"LONGVIEW" CRICHTON STA., ALA., U. S. A.**

ROBT. O. RUBEL, JR., Prop., Camellia Specialist

# Camellias winter-flowering novelties for Florists

Below, are seven varieties of Camellias, not illustrated in Catalogue No. 80.

Each variety bears flowers suitable for florist cut flower trade, and all plants, container grown, are 11 to 21 years old.

## LOT 16, ANEMONEFLORA RUBRA.

A variety name, describing flower form, and color of a warm Oriental red, full peony type. Blooms freely, Christmas thru March, tolerating wide temperature fluctuations.

Flowers 3 to 3½ inches across, of excellent shipping and keeping quality.

Propagated from cuttings 1935. Now 12 Yrs. old. Grown in 10 inch clay pots. Wt. 31 Lbs.

Height 42-48 inches. Spread 16-24 inches. Average number flower buds, 24 to 36 per plant.

14 plants available. Price Each \$ 20.00

## LOT 25, MATHOTIANA ALBA, double white.

Well known in florist trade, for large porcelain double white flowers, with occasional pink stripe on flower petals.

Blooms January thru March, producing top quality flowers, if grown in moist, uniformly cool temperature.

These plants should be shifted to 12 inch pots or tubs, immediately following blooming period.

Propagated from cuttings 1936. Now 11 years old. Grown in 9" galv. pots. Average weight 16 Lbs.

Height 42-52 inches. Thinly branched 15 to 24 in. 24 to 30 flower buds per plant. PRICE EACH \$15.00

Middleville, Mich. Nov. 1-1943.

*"Lot 25 developed the most magnificent flowers I have ever seen, ranging in size from 4 to 5 inches across. Am so well satisfied with Camellias shipped last year, wish to order more." W.R.F.*

## LOT 32, CONCORDIA

A colorful, variable bloom, with imbricated as well as full rose form flowers.

From description and illustration in Verschaffelt Iconographie of the Camellia, Book VI, 1854, we have every reason to believe "Longview" Lot 32 is correctly identified as variety CONCORDIA.

A partial translation of the text, reads: "Blossoms good average size, composed of large rounded petals, spread out, ruffled and intermingled from first rows....opens easily, etc."

Propagated from cuttings 1932. Now 15 years old. Grown in 12 clay pots, Wt. 50 Lbs., and 5 gal. cans

Wt 40 Lbs. Height 5 Ft. plus, Spread 20-30 inches. 24 Plants. Not well budded. PRICE EACH \$ 20.00

## Lot 33, Variable form, double pink.

Illustrated and described, in our 1928 Camellia catalogue, and name unknown. Customers in Georgia have catalogued and refer to it as "Rubel's Pink Beauty" while a Florida nurseryman has sold it as "Rubel's Virginalis."

Lacking correct name, Lot 33, is an outstanding Camellia corsage flower, truly a beautiful variety, with splendid keeping qualities.

It is full double, having both imbricated and compact peony formed flowers, 3 inches and larger in diameter, blooming January thru March.

Propagated 1926, from cuttings. Now 21 years old. Grown in 15" cypress tubs, Average Wt. 100 pounds.

Height 4/5 Ft. Spread 3/4 Ft. 4/6 doz. flower buds Only 15 plants available. PRICE EACH \$ 60.00

## LOT 88, VARIABILIS Camellia.

Described and illustrated in color, Transactions of Horticultural Society, London 1830, as the Various Flowered Camellia. Also described and illustrated in color, April 1819 ed. Botanical Cabinet, as follows:

*"We consider this beautiful variety of the Camellia to be a most valuable acquisition to the greenhouse. It is a free grower...spring is the principal season of its blooming, although like others, it frequently begins in autumn: this was the case with the plant, whence our drawing was taken in December 1818, when it was in great perfection."*

Our plants started to flower Nov. 20-1947, while in previous years, the first blooms opened as early as November 9th, on plants grown outdoors.

Flowers, 4 inches across, orchid pink, rose pinks, variegated pink and white, occasional solid white blooms among the category of flowers on this unusual variety of Camellia. As many as seven distinct flowers have grown on these plants at our nursery, all of which proves the name "VARIOUS" flowered Camellia was well chosen.

## Lot 97, Name unknown.

In spite of diligent search, the correct variety name of this remarkable Camellia is unknown, and it is offered by description.

The parent plant, grown at Langdon Nurseries, established 1853, near Mobile, was one of the largest nurseries in the south, growing Camellias.

Like many Camellias, it is variable in form, number of petals, and color range from deep rose pink to salmon pink. Flowers 5 to 6 inches across,

blooming freely under wide temperature variations. Propagated from cuttings 1930. Now 17 years old.

Grown in 15 inch square, tapered cypress tubs, to which they were shifted, from 12 inch clay pots,

August 1946. These plants were grown without sufficient fertilizers, to develop a normal crop of flower buds this season. Next seasons crop should

cut 8 dozen or more blooms.

Height 8/8½ feet, Spread 2/3 feet, Weight 100 Lbs. Only 20 plants available. PRICE EACH \$ 60.00

## Lot 109

This remarkable Camellia has never been described or illustrated in previous Longview catalogues.

A special folder, illustrating and fully describing and illustrating, the gigantic, super-colossal blooms, with authentic history of its origin, will be published December 1947. A copy will be sent to every one who has received this price list.

We supplied the 5 foot specimen plant, from which our stock was propagated, to a South Carolina buyer, who paid \$ 250.00 for this outstanding variety, during the Fall of 1932.

Our plants, propagated spring 1932, from cuttings Now 15 years old. Grown in 5 gallon cans. Wt. 40 Lbs. Height 3/4 feet. Spread 2/3 feet. Average 24-48 flower buds per plant. Only 50 plants available.

PRICE EACH \$ 50.00

# READ THIS BEFORE ORDERING

All offers, prices, deliveries, etc., etc., subject to wars, fires, floods, hail, sub-freezing weather, laws, trade agreements, price regulations, strikes, pestilences, sit-downs, lock-outs, wage-hour agreements, Democratic Administrations, Robinson-Patman Acts, Fair Trade Acts, Stipulations, State sales tax, quarantines, New Deal or Raw Deal regulations, and any other so called "Act of God."

## TERMS

Being human, we prefer check with order. Shipments will be made on receipt of 25% deposit, and balance to be paid C.O.D.

### REMITTANCE CAN BE MADE ANY WAY SUITING YOUR CONVENIENCE

Credit accounts not solicited, but arrangements can be made for buying on open account for orders of \$100.00 or more, after satisfactory references are supplied.

All prices are net, F.O.B. Mobile, Ala. No charge for light weight, scientific packing which assures safe delivery at minimum transportation cost to any part of the United States.

No substitutions of varieties without your written permission.

Previous quotations withdrawn, and present offerings are subject to prior sale. Please do not order from our older catalogues.

## GUARANTEE

Look for the loop hole in any offer of a guarantee.

The policy of LONGVIEW toward all customers is to fulfill the GOLDEN RULE.

With apologies to the wisdom of a Chinese Proverb, we are cognizant of the truth as expressed:

*"CUSTOMERS ARE THE PRECIOUS THINGS; Camellias are only plants."*

Need more be said, other than we guarantee all LONGVIEW Camellias true to name or description, age and grade ordered.

To protect you from fraud, and proof of our guarantee of satisfaction, every good variety of LONGVIEW Camellia has an embossed copper label attached with a seven strand MONEL metal flexible wire cable, indicating the variety number, a means for identification for generations to come.

No other nursery in this country has dared to use permanent labels on the Camellias they sell.

## CAMELLIAS FROM LONGVIEW WILL SATISFY YOU

Make remittance payable to

MEMBER



MOBILE, ALA.  
Since 1919

**"LONGVIEW" CRICHTON STA., ALA., U. S. A.**

ROBT. O. RUBEL, Jr., Prop. Camellia Specialist

Reference: Merchants National Bank, Mobile, Ala. And satisfied customers from Europe to China.

Long distance  
phone and telegraph  
MOBILE, ALA.



Norwalk, Conn. March 14, 1941.

I can not tell you how grateful I am for the help you gave me. I can truthfully say I have grown and out better Camellias, this winter than anyone in vicinity of New York. I visited three places where Camellias are grown extensively, but the quality of their Camellia flowers could not approach mine. I have seen nothing that can approach my own Camellia flowers for size, color, and quality, ALL DUE TO YOUR HELP AND ADVICE.  
R. G. HANFORD, Florist, Cannon St. Greenhouses.