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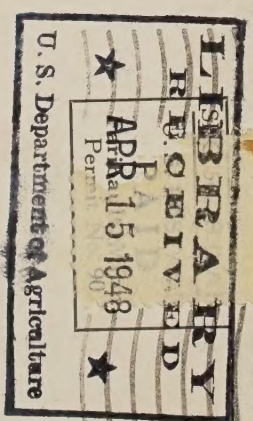
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MUMMS

from

MINNESOTA

1948



The Tulip Lady

MRS. BEN BERGSTROM

Bulbs - Mumms - Plant Labels
4018 Colfax Avenue North
MINNEAPOLIS 12, MINN.

*Library
U.S. Dept of Agriculture
Washington 25, D.C.*

101 of america's finest 'mums

NOTICE! All 'mums listed are available but disregard all prices except those listed on inclosed sheets.

... plants are ready dug for each order.

D., Double; SD., Semi-double; S., Single.

Name and Description	Blooming Date	Price
ALLFRO. D. Glowing shrimp-pink suffused with coppery salmon.	Oct. 7	\$.75
AUTUMN GREETINGS. SD. A mass of bright copper and gold flowers. Excellent for mass planting.	Sept. 14	.75
AUTUMNSONG. D. Entirely new color in 'Mums. Large wine-rose shading to carmine. One of the most outstanding of the Chicago strain.	Sept. 12	.75
AUTUMN SUNLIGHT. D. A grand, new, early, pure golden-yellow.	Aug. 27	.60
AVALANCHE. D. The world's best large creamy white. Everyone's favorite.	Sept. 4	.50
AVIATOR. D. A new coppery-red which promises to become very popular. A vigorous and easy grower.	Oct. 5	.75
BARBARA SMALL. D. Clear lilac-pink, slightly brighter at the margins with a carmine center.	Sept. 6	.50
BETTY. D. Upright apple-blossom pink with deep rose center.	Sept. 28	.50
BONFIRE. D. Multitudes of burnt bronze-red flowers on graceful stems. Very frost resistant.	Oct. 2	.50
BURGUNDY. D. Glowing wine-red. Perfect flowers on strong-stemmed plants.	Sept. 19	.40
BURMA. D. Glistening bronze with soft orange tints.	Sept. 26	.50
BUTTERBALL. D. The best very early butter-yellow, bronzing somewhat in cool weather.	Aug. 12	.75
CALCITE. D. Chalk-white with pale sulphur-yellow center. Very heavy bloomer.	Sept. 8	.75
CANDLELIGHT. D. Well formed flowers of creamy ivory-white. Prolific bloomer. Excellent plant habit and foliage.	Aug. 26	.75
CHARLES NYE. D. The 'Mum of the Year! Large 3-inch fully double, rounded flowers of rich buttercup yellow and firm substance.	Sept. 24	1.00
CHIPPEWA. D. Giant, bright aster-purple slightly incurved. Does especially well in the North.	Sept. 4	.75
COPPELIA. D. Heavy-textured, bright Indian-red. Strong grower.	Sept. 26	.50
CORAL SEA. D. Dwarf salmon-buff suffused with coppery-rose. Very hardy. Valuable for low borders and rock gardens.	Oct. 4	.50
COURAGEOUS. D. Bright, dark ruby-red, large, double flowers 3½ inches in diameter. Strong, upright, healthy green foliage. The most promising new, early, dark-red.	Sept. 19	.75
CYDONIA. D. Brilliant orange-chestnut overlaid with mahogany.	Oct. 15	.40
DAHLIA 'MUM. D. Quilled petals like a cactus dahlia of a bright wine-red.	Sept. 10	.40
DRIFTED SNOW. D. A mound of large, double, white flowers, shaded yellow at center.	Sept. 16	.75
EARLY ACE. D. Large, incurved blooms of golden-chestnut.	Sept. 28	.50
EARLY HARVEST. D. A mass of glowing mahogany-orange flowers for two months. One of the very best early 'Mums and far superior to any cushion variety.	Sept. 7	.75
EARLY WONDER. D. New, large, soft-pink pompon. Excellent for cutting.	Sept. 30	.60
ECHOES. SD. Rich Vandyke-brown-toned copper, becoming orange at center.	Oct. 1	.75
EGGSHELL. D. Large, distinct, eggshell-white, slightly deeper at center. Flowers 3 to 4 inches across. Excellent for cutting.	Sept. 26	.60
ELITE. D. Large, rose-pink with petals tipped bright gold.	Oct. 8	.50
EUGENE WANDER. D. Without a doubt the largest and finest bright early yellow. Blooms 4 inches across.	Aug. 25	.40
EUREKA GIANT. SD. Brilliant golden-orange. Strong grower.	Oct. 1	.50
EXETER. D. Beautiful, new bronzy-yellow. Very branchy growth with luxuriant green foliage.	Sept. 22	.60
FLASHLIGHT. D. Excellent, early, dark red with golden reverse.	Aug. 28	.40
FRED F. ROCKWELL. D. A pompon of beautifully blended bronze and orange tones.	Oct. 5	1.00
GLACIER. D. Dwarf, very early, absolutely pure white. Fine for bordering or pots.	Sept. 2	.60
GLEAM O' GOLD. D. A glorious golden-yellow pompon.	Sept. 18	.40

Name and Description	Blooming Date	Price
GLOWING COALS. D. Bright, deep cherry-red with orange reverse. Nice habits with well branched sprays.	Oct. 1	.75
GOLDEN TREASURE. D. Large, heavy flowers of golden-yellow.	Sept. 27	.50
HARBINGER. D. A glorious, early bronze with coloring of fall maples. Very good.	Aug. 22	.50
HARBOR LIGHTS. D. A different pompon. Pale yellow with cream white tints.	Sept. 24	.60
HEARTHFIRE. D. Bright red flowers showing a small yellow center when fully open. Ideal for cutting.	Sept. 20	.75
HEATHERBLOOM. D. Very double heather-pink, center shaded rose-red with gold tipping. Outstandingly good.	Sept. 4	.75
INDIAN SUMMER. D. Glowing orange-bronze. Excellent for cutting.	Oct. 7	.40
JASPER SPOON. S. Straw-yellow tubes and jasper-red spoons.	Oct. 9	.40
JOAN HELEN. SD. Sparkling garnet-lake shading to purple, bright yellow center. Foliage completely hidden in bloom.	Sept. 10	.50
KING MIDAS. D. One of the finest large, bright yellows. Very hardy.	Sept. 26	.40
LAVENDER LADY. D. Immense silvery-lavender.	Oct. 6	.40
LAVENDER LASSIE. D. A grand, new pompon with cushion-like growth. Color even better than Lavender Lady.	Sept. 10	.60
LEDA. D. Beautiful rolled petals of heliotrope-pink. Flowers 6-7 inches across, if disbudded.	Oct. 2	.50
LITTLE ESKIMO. D. Pure white ball-shaped pompons in abundance. A beauty! Good white companion to Lavender Lassie.	Sept. 7	.50
LOUISE SCHLING. S. Glowing salmon-red. We think this is the best single red.	Oct. 6	.40
MANDALAY. D. A brilliant orange-bronze. Excellent for cutting.	Sept. 22	.50
MAROON N' GOLD. D. New 1945. Professor Longley's best since Chippewa. Immense 4-inch flowers of bright mahogany-shaded maroon with golden reverse. Outstandingly good.	Aug. 26	.75
MARTINS WHITE. D. Immense, pure white flowers 4 inches across. Compact bushy growth.	Sept. 5	.50
MME. CHIANG KAI-SHEK. D. Glowing soft orange. Constant bloomer.	Sept. 16	.75
MRS. PIERRE DUPONT. D. Peach pink tinted with rosy salmon bronze. One of the dozen best 'Mums.	Oct. 5	.40
MRS. PHILLIPS. D. Very large, broad-petalled flowers of deep lavender-purple. In a class by itself.	Oct. 1	1.00
MY LADY. D. A lovely combination of gold with bronze-red shadings. In bloom practically all summer.	Aug. 27	.40
NANCY COPELAND. S. An unusual brilliant spectrum-red.	Oct. 12	.40
NORTH STAR. S. A cascade of pure, glistening white daisies.	Sept. 18	.50
OLIVE LONGLAND. D. The 'Mum of the Year 1945. 3-inch, apricot-toned, salmon-pink flowers. The best of the so-called pastel colors.	Sept. 26	.75
ORANGE QUEEN. D. Large, richest golden-yellow with orange cast.	Sept. 28	.50
ORCHID SPOON. S. Lovely orchid-pink. An excellent variety.	Oct. 6	.40
PALE MOON. D. Large, fluffy, soft yellow. Very free flowering.	Sept. 20	.40
PEACHBLOW. SD. Blending of salmon-pink, bronze, and fawn. Strong and sturdy.	Sept. 19	.40
PINK SPOON. S. The pink form of this very popular group.	Oct. 4	.40
POLAR ICE. D. Clear, ice-white, double with 3-inch flowers. Very free flowering.	Sept. 9	.50
PRIMULA. S. Graceful, free-flowering, yellow single. We consider this the best of the yellow daisy type.	Oct. 10	.50
RED GOLD. D. The brightest of all pompons. A lively combination of red and orange-gold. A honey!	Aug. 20	.60
RED RIDINGHOOD. D. An outstanding, bright red. Petals very frost resistant.	Oct. 1	.60
RED VELVET. D. A surpassingly fine, full double, velvety crimson. A cross between Mrs. Dupont and Caliph, having the good points of both parents. Perhaps the best of all crimsons.	Oct. 2	.60
REDWOOD. SD. A beautiful, dwarf, bright red. Hundreds of bright flowers on dwarf mounds. Excellent edging plant. Very free flowering. Very early.	Aug. 19	.50
REMBRANDT. D. A new art color in pompons. Rose-mauve with copper blending.	Sept. 28	.60





MRS. BEN BERGSTROM

4018 COLFAX AVE. NO., MINNEAPOLIS, MINN.
PHONE CHERRY 8411

Dear Flower Friends:

You will find many lovely varieties of chrysanthemums and perennials listed here for your garden. We especially recommend as outstanding and very worthwhile - the varieties listed on the blue folder and described in the large folder. Our prices are still far below the average for choice named varieties and our plants are ready for your garden from April 20th to July 1st. 1948 Introductions include:

1948 Mums, 50¢ - 5 for \$2.25

- | | | | |
|------------------|---|--------------|---|
| <i>Mums</i> | <u>Golden Hours</u> - chrome, yellow | <i>Mums</i> | <u>Golden Sunset</u> - coppery, ruby center |
| " | <u>Prelude</u> - pink apricot | " | <u>Wychwood</u> - canary yellow |
| <i>Spoon</i> | <u>Cardinal</u> - 4 inch red | <i>Spoon</i> | <u>Classic</u> - phlox purple |
| " | <u>Charm</u> - dusty rose | " | <u>Baby Spoon</u> - 50¢ each or 5 for \$2.25 |
| | <u>Perennials</u> | | <u>Alyssum</u> - basket of gold, May, 35¢ |
| | <u>Aquilegias</u> - red, yellow, or asst., 35¢ | | <u>Carnation</u> - <u>Dianthus</u> - double red or <i>white</i> |
| <i>Carnation</i> | <u>Old Spice</u> - pink, 50¢ | | <u>Heuchera</u> (Coral Bells) - asst. / 35¢ |
| | <u>Asters</u> (Michaelmas Daisy) - wine-red, white, purple, pink, lovely, 35¢ | | <u>Mullin</u> - wine-red, 35¢ / 35¢ each |
| | <u>Lythrum</u> - <u>The Beacon</u> - carmine, 50¢ | | <u>Phlox</u> - May flowering, lavender-blue |
| | <u>Buttercups</u> and <u>Johnny-jump-ups</u> - 12 for 35¢ | | " Fall blooming, red, white with red eye, deep pink, light pink with red eye, lavender with white eye |
| | <u>Potted Salvias</u> - <u>Petunias</u> etc. in season, | | 35¢ each |

**SPECIAL INSTRUCTIONS ON HOW TO RAISE PRIZE BLOOMS, BULBS
AND PLANTS GIVEN WITH EACH ORDER**

MUM PRICES

MUMS marked with an X are 25¢ each, 5 for \$1.00; all others are 50¢ each or 5 for \$2.25, regardless of price mentioned on preceding pages. Numbered varieties we consider extra good and well worth growing.

PLACE ORDERS EARLY while stocks are complete. Plants will be available April 20 to July 20.

MUM list continued from folder:

*Description on folder.

- | | |
|---|--|
| 1. Charm, glowing soft orange, constant bloomer, low growing, Sept. | 40. Morning Star-lemon-Yellow-cushion August |
| X2. Dean Kay-Pink-low-Aug. | *X41. Redwood |
| X3. Santa Claus-red-med-Sept. | X45. Sunred-med-Sept. |
| X4. Geronimo-peach-low Aug. | X47. Purple Star-med.-Aug. |
| * 5. Autumn Song | *X48. Glacier |
| * X6. Flashlight | *X49. Chippewa |
| * 7. Leda | * 50. Marroon and gold |
| * 8. South Wind | 51. Aurora Dragon B-Red-low-new-early |
| 9. Bronze gold-med-Sept-new 1946. | * 53. Redgold |
| * 10. Charles Nye | 54. William Longland-red yellow-med-Sept. |
| *X11. My Lady | * 55. Violet |
| * 12. Tussore | X57. Cheque-large old gold-med-Sept. |
| X13. Psyche-pink-single-tall-Sept. | X58. Pygmy-gold button-low-Sept. |
| X14. Rose Queen-daisy type-low-Sept. | X59. Glorie-dark pompom-low-Sept-very Good |
| 15. Indians-d (English) rich velvety crimson darker center, med-Sept. | *X60. Little Eskimo |
| X16. Barbara Cummings-buff-tall-Sept. Very good. | * 61. Lavender Lassie |
| X17. Garden Queen-Salmon pink-med-August-Very Good. | X64. Robert Brydon-Chicago-red-low-Sept |
| X18. Red anemone-vivid red bronze, crested center-med.- Sept. | * 65. Early Harvest |
| X19. Yellow Queen-daisy type-med-Sept. | X66. Pink Cushion - Aug. |
| X20. Purple Queen-daisy type-tall. | X68. Yellow Cushion-Sept. |
| X22. Algonquin-yellow-tall-Sept. | X69. Bronze Cushion- Sept. |
| * 23. Courageous | X70. White Cushion-Sept. |
| X27. Aladdin-peach-med-Aug. | X71. Red Cushion-Sept-See Redwood |
| X29. Antionette-lavender pink-tall-Nov. | X72. Pomponette-Yellow button-low-Sept. |
| * 32. Olive longland | *X100. Dahlia |
| * 34. Heatherbloom | 103. Frikarti-blue daisy-med-Sept. |
| *X35. Avalanche | *X104. Silver Moon |
| *X36. Butterball | X105. Early Wonder-peach lavender-tall Sept. |
| 37. Sienna-bronze-med-new Sept. | *X106. September Bronze |
| X37½ White Queen-daisy type-Sept. | *X107. September Gold |
| *X38. Polar Ice | X109. September Cloud-White cushion. |
| | *X111. Eugene Wanderer |
| | X113. Pipestone-brick bronz-med-Sept. |

LISTED BELOW ARE 30 OF THE BEST ALL PURPOSE MUMS

GROUP ONE -- Tall varieties - Good Cutting;

GROUP TWO -- Plant these medium and low varieties in front of tall ones:

No. 10	No. 25	No. 49
16	32	59
19	34	104
20	35	105
23	45	109

No. 1	No. 17	No. 71
3	36	72
4	40	60
5	50	106
11	61	111

15 Plants, one of each (value \$5.00)
Special \$3.95

15 plants, one of each (value \$5.00)
Special \$3.95

1947 INTRODUCTIONS (50¢ EACH)

75. Dark red gold, D. Dark red sport of red gold, early Sept.
- *76. Fred F. Rockwell
77. Murmurs-Kraus (1137) Amaranth pink buds changing to mellow purple, early Sept.
78. Rosita-D. (Kraus 1150) button pompom, tight full dble-lt. Persian rose, Sept.
79. Tangerine-D. (Kraus 1150) Spanish orange to Grenadine red, large fluffy flower that is distinct from all others, Sept. 27.
80. Twilight-D. (Kraus 1140) Fuschia purple, 3" dia. center petals curve inwardly Late Sept.
81. Valient-S.D. (Kraus 1167) long petals of bright rose scarlet with small bright golden center, late Sept.
82. White Wonder (1947) White pompom, tall like No. 105, a must.
83. Yellow Avalanche-D (Lehman) the biggest find in hardy mums, soft yellow sport of #35, fine cutting, early Sept.
25. Silver Star, Bergstrom's 25th Anniv. Intro.--tall, white aneome type, very late, but beautiful.

COME

You and your friends are invited to see our show garden of more than 3000 tulips blooming in May, and the same beds blooming with MUMS in fall. (No obligation). However it is an opportune time to make selections for your fall and spring needs as all blooms are labeled. All tulips are imported from Hillgom, Holland, the ideal tulip growing center. We will have varieties such as early single, early double, single triumphs all blooming before the Darwins which we have plus the Cottage Breeder Parrots, Rembrandts and others with many kinds in each variety.

SPECIAL RAINBOW COLLECTIONS

25 of the best and most popular varieties each bulb productions a different color from white to black and containing some of all varieties listed above. Order in multiples of 25, 50, 75, 100, etc. All but the 25 collections are labeled as to name color and height, but we assure you it will contain the same variety as the labeled collections.

1947 prices have not come through from Holland yet, but let us know your needs and we will quote you prices before May 1. Our prices will be no higher than elsewhere for the same size and quality of tulips, daffodils, hyacinth, croccus or scillas. Give us a try. We aim to please. We can get you any special bulbs grown in Holland if you will let us know your wants early.

PREPARED HYACINTHS

Especially treated for indoor growing. Nothing could be nicer for Christmas gifts and door prizes. Try some this fall, you won't be sorry.

GLADIOLUS

Why not try a few gladiolus this year? Choice mixed varieties including such popular kinds as picardy (large apricot pink), Blue Beauty (one of the best medium blues), Snow Princess (large white), Beacon (large salmon scarlet, very popular), King Lear (beautiful ruffled redish purple), and many others.

Trial Dozen large size bulbs	--	65¢	Bag of 25	--	\$1.25	100	--	\$5.00
Trial Dozen medium blooming size	--	50¢	Bag of 25	--	.90	100	--	4.00

SPECIAL -- Extras with all orders of 75 bulbs or more.

NOVELTY POPPIES

From seeds for summer blooms. These poppies will bloom in early July from fall or early spring sown seeds and produce flowers in various colors as large as peonies. Package seeds @25¢.

BORDER PLANTS

Add a beautiful low border around your vegetable and flower beds in white or purple. Blooms from May to November. 15¢ each or 2 packages for 25¢. Candy tuft, choice mixed colors, 12 inches tall, 15¢ each or 2 packages for 25¢. Directions will be included with all orders of plants or bulbs.

ALL BULBS AND PLANTS FROM US WILL GROW UNDER ORDINARY CONDITIONS. WE HAVE, HOWEVER, NO CONTROL OVER UNFAVORABLE WEATHER OR SOIL CONDITIONS, IMPROPER PLANTING, NEGLECT, MOLES, OR MICE. THEREFORE, WE CANNOT ASSUME RESPONSIBILITY AFTER THEY REACH YOU. WE DO NOT MAKE REPLACEMENTS.

Mail orders, add 25¢ for mailing cost.

MRS. BEN BERGSTROM (THE TULIP LADY)

4018 Colfax Avenue North
Minneapolis 12, Minnesota.

CHerry 8411

Never Such 'Mums Before!

Copyright, 1946, Meredith Publishing Co.

By *Fleeta Brownell Woodroffe*

**In full flower weeks—even months—
ahead of the older kinds, here are the new
chrysanthemums that successfully defy
early frosts. They can pack your borders
with color and fill your vases with grace-
ful sprays thru a long, lazy fall**

IF YOU'RE one who likes "the feel of a good smell," you like chrysanthemums. You associate their clean, sharp odor with bright fall days when the sun feels good across your shoulders. It's tied up with football, maybe. Or planting tulip bulbs. Or getting back home from a picnic with the good smell of wood smoke still clinging to your jacket and hair.

If you're one who revels in color, you're sure to like chrysanthemums. But you've moaned that so often the clear yellows, reds, whites, and bright bronze of their friendly flowers were blackened when at their prettiest by cold weather. Thousands of us—maybe millions—have moaned about that. So plant breeders in a half-dozen areas went to work. The new chrysanthemum strains they've produced for growing in open gardens show an extended range of colors. Real ruby-reds, cardinal-reds, and salmon-pinks have been added to the yellows, whites, and rose-reds we already knew. There are new shapes to both flowers and petals.

But far more important—they've stretched the chrysanthemum season at both ends. July sees some good chrysanthemums now. And August has a fair show, with September and October having regularly the lavish displays seen formerly only in November in "good" chrysanthemum years. This is possible because many of the new varieties have been selected for their high resistance to frost damage to both open flowers and well-developed buds. There's a new day here for chrysanthemum lovers.

Choose Now. If possible, make out your list of "must haves" while looking at a good display of the newer kinds. And don't postpone all your enjoyment until next year. Remember, that if moved with their roots in an earth ball, heavily budded chrysanthemum plants can be shifted without much shock. Reset them at once and water—copiously. You'll get a slightly later display, but a lovely one.

Even if you can't have the thrill of setting your new plants in place all in bloom, give your order. Put down on your planting map just where each new one is to go. Then, next May when the early bulbs have faded, set your new plants out in sunny spots; and after they're established, feed them well with liquid manure or a balanced commercial plant food.

Among other splendid new chrysanthemum varieties of garden types not shown here are:

Reds: Red Velvet, Ruby Pompon, Burgundy, Robert Brydon, and Flashlight;

Purples: Chippewa, Dahlia Mum, Violet;

Lavenders: Lavender Lady, Lavender Lassie, Joan Helen;

Apricot-salmon: Mrs. Pierre S. duPont III, Coral Sea, Peachblow, Song of India, Southwind, Summer Sunset;

Bronzy-orange: Fred F. Rockwell, Maroon 'n' Gold, Autumn Greetings, Burma, Early Harvest, My Lady, Redgold;

Bright yellow: Eugene A. Wander, Butterball, King Midas, Sunape, Mme. Chiang Kai-shek;

Light yellow: Summer Gold, Harbor Lights, Bambi, Pale Moon;

White in effect: Avalanche, Calcite, Candlelight, Igloo, Little Eskimo, Martin's White, Purity, September Cloud, Silver Moon, Snowball, Eggshell;

Pink in effect: Betty, Pink Spoon, Pygmy Pink, September Dawn, Tiffany Rose, Carnation Rose, Pink Lustre.

← Summer's gorgeous final act



Key to chrysanthemums shown in color on opposite page. Photographed by Suter, Hedrich-Blessing at Wychwood, Lake Geneva, Wisconsin

1. Courageous—early dark-red, outstanding new variety
2. Olive Longland—apricot-salmon, 3-inch blooms
3. William Longland—red-orange medley, a sturdy grower
4. Charles Nye—a great buttercup-yellow with firm petals
5. Drifted Snow—large, early, white tinged lemon at centers
6. Zantha—Canary-yellow, ball-shape blooms, long season
7. Primula—yellow daisy-type, graceful and free-flowering
8. Autumnsong—early, unusual shade of rose near carmine
9. Heatherbloom—very double blooms match pink heather in color
10. Tussore—orchid-pink of daisy-type. Nice for cutting

(Continued from cover)

RHEINGOLD. S. Showy burnt-orange single flowers. One of the Northland Daisies.....	Oct. 5	.40
ROSE PRINCESS. D. Salmon-rose. Base flushed with gold. A very striking flower.....	Sept. 28	.50
RUBY POMPON. D. An exciting, ruby-crimson pompon. Upright and very profuse blooming...	Oct. 5	.60
RUTH CUMMING. D. Large, brilliant reddish-bronze.....	Oct. 7	.40
SALMON GLOW. S. Bright salmon-pink single. A bright and distinct color.....	Oct. 6	.40
SCARLET COAT. D. 4-inch scarlet blooms with gold reverse.....	Oct. 2	.50
SEPTEMBER BRONZE. D. Golden-bronze, cushion-type pompon. Flowers very frost resistant...	Sept. 2	.40
SEPTEMBER CHEER. D. A new, rich, cherry-red. Well adapted to potting.....	Oct. 4	.50
SEPTEMBER CLOUD. D. Beautiful blooms of purest white. Cushion type.....	Sept. 12	.40
SEPTEMBER DAWN. D. New, large, bright rose-pink. Perhaps the best of the so-called pinks to date.....	Sept. 26	.40
SEQUOIA. D. Exquisite, rich mallow-ember. Very large flowers. One of the best.....	Sept. 6	.40
SIEGLINDE. S. Dainty, coral-red single. Different from any other.....	Oct. 8	.40
SIGURD. S. An attractive, coral-red single, shaded carnelian.....	Sept. 24	.40
SILVER MOON. S. White, like a glorified Shasta Daisy with yellow center.....	Sept. 28	.40
SIMBA. D. Profuse masses of soft orange-bronze flowers. Splendid for cutting.....	Sept. 4	.75

SOUTHWIND. D. Masses of large, Chinese-red flowers toned salmon-buff, borne on sturdy, much branched plants.....	Sept. 28	.75
STALWART. D. Very prolific, golden-bronze pompon. Very frost resistant.....	Oct. 2	.75
SUNAPE. D. A new, golden-yellow developed by Professor Holley of the University of New Hampshire. Was very outstanding in our trials last season.....	Sept. 7	.75
SUNDANCE. D. Hundreds of fully double, golden-bronze pompons cover attractive upright plants from early September to November.....	Sept. 20	.75
THALIA. S. Graceful sprays of brilliant, sparkling yellow-orange.....	Sept. 12	.35
THE MOOR. D. Brilliant amaranth-crimson.....	Sept. 22	.40
TUSSORE. SD. Exceptionally fine orchid-pink. We like this the best of all singles.....	Sept. 30	.50
VIOLET. D. Dr. Longley's newest purple. Full, double dahlia-like bloom of good color and substance.....	Aug. 26	.60
VOLCAN. D. 4-inch flowers of brilliant crimson...	Sept. 26	.50
WESTBOURNE. D. The darkest of all rich reds...	Sept. 26	.50
WHITE KNIGHT. D. Large, clear, ivory-white of fine form and substance.....	Sept. 15	.60
WM. LONGLAND. D. A beautiful medley of red and yellow; strong sturdy grower.....	Sept. 12	.50
YELLOW SPOON. S. Very fine, clear, bright, golden-yellow tubes and spoons.....	Oct. 8	.40
ZANTHA. D. A new perpetual, blooming clear, canary-yellow with ball shaped flowers. Outstandingly good.....	Sept. 14	.75

THE GRAND CHAMPION 'MUMS

The Chicago Strain

Over 300,000 hardy Chrysanthemum seedlings have been grown in order to give you these 28 outstanding new 'Mums. They are the result of 12 years of intensive selection by Dr. Kraus, who we believe is America's foremost Chrysanthemum and Hemerocallis breeder. They have all been tested for winter hardiness, are free and early bloomers, have disease-resistant foliage, and all are of the highest quality.

Name and Description	Price
1942 Introductions	
BARBARA SMALL. Pinkish lavender. Sept. 20 to Nov...	50c each
HARBINGER. Double; primrose-yellow with bronze shadings. Late Aug. to Oct.....	50c each
M. J. COSTELLO. Fully double; golden-yellow with reddish shadings in center. Sept. 15.....	50c each
PRIMULA. Single; soft, clear primrose-yellow. Early Oct..	50c each
POLAR ICE. Clear, glistening blue-white. Sept. 10.....	50c each
ROBERT BRYDON. Double; dome-shaped, dark, garnet-red blooms. Mid-Sept. to Nov.....	50c each
TUSSORE. Duplex flowers of warm shell pink with lavender shadings. Late Sept.....	50c each
WM. LONGLAND. Bronze and primrose-yellow combination.....	50c each

1944 Introductions

CALCITE. Double flowers in graceful sprays; white with pale, sulphur-yellow center. Late Sept.....	75c each
OLIVE LONGLAND. Apricot-salmon. Late Sept.....	75c each
STALWART. Yellow; in full clusters.....	75c each
ZANTHA. Yellow; double globular flowers. Perpetual bloomer.....	75c each

Name and Description Price

1945 Introductions

AUTUMN GREETINGS. Semi-double; bright, coppery and gold. Mid-Sept.....	75c each
AUTUMNSONG. Full double; brilliant wine-rose shading to deep carmine. Mid-Sept.....	75c each
BAMBI. Full double; lovely fawn-yellow with bright amber shadings at center. Early Oct.....	75c each
CANDLELIGHT. Double; creamy white. Sept. 1 on.....	75c each
COURAGEOUS. Bright, dark ruby red; large, double. Mid-Sept.....	75c each
DRIFTED SNOW. A mound of large, double, white flowers; shaded yellow at center. Late Sept.....	75c each
EARLY HARVEST. Double; glowing mahogany-orange. Late Aug. to Oct.....	75c each
HEATHERBLOOM. Very double; heather-pink; center shaded rose-red. Early Sept. to Nov.....	75c each
HEARTHFIRE. Double; bright red. Late Sept. to frost...	75c each
SUNDANCE. Fully double, golden-bronze pompons. Sept. to Nov.....	75c each

1946 Introductions

CHARLES NYE. Fully double; rich, buttercup yellow. Late Sept. to Nov.....	\$1.00 each
ECHOES. Rich, Vandyke-brown-toned copper; orange at center; semi-double. Oct. 1 to Nov. 1.....	75c each
GLOWING COALS. Bright, deep cherry-red; reverse of petals orange.....	75c each
SIENNA. Full, double flowers of burnt sienna-brown, toned dark reddish orange. Mid-Sept. to late Oct.....	75c each
SIMBA. Soft orange-bronze; double. Mid-Sept. to late Oct.	75c each
SOUTHWIND. Double flowers of delicate Chinese red, toned salmon-buff. Late Sept. to Nov.....	75c each