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02161
"EVERYTHING FOR THE LILY POOL"

1947

WATER LILIES ★ FANCY GOLD FISH ★ AQUATICS

PRICE 10c

3 of the World's Largest Water Lilies



QUEENS OF THE POOL TRIO — \$7.50

Natural color photo on Ansco Color Film taken at Slocum Water Gardens

- SUNRISE—Huge YELLOW; the Largest Hardy Water Lily (8-10 inches)..... \$3.00
- ATTRACTION—Largest RED Water Lily; Very Showy (7-9 inches)..... 3.00
- BLUE BEAUTY—Large Deep BLUE Water Lily; Very Fragrant (8-11 inches)..... 2.75

Value—\$8.75 SPECIAL—\$7.50

SLOCUM WATER GARDENS

FINEST IN WATER LILIES

**MARATHON
N. Y.**

OUR TENTH (10) ANNIVERSARY CATALOG

We wish to take this opportunity to thank our thousands of customers throughout the whole United States and Canada for their patronage which has made our success possible. During these ten years, we have grown from one-half acre to twelve acres; from a small business in the family garage to a new packing house, two greenhouses, a large store and showhouse (now under construction). **We are now one of the largest producers of water lilies and aquatics in the world.**

IF YOU CANNOT USE OUR CATALOG, WILL YOU PLEASE GIVE IT TO SOMEONE WHO CAN? Thank You.

GIANT ROOTS—Our Tropical Lilies are started with a special fertilizer. They have a tremendous root growth and will begin blooming immediately upon planting. Our Hardy Lilies and Lotus are grown in soil containing 20 to 30 per cent rotted dairy fertilizer. This assures our customers of the largest possible roots. We feel absolutely certain that our roots are unsurpassed in size and quality.

HARDY ROOTS—All of our Hardy Water Lilies and Lotus pass the winters under the ice in our spring-fed ponds without special protection. Only strong and hardy roots can withstand such treatment.

OUR GUARANTEE—We guarantee to send you large, blooming size, healthy roots and plants. If any plant fails to grow and we are notified by July 1st of this year, we will gladly replace, express collect. (Note: Lotus can not be replaced after June 15th because of root growth.) Should replacement be desired, please give probable cause of failure in detail. We guarantee live delivery of gold fish and scavengers. If more than 1 or 2 fish are lost in shipping and we are notified within 10 days, we will gladly replace number lost, express collect. Please do not ask for replacements if just one or two fish die as we always give a few extra fish with every order. **NOTE: We can replace goldfish only when a BAD ORDER REPORT from your local express office accompanies the request.**

CUT RATE PRICES—You are invited to compare our prices with those of any other water lily concern. You will find our prices as low as the lowest, and much lower than those of many growers. You can also secure a tremendous saving through our Gift Lilies and Special Collections.

\$5.00 ORDERS—With every order of \$5.00 (or more) we will include **TWO SPECIAL** water plants absolutely free.

GIFT LILIES—(Please do not expect a gift lily if your order is a collection.) **ONE FREE** lily with every **\$10.00** (or more) order. Your choice of the following: Aurora, Marliac Flesh, W. B. Shaw, Golden Cup, or Neptune. **TWO FREE LILIES** with every **\$15.00** (or more) order. Your choice of above and one of following: Somptuosa, Morning Glory, Conqueror, Paul Harriot, or Rose Arey.

SPECIAL COLLECTIONS—To save you money and time in making out your order we have grouped together desirable water lilies, lotus, and bog plants at greatly reduced prices. You are invited to make use of these bargains.

HOW WE SHIP—Experience has taught us that **EXPRESS** (shipping charges collect) is the safest and best way to ship all lilies, aquatics, goldfish, and scavengers.—**NO C. O. D.'s.** Send check or money order with order, please!

GIFT PLANTS WITH EVERY ORDER. So as to fully offset the cost of express to our customers, we make the following guarantee: We **GUARANTEE** to include enough extra aquatic plants with every order (except orders for tubs) to cover fully the cost of express. If for some reason we happen to slip up on this, please notify us and we will make satisfactory adjustments. We will select our extra aquatics from those listed on page 18 except Double Arrowhead and Water Cana. In filling Goldfish and scavenger orders, we will include extra fish and scavengers.

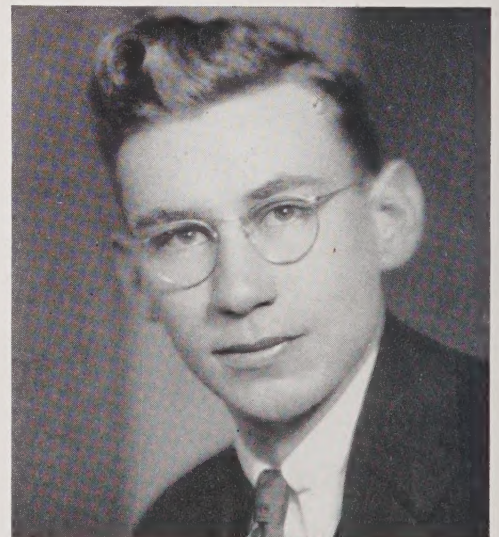
ORDER EARLY—Very important! You will then be assured of the best of everything, besides helping us to avoid the rush. We will ship at proper planting time.

✓Perry Slocum received his A.B. from Cornell in the Class of 1935. Since his graduation, he has spent much of his time and income establishing one of the largest Water Lily and Goldfish Farms in the country. He now has 25 spring-fed ponds covering about 12 acres in production of Water Lilies and Goldfish.

Perry Slocum personally fills or supervises the filling of every order that is shipped out from the Slocum Water Gardens. He will supply you with only the highest quality stock because he wants you and your friends to reorder from him next year.

(Note: To avoid I-I-I- in this catalog, yours truly will use he or we.)

FOR MORE NEWS ABOUT OUR GARDENS, SEE PAGE 10



PERRY D. SLOCUM
Proprietor of Slocum Water Gardens

OUR AQUARIUM BOOKLET, WELL ILLUSTRATED. FREE. WRITE IF INTERESTED

5 Perennial Lilies, Perfect for the Small Pool



ROYAL QUINTET—\$12.00

Natural color photo in **KODACHROME** taken at the Slocum Water Gardens

By nature, all of these lilies have a small leaf-spread

THEY ARE ESPECIALLY SUITED FOR THE SMALL POOL



| | |
|--|--------|
| JAMES BRYDON —King of RED Water Lilies | \$3.25 |
| SNOWBALL (Gonnere)—Queen of WHITE Water Lilies | 3.00 |
| SOMPTUOSA —Prince of PINK Water Lilies | 2.75 |
| GOLDEN CUP (Chromatella)—Princess of YELLOW Water Lilies | 2.25 |
| PAUL HARIOT —Clown of ORANGE Water Lilies | 2.75 |

Value—\$14.00 **SPECIAL**—\$12.00

SLOCUM'S PERFECTION

The **PERFECT** Water Lily Fertilizer

After many years of experimenting in our growing and display ponds we have developed a scientifically balanced fertilizer, **SLOCUM'S PERFECTION** (the Perfect Water Lily Fertilizer). It contains everything that water lilies and aquatics need and is excellent for other flowers, perennials, and shrubs. Use one and one-half to two pounds for each lily and mix well through the soil. For **MORE** and **LARGER BLOOMS**, USE **SLOCUM'S PERFECTION!** 3 lbs., \$1.00; 7 lbs., \$2.00; 12 lbs. \$3.00; 25 lbs., \$6.00.

PLEASE NOTE: Rotted cow manure is good but generally discolors the pool green (due to algae growth). If

used at all, it should be used only in the bottom of planting tub.

FERTILIZING DURING SUMMER: Water Lilies are very heavy feeders. You will get more and larger blooms if you will feed them **SLOCUM'S PERFECTION** 3 or 4 **TIMES** during summer. Place a large handful in cheese cloth or a paper sack and press into soil close to roots on 2 or 3 sides of each plant.

SPRING FERTILIZING: When the pool is being cleaned in the spring, remove top layer of soil and spade in 2 lbs. of **SLOCUM'S PERFECTION**. Replace top soil.

GROW OUR DAIRY FERTILIZED LILIES!

OUR GIANT ROOTS WILL GIVE YOU MORE THAN TWICE THE BLOOMS!

We grow our water lilies in soil enriched with 20 to 30 per cent **ROTTED DAIRY FERTILIZER**. This gives us the largest roots that it is possible to grow.

For growing and propagating hardy water lilies, nothing will take the place of **ROTTED DAIRY FERTILIZER for developing large roots and buds**. We do not recommend it to our customers, however, as it generally discolours the water green (due to algae growth). For our customers' pools, we recommend our own scientifically balanced **SLOCUM'S PERFECTION** (See preceding page). This scientifically balanced fertilizer will not discolor your pool green.

A worker at our gardens dumping in the rotted → dairy fertilizer.

This is the most important step in growing hardy water lilies. We use many tons of well rotted dairy fertilizer each season. We are very fortunate in being situated in the center of one of our nation's largest dairy sections. We can therefore secure rotted dairy fertilizer at very little cost. Note: Well rotted dairy fertilizer is not at all disagreeable to work with.



← A helper at our Gardens planting one of our 25 ponds.

Variety: Somptuosa. Generally, only small and medium sized roots are planted. Most of the large roots are usually sold. Planting is accomplished by merely pressing root into soft mud. (The rotted dairy fertilizer was previously stamped into the mud by treading back and forth across pool in hip boots.)



"The water lily I bought from you last year was the most prolific bloomer and heaviest rooted plant I have ever seen."

Ray Ottensmann
City Engineer, Sheboygan, Wisconsin

→ On left: Average root of **CONQUEROR**, a typical hardy water lily, as we grow them in rotted dairy fertilizer. On right: Average root of **CONQUEROR** grown in ordinary pond soil as most growers grow them. Only roots grown in soil enriched with 20 to 30 per cent rotted dairy fertilizer ever reach such gigantic size as the root shown on the left. Note also the large number of buds on the Conqueror grown with rotted dairy fertilizer and the single bud on the other. **Our dairy fertilized roots will give you 2 to 3 times more blooms than just ordinary roots!**

Please Note: (1) Only roots which we pull in early May or later have buds developed. (2) The following hardy varieties form only slender roots and may or may not be budded when you receive them: Rose Arey, Pink Opal, Snowball and W. B. Shaw. **Remember: We ship the Largest Roots that Grow!!**



"I have had Water Lilies for about 10 years but these plants are the best I ever saw"—Wm. Bebbington, Painted Post, N. Y.

INTRODUCING:

**PEARL OF THE POOL (Patent No. 666)
THE QUEEN OF PINK WATER LILIES**



DIVINE DUET \$8.00

PEARL OF THE POOL (Upper 2 flowers) and AFLAME (Escarboucle)

Natural color photo on ANSCO COLOR FILM taken at the Slocum Water Gardens.

PEARL OF THE POOL (Upper 2 pinks in above photo): A beautiful new pink lily developed at our own gardens which sets a new high in pink water lilies. As far as we know Pearl of the Pool is the first patented hardy water lily. Its name was suggested by one of our neighbors who thought that it resembled a huge pink pearl as it floated upon the water. Visitors and water lily experts seeing this lily for the first time go into ecstasies over it. All proclaim it the most beautiful in its color class.

It has the following improvements over the other light pinks: 1.) It is a deeper, richer pink than other popular light pinks such as Morning Glory and Mrs. C. W. Thomas; 2.) It is more double, having 38-40 petals—about 10 more than the average lily; 3.) It holds its gorgeous pearly pink color for 5 full days while most other light pinks fade to a dull white on the second day (some only last 3 days); 4.) With its extra long, slender, rolled edge petals, it presents a big improvement in flower form.

The flowers are very large and are borne freely. A wonderful lily. A GIANT ROOT, \$5.00.

AFLAME (Escarboucle) (Illustrated in color above): The most brilliant of all red hardy water lilies. A very bright blood red. A good bloomer. Form is more STAR shaped than most other reds. Large blooms. A GIANT ROOT, \$3.50.

**FINEST
IN**

HARDY WATER LILIES

**GIANT 2 YEAR OLD STOCK—THE LARGEST ROOTS THAT GROW
OUR GIANT ROOTS WILL GIVE YOU MORE BLOOMS!!**

Everybody loves the hardy water lilies. The word water lily stands for purity. With their beautiful flowers and pads floating upon the water, the hardy lily is a perfect symbol of purity. A lovely pool of hardy lilies with shrubs or a rock garden for the background is truly a poet's paradise. Hardy lilies are equally at home in the concrete pool, tub or half barrel. (See Page 22.) They are **PERENNIALS** and will bloom year after year.

Hardy lilies are one of the easiest of all flowers to grow. Just plant them horizontally in a box (2 feet square x 1 foot deep), half barrel, or bushel basket, and watch them grow. They do best with about 1 foot of water over their roots. For best results mix **Slocum's Perfection** (the perfect water lily fertilizer) into soil. Hardy lilies can also be planted directly into bottom of pool. (See Page 22 for **PLANTING TUBS**.)

Hardy lilies are all day bloomers. They open in the early morning and close in the afternoon. Each flower lasts 3 to 5 days. Hardy lilies bloom **continuously** all summer long. Our Hardy lilies are all grown with Rotted Dairy Fertilizer. **We ship the largest roots that grow!**

Notice: By nature the following varieties form smaller roots than other varieties: Aurora, Paul Hariot, Rose Arey, Pink Opal, W. B. Shaw, Snowball. James Brydon is generally smaller than other red varieties but we have a large supply of giant roots on hand this year.

➔ **THE FINEST IN THEIR
COLOR CLASS**



JAMES BRYDON—Our showiest red.

ROSE AREY—Our richest rose pink.

GOLDEN CUP—Our loveliest yellow.

Value—\$8.00

SPECIAL PRICE \$6.50

REDS

The red lilies are the most popular of all the colored water lilies with visitors to our gardens. Their brilliant showy colors stand out above all others. All the red lilies are **exceptionally free flowering**. If your pool is large enough, be sure to include several of them as they have a wide color range.

JAMES BRYDON: The finest red water lily of them all. A beautiful deep rose red. The only fragrant red, having the perfume of sweet apples. An exceptionally free bloomer. Its broad, concave petals give the flower a distinct cup-shape. Size—5 inches across. Beautiful purple leaves. Its small leaf spread makes it **ideal for either tub or the small pool**. Our first choice of an all around red. (Illustrated in color on Page 3.) A GIANT ROOT, \$3.25.

ATTRACTION: The largest red water lily. The huge flowers are a rich mahogany red—deeper colored than any other red we list. Being a very free bloomer as well, this lily rates as one of the world's greatest water lilies. (Illustrated in color on front cover and Page 7.) A GIANT ROOT, \$3.00.

GLORIOSA: A beautiful red lily that does well everywhere—even in partial shade. It has everything that one could long for in a lily: Beauty, size, freedom of bloom, dependability, and a very long blooming season. Do not overlook this one! (Illustrated in color on back cover.) A GIANT ROOT, \$3.25.

ROBINSONI: A glorious orange-red. It's 4 to 5 inch flowers are borne very freely throughout the season. The broad petals are rolled near the tips giving a "pinched" effect. Leaves are bronzed-purple. A real beauty. (Illustrated in color on Page 7.) A GIANT ROOT, \$3.00.

CONQUEROR: One of the finest and most dependable water lilies of them all. The giant flowers often reach 8 inches across and are borne very freely. Very unusual coloring—crimson, variegated with white. We highly recommend this lily. A GIANT ROOT, \$2.75.

AFLAME: See previous page. \$3.50.

PINKS

AMABALIS: A huge star shaped lily that is truly magnificent. The color is a light-medium pink, being deeper in the center of the flower. "Amabalis" is French for "pleasing" and truly that describes this lovely flower. One of the first to bloom in the spring and last to stop in the fall. A sensation! (Illustrated in color on Page 7.) A GIANT ROOT, \$2.50.

ROSE AREY: The "sweetheart" of all water lilies! A magnificent deep salmon pink with beautiful rolled petals. The most fragrant hardy water lily, and my mother's favorite of them all. When planted in a large container and allowed to form a colony of several roots (requires 2 or 3 months), it is free flowering. (Illustrated in color on back cover.) A GIANT ROOT, \$2.50.

SOMPTUOSA: A rich strawberry pink. Not flecked and spotted as are Splendida, Neptune, Formosa and many other free blooming deep pinks. A delicate, but noticeable, fragrance. Exceptionally free blooming. Medium sized flowers, 5 inches across. One of the first lilies to bloom in the spring. Plant it with **GOLDEN CUP**. The contrast of pink and yellow is magnificent! (Illustrated in color on Page 3.) A GIANT ROOT, \$2.75.

PINK OPAL: A lovely deep pink, similar to Rose Arey in color but deeper. Has a delightful fragrance and makes a perfect cut flower. Medium size flowers. It **does splendidly in the small pool or tub garden**. \$1.50. (Illustrated in color on Page 22.)

RENE GERARD: The **largest deep pink** hardy water lily. The huge flowers average 7 to 9 inches across—almost as large as Sunrise. Very free blooming. A GIANT ROOT, \$3.00.

MARLIAC FLESH: Quite similar to gorgeous Morning Glory only a little smaller. **We recommend this for any size pool, including tub gardens**. In habits and freedom of bloom, it is identical to the popular Golden Cup. Do not overlook this one! A GIANT ROOT, \$2.00.

MARLIAC ROSE: A gorgeous old rose (light-medium pink). Free flowering. Some consider this the finest of the pinks. Does well anywhere. A GIANT ROOT, \$2.50.

W. B. SHAW: A large fragrant apple blossom pink. An ideal cut flower. \$1.00.

NEPTUNE: A smoky red-pink with burnt-orange stamens. Star shaped flowers. Very free flowering. A GIANT ROOT, \$3.00.

MORNING GLORY: One of the most beautiful water lilies in the world. It is a magnificent waxy soft pink—almost white. A very free bloomer, having as many as 5 blooms at once the first year and high as 14 the second. (Illustrated in color on back cover.) A GIANT ROOT, \$2.75.

4 Outstanding Perennial Water Lilies



BLUE RIBBON QUARTET—\$10.00

Natural Color Photo on Ansco Color Film Taken at Our Gardens

ATTRACTION—Largest RED Water Lily. Very Choice. \$3.00

AMABALIS—A huge PINK Lily of perfect STAR form.
One of largest and choicest of lilies 2.50

ROBINSONI—An unusual ORANGE-RED Lily that
attracts instant attention. Very showy. 3.00

SNOWBALL—Finest WHITE Water Lily. Very double. 3.00

Value—\$11.50 SPECIAL—\$10.00



WHITES

SNOWBALL (Gonnere): A magnificent white lily which is just about "perfection" itself. Very double, resembling a huge snowball. Actually, it has more petals than any other water lily. (Illustrated on Pages 3, 7.) A GIANT ROOT, \$3.00.

GLADSTONE: A huge pure white lily which averages even larger than Snowball. A GIANT ROOT, \$2.25.

YELLOWS

SUNRISE: This is the largest of all hardy water lilies. It averages 8-10 inches in diameter and is truly a sensation. Visitors to the pools seeing it for the first time always go into ecstasies over it. It has very long slender petals. The color is a beautiful sulphur yellow. Be sure to order this

one. (By nature the first few leaves each spring are oddly curled.) (Illustrated in color on Front Cover.) A GIANT ROOT, \$3.00.

SPECIAL VALUE

GOLDEN CUP (Chromatella): The name describes it perfectly. One of the most profuse bloomers of all water lilies. Two or three blooms per plant daily throughout the summer is the usual case. Six or eight blooms at a time is not at all uncommon. We recommend this for any size pool, including tub gardens. Leaves are beautifully mottled with purple. (Illustrated in color on Page 3 and back cover.) A GIANT ROOT, \$2.25.

Continued on Next Page

HARDY WATER LILIES (Cont'd)

Changeable Colors

Here are three of the finest and most delicately colored lilies in our gardens. Every pool should have at least one of them. They open up a light color and grow darker through each successive day. Quite often one may see **THREE DISTINCTLY DIFFERENT BLOOMS ON THE SAME PLANT**. All are very dependable and extremely free flowering.

COMANCHE: The orange water lily. It opens up a rich apricot and changes to a deep copper-orange as the flower ages (see color illustration on back cover). It has one of the longest blooming seasons of any lily, giving nearly five full months of bloom in this climate. A remarkable lily. A **GIANT ROOT**, \$3.00.

PAUL HARIOT: One of the finest of all hardy lilies. Very unusual coloring. An apricot-yellow, the first day, which gradually changes to a brilliant orange-pink by the third day. After the first day it closely **RESEMBLES** the **TALISMAN ROSE** in color. A very small leaf spread. Its habits make it **especially suited for the tub garden or the small pool**. Very free flowering. Do not overlook this one! (Illustrated in color on Page 3.) A **GIANT ROOT**, \$2.75.

SPECIAL VALUE

AURORA: The only **PIGMY** lily which we list. Very small leaves, roots, and flowers. It has the widest color range of any changeable. Opens apricot-yellow and changes to deep orange-red. **Ideal for the Tub Garden** or an odd corner of any pool. \$1.75. (Illustrated in color on Page 22.)

Floating Water Plants

Some of the most interesting of the aquatics are included in this group. Imagine plants just floating around naturally on the water surface, living on air and water! Except for Floating Heart, you do not have to plant Floating Plants.

PLEASE NOTE: Duck Weed and Water Hyacinth should be in every goldfish pool!

DUCK WEED: Very small bright green leaves which resemble polka-dots floating on the water. An **excellent fish food**. Fish are the most active and healthiest when they have access to Duck Weed. It should always be available to them. Large portion, \$.50, 3 portions, \$1.00.

WATER HYACINTH: Beautiful orchid-lavender flower spikes which resemble true hyacinths. Stems have interesting bulbs (air chambers) in them which enable plant to float upright. Goldfish love the long, bushy roots to spawn in. Grows best when tips of roots can reach soil. 3 for \$.50, 7 for \$1.00, 12 for \$1.50.

PARROT FEATHER: Beautiful feathery, bright green foliage. Trails over water surface. 3 for \$.50, 7 for \$1.00, 12 for \$1.50.

FLOATING HEART: Lovely deep yellow flowers with small heart-shaped leaves. It should be started by pressing into soil near water surface. Once started, it will trail over water surface, sending out numerous small vines. 2 for \$.50, 5 for \$1.00.

FLOATING WATER PLANT COLLECTION, \$2.00

| | |
|----------------------------|------------------|
| Large portion of Duck Weed | } ALL FOR \$2.00 |
| 4 Water Hyacinth..... | |
| 4 Floating Heart..... | |
| 5 Parrot Feather..... | |

Oxygenating Plants

For Pools and Aquariums

If you have goldfish in your pool (and all pools should have) **oxygenating plants are absolutely essential**. Oxygenating plants (1) **absorb the carbon dioxide** which the fish give off and **liberate oxygen** which the fish must have to live. (2) **Fish need oxygenating plants to spawn** and lay their eggs in. (3) **Baby fish need them to hide in**, otherwise they will be eaten by their own parents. Plant **Anacharis** in small containers and place on pool bottom. Just throw Marestail on to pool surface.

MARESTAIL (CERATOPHYLLUM): The most beautiful of all the oxygenating plants, without exception. A bright light green. Long trailing stems covered with thousands of soft green needles. An excellent oxygenator which adds greatly to the beauty of the pool or aquarium. Extra large bunch, \$.50.

ANACHARIS: A native plant that is very satisfactory as an oxygenator. A lovely deep green. Very hardy. Extra large bunch, \$.50; 3 for \$1.00.

OXYGENATING PLANT COLLECTION \$1.00

2 Bunches of Anacharis and 1 of Marestail



This picture was included just to show how large a root will grow when grown with **rotted dairy fertilizer**. A 3 year old Comanche root. In just plain soil, this Comanche would have been only about half this size! **Nothing** will take the place of **rotted dairy fertilizer** for growing hardy lilies! Only about 10 inches of root is left with crown for shipping. The rest is cut off as it is not needed. Incidentally, the gentleman is Spencer Albro, the photographer who took many of the pictures in this catalog, including the colored ones.

THE SACRED LOTUS LILY

(Foliage beautifully illustrated on Page 15)

—A Hardy Perennial from the Orient—

—Ideal for the Background or Centerpiece of Your Pool—

One of the most fascinating of all water plants. No pool is complete without at least one. They hold their giant leaves 2 to 3 feet out of the water, and their 10 to 14 inch blooms high above them. The most fragrant of all lilies. Long before the birth of Christ they were worshipped by Egyptians, Chinese, and Japanese. Many burial crypts and ceremonial instruments have been found with lotus designs on them. They will give an Oriental splendor to your pool which no other flower can give. **Lotus will bloom in a tub or half barrel set on top of the ground.**

Lotus are one of the easiest of all flowers to grow. LOTUS WILL BLOOM in just a TUB or HALF BARREL set on top of the ground (or sunk). Just fill the tub half full of rich soil, mix in some fertilizer, fill up with water and plant. They will do better, however, when planted in large boxes (3 feet square by 1 foot deep) and placed in the pool. They should not have over 1 foot of water above them. (6 inches is best.)

Lotus should not be set out until warm weather definitely arrives. We ship most of our lotus about June 1st—the same time as Tropical water lilies. To Southern customers, however, we can ship as early as May 10th, weather permitting.

LOTUS FERTILIZER: Most of the failures with lotus are due to: (1.) the fertilizer used or (2.) the lack of fertilizer. Lotus are more particular than any other aquatic plant in regard to their fertilizer. The only fertilizer we recommend is our SLOCUM'S PERFECTION. Use 2 to 3 lbs. and mix well with soil (preferably, a clay type soil). Avoid using any rotted dairy fertilizer, except in bottom of planting tub.

ORDER LOTUS EARLY! Reason: Lotus roots make such a root growth in early June that we can not take them up after June 15th.

Note: Our Giant Lotus generally bloom the first year 2 or 3 months after planting. The ordinary small roots such as most growers ship to their customers require 2 years to bloom.



EGYPTIAN LOTUS growing in pool of Mrs. Lucy Fritz, Reading, Pa. Mrs. Fritz writes: "Am sending you a snapshot of the Pink Lotus I got from you in spring. It was the nicest root I have ever seen."

SPECIAL VALUE

EGYPTIAN PINK LOTUS: (The Sacred Lotus of the Nile). The same lotus that was worshipped by the Egyptians four thousand years ago. One of the most beautiful of all lotus. A very pleasing shade of pink. A spicy fragrance you will never forget. Once established, it is hardy even though it does come from Egypt. **Will bloom in a tub or half barrel. Giant tuber. \$2.50.**

MIXED LOTUS: Red, Yellow, Pink or White—unnamed and no color guaranteed—\$2.50; 2 for \$4.50.

PERENNIAL LILIES FOR THE NATURAL POND

Do you have a natural or artificial lake or pond? If so, beautify it with water lilies! Water lilies will not only make a beauty spot out of your lake or pond; the lily pads will also provide protection for the fish from their natural enemies such as kingfishers, herons, and fish hawks. **All game fish ponds should be heavily planted with lilies!**

Although all of the hardy lilies do well in natural ponds, the following are especially well suited. For striking effects, plant in separate groups of 5 to 10 of same variety. Plant 3 to 6 feet apart in water one foot to four feet deep. In shallow water merely press roots into mud (or place sods or stones over roots to anchor them). **In deeper water press into the mud with a planting stick** (a 5 foot pole with two nails driven into one end about one inch apart to hold root while pressing into mud). Lilies can also be planted from a boat with such a planting stick; or, by tying a stone to each root and dropping overboard. We prefer latter method.

HARDY LILIES for the Natural Pond:

| | | |
|-----------------------|---|----------------------------|
| ROSE AREY—deep pink | } | 5 of same variety, \$12.00 |
| GOLDEN CUP—yellow | | |
| JAMES BRYDON—rose-red | | |
| CONQUEROR—crimson-red | | |
| COMANCHE—orange | | |
| PAUL HARIOT—apricot | } | 10 of same variety, 20.00 |
| W. B. SHAW—light pink | | |
| PINK OPAL—deep pink | } | 5 of same variety, \$5.00 |
| | | |
| | | 10 of same variety, 8.00 |

SAVE MONEY! BUY OUR COLLECTIONS!

10th ANNIVERSARY TRIO

BLUE BEAUTY—Rich ocean blue.)
MRS. C. W. WARD—bright starry pink.
PANAMA PACIFIC—dusky violet purple.

Value \$7.75 Special Price \$7.00

SPAWNING PLANT COLLECTION \$2.00

The ideal plants for fish to spawn on. All floating plants. You do not have to plant them.

Large bunch of Maretail
 Large bunch of Bladderwort
 7 Water Hyacinths

Special Price — \$2.00

Come and Visit Us!

Marathon is on the main highway between Binghamton and Syracuse (Route 11). Come to Marathon and follow sign WATER LILIES. Our gardens are about 7 miles from Marathon.

➔
One of our 25 spring-fed pools devoted to Water Lilies, Goldfish, and Aquatics. Giant CONQUEROR in foreground: AMABALIS beyond.

Visitors come from many miles to see our Water Lilies and Goldfish. Our lilies are in bloom from June until the first heavy frost. They are at their best during July, August and September. During the morning or middle of the day is the best time to visit us as the lilies are open the widest then.

Besides 25 growing ponds, we also have two large concrete display pools.

PLEASE NOTE: Instructions for Building Pools on Page 11.



PLEASE READ

We wish to call particular attention to the following stock listed in this catalog:

1. GIANT TROPICAL WATER LILIES.

All of our Tropicals are **young plants** started with a special fertilizer to get the maximum of root growth and bud development. The plants we ship are not only loaded with buds but are **usually in full bloom**. (Occasional exceptions: Night Blooming Tropicals which bloom a little later than Day Bloomers.) We ship the largest Tropicals that it is possible to grow!

2. DAIRY FERTILIZED HARDY WATER LILIES.

All of our Hardies are grown in soil containing 20 to 30 per cent **rotted dairy fertilizer**. Our hardy roots are really gigantic in size. They average almost twice the size of the largest root we ever received from any other grower. (We have bought hundreds of them to get our start.) **They will actually give you 2 to 3 times as many blooms** as just ordinary roots grown year after year in the same worn out soil. (See illustrations.)

3. RED GOLDFISH.

No words can describe the beauty of our **brilliant red** goldfish. Many years of selective breeding have resulted in this gorgeous strain of red goldfish. Only rarely does a yellow one appear such as one may see in the 5 and 10 cent stores. Buy our Red Goldfish just once and you will never want to be without them! Please also note our SLOCUM'S PERFEX—the perfect pool fish food.

4. SCAVENGER COLLECTIONS.

Please note our Assorted Scavenger and Snail collections for \$1, \$2, \$3, and \$5 on Page 21. All pools need scavengers to keep the water clear! Most pools do not have nearly enough. **Allow two scavengers for every square foot of pool surface**. Snails can be shipped (1) in same package with water lilies by merely wrapping in moss or (2) in same can with fish. There is no appreciable extra cost in either case.



Above is our new Packing and Store House. This is where your order will be filled. Some of our beautiful Goldfish and Scavengers are stored here also.



Above is one-half of our new Orlyt Greenhouse where we grow your Tropical Water Lilies. (Length of house was doubled shortly after picture was taken.)

== HOW TO GROW WATER LILIES ==

EASY TO GROW—Water lilies are the easiest of all flowers to grow, for they require no care once they are set out. No weeding, no hoeing, and no hand watering. They grow equally well in every state in the Union, whether North or South, East or West. Just plant them in a box, tub, half barrel, or bushel basket and watch them grow.

TUB GARDENS—Many of the most beautiful water lilies do splendidly in just a tub or half barrel, sunk in ground and filled half full of rich soil. We especially recommend tub gardens to those who have a small lot in the city or who rent their property, as they are easily moved. (See Page 22.)

BUILDING THE POOL—Select a sunny location if possible. Many lilies will bloom in partial shade, however (see "Helpful Hints"). Build your pool of concrete with sloping sides (no form required) using a 3:2:1 mixture (3 parts gravel, 2 parts sand, 1 part cement). It should be 6 inches thick, 2 feet deep, and should be reinforced near the top with a few strands of heavy smooth wire placed in the center of concrete. Pockets can be built along the sides for shallow water plants by pressing bricks into soft concrete. Fill with water and drain twice before planting lilies.

BOXES—Although it is not necessary, lilies generally do best when planted in a container. It should be about 2 feet across by 1 foot deep. Boxes, tubs, half barrels, and bushel baskets are all satisfactory. Avoid unpainted metal or red-wood containers for they stunt lilies. **Our solid oak PLANTING TUBS are ideal.** (See Page 22.)

SOIL—Any good garden loam is alright. If sod (especially rotted sod) is available use it. Sod is richer than plain dirt. Be sure to mix in some kind of fertilizer. You will have **more and larger** blooms if you do.

FERTILIZERS: After many years of experimenting in our growing and display ponds we have developed a scientifically balanced fertilizer, **SLOCUM'S PERFECTION** (the Perfect Water Lily Fertilizer). It contains everything that water lilies and aquatics need and is excellent for other flowers, perennials, and shrubs. Use 1½ to 2 lbs., for each lily and mix well through the soil. For **MORE and LARGER BLOOMS, USE SLOCUM'S PERFECTION; 3 lbs., \$1.00; 7 lbs., \$2.00; 12 lbs., \$3.00; 25 lbs., \$6.00.**

ROTTED DAIRY FERTILIZER is also good but often discolors the water even when used in correct amounts. Use 1 part to 3 or 4 parts of soil and mix well. Although rotted cow manure is good, it will not give as good results as our scientifically balanced **SLOCUM'S PERFECTION**.

FERTILIZING DURING SUMMER: Water Lilies are very heavy feeders. You will get more and larger blooms if you will feed them **SLOCUM'S PERFECTION 3 or 4 TIMES** during summer. Wrap a large handful in cheese cloth or tissue paper and press into soil close to roots on 2 or 3 sides of each plant. Do not disturb plant or container.

PLANTING—Put about 6 inches of water over soil. Plant Hardy Water Lilies **horizontally (not upright)** about 1 inch deep with crown exposed. Plant Tropicals **upright**, covering up to crown. (Caution: Tropical leaves are thin and wither easily in sun when out of water.) Fill water to 1 foot gradually

WHEN TO PLANT—Hardies may be planted from the last of April to the middle of August. The earlier the better however. Tropicals should not be planted until the weather is settled which, in the latitude of New York and Chicago, is about June 1st. Further South, after May 20th is usually all right.

SAND—It is desirable to cover dirt after planting with one inch of sand. This prevents fish and frogs from stirring up the soil and aids in keeping water clear.

WINTER CARE—Cover pool or tub garden with boards and leaves (hay or straw). Weight down. Hardies keep perfectly this way. Tropicals should be replaced each spring, unless a green-house is available. Goldfish may be left in pool providing—(1.) The water is about 2 feet deep, and, (2.) Maple leaves do not blow into pool. Otherwise, remove goldfish to tub in cellar. (Note: If desired, Hardy Lilies may be moved to cellar and kept covered with water or wet burlap.)

SPRING CLEANING—As soon as weather permits, drain or dip out pool and remove all rubbish. Give each lily 1½ to 2 pounds of **SLOCUM'S PERFECTION**. Every other year at this time do the following: 1.) dig up each plant; 2.) pull or cut it apart; 3.) change soil mixing in well two pounds of **SLOCUM'S PERFECTION**; 4.) plant back just the largest root; 5.) destroy others.

LOTUS—Lotus tubers look like bananas. They like a heavy rich soil. Plant them **horizontally or flat (not upright)**. Cover with 3 to 4 inches of soil. They require 2 to 10 inches of water (no deeper). Plant at the same time as Tropicals as cold weather may stunt them. Once established, however, they are as tough as Hardies. (Caution: In unpacking and planting Lotus Tubers, be careful not to break them for they are very brittle.)

DISTANCE APART—The average lily requires a space 3 feet across (or more). A 5 foot pool will take care of 3 or 4 lilies. A 10 foot pool will accommodate 6 to 10 lilies and other aquatics. A little more space should be allowed for the larger flowering lilies and Lotus. The lilies pictured on Page 5 do well in very crowded quarters (less than 3 foot space), due to their naturally small leaf spread.

PESTS—Mosquitoes can be kept out by goldfish. Black aphids can be killed with Black Leaf 40, or washed off with the hose so that the fish can eat them.

WHOLESALE PRICES

We can give very attractive wholesale prices on Hardy and Tropical Water Lilies, Water Plants, Fish Grass, Snails, and Salamanders to those who are qualified to receive them. Please write us on your stationery so that we can see that you are qualified.

HELPFUL HINTS

FIRST BLOSSOMS—Do not be discouraged with the first few lily blooms; they are naturally small and poorly colored.

LARGEST LILIES—Mrs. Edwards Whitaker, Missouri, Pamela, Blue Beauty, General Pershing, Mrs. C. W. Ward, Emily Hutchings, Sunrise, Conqueror, Amabalis, Rene Gerard, Attraction, Rose Arey.

FRAGRANT LILIES—Pamela, Blue Bird, Mrs. Edwards Whitaker, Blue Beauty, Gen. Pershing, Mrs. C. W. Ward, Panama Pacific, August Koch, Rose Arey, Pink Opal, W. B. Shaw, James Brydon, and Somptuosa. All lotus are very fragrant.

ODORATAS—A term applied to those hardy pink lilies which are descendants from the Wild Cape Cod Lily. They differ from the other hardy lilies in several ways: (1.) they are much more fragrant than the other hardy lilies; (2.) they open and close a few hours earlier; (3.) they have much smaller roots; (4.) they are faster multipliers; (5.) they do not bloom as freely as other varieties until they have formed a colony of several roots (requires 2 to 3 months). Odoratas include Rose Arey, Pink Opal, W. B. Shaw. Divide them every 2 years, change their soil, and set back 2 or 3 of the main roots. Every pool should have at least 1 of them because of their remarkable beauty.

CHANGING WATER—Do not change water after lilies are planted, as this slows up their blooming. Merely add to it as it evaporates.

FREEST BLOOMERS—All of the Tropicals (excepting H. C. Haarstick) are very free blooming. Of the Hardies, the following lead the list: Morning Glory, James Brydon, Golden Cup, Paul Hariot, Comanche, Conqueror, Amabalis, Neptune, Rene Gerard, Gloriosa, Aflame, M. Flesh, M. Rose, Attraction, Robinsoni, Somptuosa. Close behind come Sunrise, Snowball and Pink Opal.

TUB GARDEN—We highly recommend any of the freest bloomers except the giants for the tub garden. Merely fill a half barrel or tub half full of dirt and plant. Sink the tub in the ground for best results. Tub gardens are very popular, economical, and satisfactory. (See Page 22.)

PARTIAL SHADE—If your pool is in a partially shady location, plant any of the above free-blooming lilies. You will not get quite so many blooms as if your pool were in a sunny location, but you will get some.

BLOOMING SEASON—Hardies bloom best here in the North during June, July, and August. Tropicals are at their best in August, September and October. By ordering both Hardies and Tropicals, you can have five months of continuous blooming.

DURATION OF BLOOMS—Each flower lasts from 3 to 5 days depending upon the variety. Many last for over a week when cut and taken into the house.

CUT FLOWERS—Both Hardies and Tropicals make wonderful cut flowers. The Hardies must have their **whole stem** immersed in water, otherwise they will wilt. A round, flat goldfish bowl, is the most ideal container for Hardies. Set lilies on rim. If kept away from strong light, they usually stay open day and night for about a week. Rose Arey, Pearl of the Pool, Morning Glory, and Golden Cup are especially lovely in the house. Tropicals are best of all.

IDEAL DEPTH OF WATER—For Hardies: 1 foot. For Tropicals: 8 inches. For Lotus: 8 inches. For shallow water plants: moist soil to 8 inches. Blocks can be placed under Tropical Lily and Lotus containers to raise them to right depth, if necessary.

IDEAL SOIL DEPTH—Six inches to one foot.

DIVIDING—Roots of Hardies should be divided every second year, allowing at least 6 inches of root attached to crown. Dividing can be accomplished by breaking roots apart with hands or by cutting them with knife.

CHANGING SOIL—Give lilies new soil every second year. Use garden loam (or sod) and mix in 2 or 3 lbs. of SLO-CUM'S PERFECTION for each lily.

SEPARATING LOTUS—Lotus shoot out long vines (similar to strawberry) underneath the soil in all directions. They should be separated from the rest of the pool either by partitions or by placing them in large boxes. Otherwise, they might spread all over a small pool in one season, crowding the other plants.

SHIPPING TERMS

OUR GUARANTEE: (1.) For Aquatics: We guarantee to send you true to name, blooming size roots and plants. If any root or plant fails to grow by July 1st of this year, we will replace, free of charge, customer to pay shipping charges only. Lotus cannot be replaced after June 15th, because of root growth. (If replacement is desired, please give probable cause of failure in detail.)

(2.) For Goldfish and Scavengers: We guarantee live delivery of all fish and scavengers. If more than 1 or 2 fish die **during shipping**, we will gladly replace if notified within 10 days. Please do not ask for replacements if only one or two fish die as we always include a few extra fish. **Please Note:** We can make replacements **ONLY** when a **BAD ORDER REPORT** from your local express office accompanies the request.

HOW WE SHIP: Everything is shipped **EXPRESS COLLECT**, the safest way to ship all aquatics and fish. Note: We guarantee to include enough extra aquatics to cover fully the express charges (except order for tubs). On small orders of plants or snails we can ship by Parcel Post if postage is enclosed. (15%.)

WHEN WE SHIP: Hardy Lilies: Throughout spring and summer (usually after April 20). Tropical Lilies and Lotus: Early and middle June. We can ship Tropical Lilies and Lotus earlier to Southern customers. We ship Goldfish and Scavengers throughout the year.

ORDER EARLY: This assures you of the best of everything, besides enabling us to avoid the rush.

FREE GIFTS

1. GIFT LILIES

ONE FREE LILY with every \$10.00 or more order. Your choice of the following: Aurora, Golden Cup, Marliac Flesh, W. B. Shaw, or Neptune.

TWO FREE LILIES with every \$15.00 (or more) order. Your choice of one of the above and one of the following: Somptuosa, Morning Glory, Conqueror, Paul Hariot, or Rose Arey.

NOTE: Please do not expect GIFT LILIES if your order is a **COLLECTION**.

2. **TWO SPECIAL GIFT PLANTS** (our choice) with every \$5.00 (or more) plant order.

3. GIFT PLANTS WITH EVERY ORDER.

Regardless of size of your order, we **GUARANTEE** to include extra aquatics to cover fully the express charges (except in case of Tub Orders). In case of Goldfish orders, we include extra fish.

HAVE YOU FRIENDS WHO WOULD LIKE OUR CATALOG?

Please include friends with pools or who really intend to build pools!

Name.....Address.....

Name.....Address.....

Name.....Address.....

Name.....Address.....

THANK YOU



COURTESY OF BETTER HOMES & GARDENS

A PERFECT LILY POOL

NATURALIZE YOUR POOL LIKE THIS ONE!

(See page 18)

Finest in TROPICAL WATER LILIES

Tropical Water Lilies are the largest, most fragrant and loveliest of water lilies. Some varieties average 8 to 12 inches across, many being actually larger than a dinner plate. Their exotic fragrance can often be detected at a distance of several feet. In general, Tropicals are better bloomers than the Hardies and are at their best in the later summer and fall when the Hardies are on the decline. There are two types of Tropicals, Day Bloomers and Night Bloomers. Both are best treated as annuals. Give them at least a 4 foot space if you want them at their best. (Panama Pacific and August Koch, however, will do splendidly in a half barrel, tub or very small pool as their leaf spread is more confined.) Flowers are held 6 to 18 inches above water.

Tropical lilies are just as easy to grow as the hardy lilies. Just fill any box (should be at least 18 inches across and one foot deep), tub, half barrel, or bushel basket with rich soil, cover over with one inch layer of sand, and sink into pool. Always plant tropicals after the box or tub has been placed in the pool. Reason: Tropicals have very thin leaves and the sun or wind will soon wither them if they are left out of water.

Tropicals should not be set out until warm weather definitely arrives. Reason: They might become stunted by the cold and never recover. We ship most of our Tropicals in early and middle June. To Southern customers, however, we can ship as early as May 20th, if desired.



A good example of a Day Blooming Tropical as grown in the large pool of George E. Wood, East Haven, Conn. Notice that there are 8 blooms present, all held above the water. Tropical Lilies will outbloom any Hardy Lily if they are well fed. Mr. Wood ordered 25 lbs. of our Slocum's Perfection Fertilizer last season.

The Tropicals we ship are started with a special fertilizer and hardened off in outdoor pools. They ship better and grow better than the plants taken directly from a greenhouse which most growers ship.

The plants we ship are not only budded but are usually in full bloom. (Occasional exceptions: Night Blooming Tropicals which by nature bloom a little later than Day Bloomers.) **FOR MORE and LARGER BLOOMS, GROW OUR GIANT BUDDED TROPICALS!**

PINK

MRS. C. W. WARD: Undoubtedly, the showiest deep pink tropical of them all. Exceptionally free blooming. Flowers are held about 18 inches above the water. (Illustrated in color on Page 19.) **A GIANT PLANT, \$2.50.**

GENERAL PERSHING: Beautiful orchid-pink. Often called "The Most Beautiful of All Water Lilies." Flowers often reach 10 inches across. Flowers have creases in them which add greatly to the beauty of the flower. A very delightful fragrance. A free bloomer. (Illustrated in color on Page 19. However, it averages much nearer the size of Mrs. Whitaker than illustration indicates.) **A GIANT PLANT, \$3.00.**

BLUES

BLUE BEAUTY: A gorgeous deep blue. Often reaches nearly a foot across. Very free blooming. Highly fragrant. One of the greatest of all tropicals. (Illustrated in color on Front Cover.) **A GIANT PLANT, \$2.75.**

MRS. EDWARDS WHITAKER: The Queen of all light blue water lilies. A magnificent heavenly-blue. One of the two largest water lilies in the world. (The other is Missouri—white night bloomer.) Flowers average 10 to 11 inches across. Often reach 13 inches—much larger than dinner plates. (Illustrated in color on Page 19.) **A GIANT PLANT, \$2.75.**

DIRECTOR GEORGE T. MOORE. A beautiful deep blue lily originated by Pring in 1941. The flowers are of the richest shade of blue and are borne very freely. **A GIANT PLANT, \$4.00.**

PURPLE AND VIOLET

(Two varieties below develop small plants in center of leaves which also bloom in late summer.)

PANAMA PACIFIC: Rich lilac-purple. Splendid for tub garden or small pool. (Illustrated in color on Page 19.) **A GIANT PLANT, \$2.50.**

AUGUST KOCH: One of the greatest water lilies of them all. Petals are a deep bluish violet. The sepals are lilac-purple. (Illustrated in color on Page 19.) **A GIANT PLANT, \$2.75.**



A GIANT BUDDED TROPICAL (variety, Blue Beauty) such as WE SHIP to our customers. Notice the **NUMEROUS BUDS**, the **FLOWER**, the **HEAVY ROOT DEVELOPMENT**, and **ABUNDANT LEAF GROWTH**. Such **GIANT, BUDDED PLANTS** have a head start on the plants of most growers. **FOR MORE AND LARGER BLOOMS, GROW OUR GIANT, BUDDED TROPICALS!**

The BLUE WATER LILIES of Tomorrow



THE HEAVENLY BLUES—\$6.00

(PAMELA and KING OF BLUES)

Natural Color Photo on ANSCO COLOR FILM Taken at Slocum Water Gardens

TWO NEW BLUE LILIES THE WHOLE WORLD HAS BEEN WAITING FOR

PAMELA (left, above, including bud): A clear, rich heavenly blue of tremendous size. One of largest of all lilies ranking close to Missouri and Mrs. Whitaker in size. It is the truest blue lily we know. Very free flowering. A GIANT PLANT, \$3.50.

KING OF BLUES (right above). A magnificent very, very deep navy blue almost like velvet. Purple Violet sepals. Originated during the past year at our Gardens. Really a much deeper blue than the above illustration indicates. We believe this to be the finest deep blue lily in existence. Supply limited this year. If necessary to substitute, will use DIRECTOR GEORGE T. MOORE or a new deep blue seedling. A GIANT PLANT \$4.00.



NIGHT BLOOMING WATER LILIES

No pool, regardless of size, is complete without at least one night blooming lily. Your pool will then put on a show 24 hours a day. Night blooming lilies will make your pool a beautiful sight during the hours when your grounds are most often enjoyed by your family and friends.

Night bloomers open just before dark and stay open until nearly noon the next day. On cloudy days they do not close. Each bloom will open and close for several days.

WHITE

MISSOURI: Giant creamy-white. One of the two largest water lilies, being equalled in size only by Mrs. Edwards Whitaker. Often reaches 13 inches across. White lilies show up better than colored ones at night and this is the Queen of them all! (Illustrated in color on Page 19.) A GIANT PLANT, \$3.00.

PINK

EMILY HUTCHINGS: Giant red-pink. Probably the brightest colored water lily in existence. Very free flowering. (Illustrated in color on Page 19.) A GIANT PLANT, \$2.75.

OUR AQUARIUM BOOKLET. Well illustrated. FREE, write if interested.

SHALLOW WATER AND BOG PLANTS

Naturalize Your Water Garden!

Water lilies and lotus only make up half of the beauty of a water garden. To get that so desired naturalistic, tropical effect, shallow water and bog plants are essential. In the case of the formal pool, plant them in the corners and center. For the informal pool, plant them anywhere along the bank and water edge (of course, the background is preferable).

Plant the following in moist soil to 6 inches of water

← **GIANT DOUBLE FLOWERING ARROWHEAD:** Undoubtedly the finest shallow water plant. Large double white flowers and huge arrowhead leaves. Supply limited. Four feet. Each, \$1.00.

BLUE WATER IRIS: One of the most graceful, artistic, and satisfactory of all shallow water plants. Lovely deep blue flowers. Two feet. (See illustration.) 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

YELLOW WATER IRIS: Similar to above only yellow. 3 for \$1.00.

MARSH MARIGOLD: One of the most beautiful of our native bog plants. Clusters of large golden yellow flowers. Blooms in early spring. Plant in moist soil. 15 inches. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

PICKEREL RUSH: Beautiful fringed deep blue flowers. Blooms continuously all summer long. Lovely deep green calla lily-like leaves. 18 inches. (Illustrated on Page 22.) 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

GIANT ARROWHEAD: Leaves resemble real arrow heads. Pretty white flower spike. Adds immensely to a pool. 12 to 18 inches. (Illustrated on Page 15.) 3 for \$.50, 7 for \$1.00, 12 for \$1.50.

SWEET FLAG: The whole plant has a very sweet fragrance. Graceful yellow-green blades with interesting bright green blossom spikes. 3 feet. 3 for \$.50, 7 for \$1.00.

FLOATING HEART: Beautiful deep yellow flowers, about 1 inch across. Miniature heart-shaped leaves. Hardy. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

PARROT FEATHER: Beautiful fuzzy green foliage on long trailing stems which spread over water surface. Ideal for trailing over a fountain. 3 for \$.50, 7 for \$1.00, 12 for \$1.50.

GRACEFUL CATTAIL: Graceful, sword-like blades. Dark brown flower spike. Four feet. (Illustrated on Page 15.) 5 for \$1.00, 12 for \$2.00.

WILD RICE: The tallest aquatic, reaching 6 to 8 feet. Ideal for the background. One of the most ornamental of all water plants. (Illustrated on Page 15.) 7 for \$1.00.

WATER CANNA (Thalia dealbata): Very artistic and attractive. Waxy, canna-like leaves with a red border. Purple flowers. 4 to 6 feet. For a remarkable effect, plant 3 together in a bushel of soil enriched with 1 lb. of SLOCUM'S PERFECTION. Each, \$.75, 3 for \$2.00.

WATER FORGET - ME - NOT: Lovely blue flowers. Will grow in moist soil or shallow water. 8 to 12 inches. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

PEPPERMINT: The real genuine peppermint. 4 for \$1.00, 12 for \$2.00.

WATER ARUM: Leaves resemble Indian spearheads, and blooms resemble the calla lily. 3 for \$1.00.

FLOWERING RUSH: A very good aquatic with pinkish blooms. 3 for \$1.00.

A NATURALIZED WATER GARDEN (See Page 15)

On Page 15 you see a perfect example of a well balanced water garden. The secret of building such a gorgeous pool lies in (1.) using a Lotus and Shallow Water Plants for the background and border, and (2.) using desirable shrubs, evergreens, and trees for a background. (The beautiful shrub with the fern-like leaves in the background of this photo is the wild sumac.)

The aquatic plants used in the border and the background of this beautiful pool are (from left to right): (1.) Cattail, (2.) Egyptian Lotus, (3.) Giant Arrowhead, and (4.) Wild Rice—all hardy plants. Why not naturalize your pool in a similar manner! You can easily triple its beauty.



Water Plant Collections

5 CHOICE PLANTS—\$1.00
12 CHOICE PLANTS— 2.00
(Will include 2 of some kinds)
Please list plants preferred



The WATER CANNA puts on a wonderful show when 3 or more are planted together.



The graceful, BLUE WATER IRIS is unsurpassed in beauty, and hardiness as a shallow water plant. Remains green all summer.

The World's Finest Tropical Water Lilies



Actual color photo in **KODACHROME** taken at the Slocum Water Gardens. Little girl: Katrina Marx, Auburn, N. Y.

EIGHT OUTSTANDING TROPICAL WATER LILIES ARE INCLUDED IN THIS PHOTO. YOU CAN NOT GO WRONG WITH ANY OF THEM.

Note: **GENERAL PERSHING** and **PANAMA PACIFIC** are below average relative size in above photo.

- | | |
|--|--------|
| 1. BLUE BEAUTY —deep blue | \$2.75 |
| 2. AUGUST KOCH —deep violet | 2.75 |
| 3. GENERAL PERSHING —orchid pink | 3.00 |
| 4. MRS. WHITAKER —giant azure | 2.75 |
| 5. MRS. C. W. WARD —rich pink | 2.50 |
| 6. E. HUTCHINGS —red-pink night bloomer | 2.75 |
| 7. MISSOURI —creamy white night bloomer | 3.00 |
| 8. PANAMA PACIFIC —purple | 2.50 |

(Numbers refer to photo at right which has same arrangement of lilies as above.)

**BASKET
COLLECTION**

\$18.50

**All 8 of Above
Beauties**



RED GOLDFISH

The World's Most Beautiful Fish

SLOCUM'S PERFEX
The Perfect Pool Fish Food
Feed every other day what fish will eat in 10 or 15 minutes.
1 carton—\$1.00 3 lbs.—\$2.50

BUY OUR SELECTED RED GOLDFISH!

NO POOL IS COMPLETE WITH WATER PLANTS ALONE!

Goldfish—especially our **SELECTED RED GOLDFISH**—add a dash of color and an interest to the pool that is absolutely indispensable. Furthermore, **GOLDFISH ARE NEEDED TO EAT MOSQUITO LARVAE** which are present in all outdoor pools. Be sure to include at least a dozen of these beautiful housekeepers!

Selective breeding for many years has resulted in this new strain of **RED GOLDFISH** with highly developed tails. Our fish are really **RED** and not yellow like those that one sees in the 5 and 10 cent stores.

Our **RED GOLDFISH** are very hardy and can be left in the pool all winter. Feed occasionally on warm days during winter.

HOW WE SHIP: We ship all fish by express collect. Snails, tadpoles, frogs and salamanders can be shipped in the same can with fish at no extra cost.

SHIPPING CANS: NO CHARGE IS MADE for shipping cans. However, **ALL CANS MUST BE RETURNED PROMPTLY TO US BY PREPAID EXPRESS.** The charge is only 20 cents a can from any part of the country. Use the **same shipping tag** which arrives on can. Merely reverse **To** and **From** of address.

OUR GUARANTEE: WE GUARANTEE LIVE DELIVERY OF ALL GOLDFISH. We will replace any that die in shipping providing we are notified immediately after their arrival. However, we can make replacements **only when a Bad Order Report is included** from your local express office. **PLEASE NOTE:** If only one or two fish die during shipping, please do not ask for replacements! We always give a few extra fish with every order.

CAUTION: Do not put fish in new cement pool until pool has been filled and drained two times. Alkali from cement might kill fish.

SPAWNING: Grow baby goldfish in your pool! Watching the baby fish grow is highly fascinating. Order fish early if you wish them to spawn in your pool. Be sure to include either (1) The oxygenating plant **Marestail** or (2) The floating plant **Water Hyacinth** for the fish to lay their eggs on. We especially recommend **Marestail** for fish spawn especially well in it and its bright, green, lacy foliage adds tremendously to the pool. Order both, preferably.

BREEDERS: Only fish 3 to 6 inches or larger can be classified as breeders. We have **Giant Goldfish** 10-12 inches in length at \$5.00 and \$6.00 per pair. Supply Limited.

Fish Shipped 2,500 Miles

"I want to thank you for the swell lot of fish, snails and plants you sent me. Everything arrived on May 25th in fine shape. The fish were spry as ever and are beautiful. If ever I need anything more I shall certainly send to you."

Mrs. Emma H. Davis
Seattle, Washington



Selected Fancy Red Fantail (Only half of tail visible)

Selected Red Comet

Actual **COLOR PHOTO IN KODACHROME** taken at the Slocum Water Gardens. Fish were photographed in an aquarium with green cardboard (slanted so as to reflect the sunlight) for background. Bubbles were engravers idea.

Please Note: (1.) Fish shipped in April and early May are not always so red as in above photo but will grow deeper in your pool. (2.) Many fish have beautiful markings of black, white, gold and silver.

SELECTED RED COMETS: Have beautiful long tails. Often their tails are nearly as long as their bodies. 4 to 6 INCH BREEDERS—3, \$1.50; 6, \$2.75; 12, \$5.00.

SELECTED GOLDFISH: Same glorious colors as in Comets. Only difference: Tails are slightly shorter. 4 to 6 INCH BREEDERS—3, \$1.25; 6, \$2.25; dozen, \$4.00.

SELECTED RED FANTAILS: Gorgeous fan-shaped tails. Most beautiful of all fish. 3 to 5 INCH BREEDERS—pair, \$1.50; 6, \$4.00; dozen, \$7.00.

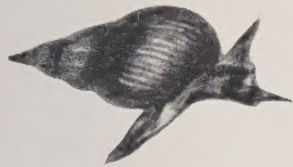
SELECTED CALICO SHUBUNKINS (straight tails): Sometimes called the "Rainbow Fish" due to the many different colors on the same fish. Blue generally predominates. A magnificent strain of fish. 3 to 5 INCH BREEDERS—pair, \$1.25; 6, \$3.50; dozen, \$6.00.

GIANT COMETS (6 to 8 inches, mostly about 8). Beautiful Comet-tail fish. Pair, \$2.50; 5, \$6.00; 10, \$10.00.

SCAVENGERS—For Pools and Aquariums

Allow 2 Scavengers for Every Square Ft. of Pool Surface

All Pools Need Scavengers! Most pools do not have nearly enough. Allow 2 scavengers for every square foot of your pool. For example, a pool 5 ft. x 10 ft. should have 100 scavengers and no less!



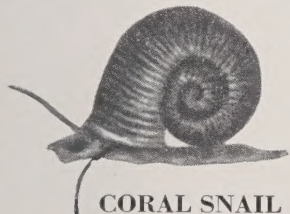
SPIRAL TRUMPET SNAIL

Scavengers are the house-keepers of the pool. Snails and clams eat green scum and algae; tadpoles live on decaying lily leaves and fish excrements; frogs live on mosquitoes, flies, and other insects; salamanders aid also in the pool janitor work. Use plenty of scavengers and keep your pool crystal clear! Furthermore, all scavengers are very fascinating creatures to watch!

OUR GUARANTEE: We guarantee live delivery of all scavengers.

SHIPPING: All shipping cans must be returned to us promptly by prepaid express (or Parcel Post). Cost is only 20 cents a can. Use shipping tag which comes on can. Merely reverse to and from of address.

PLEASE NOTE: (1.) Snails can be shipped along with lilies by merely wrapping in moss; (2.) Any of these scavengers require only a small amount of water for shipping and so express charges are very low.

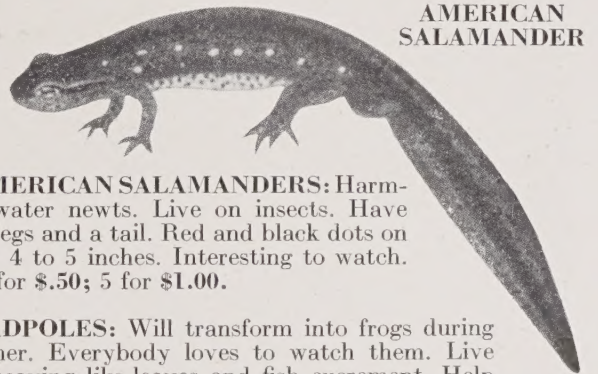


CORAL SNAIL

CORAL or RED RAMS-HORN SNAILS: A gorgeous red snail curled like the horn of the ram. The very best aquarium snail and equally good in the pool. Very hardy. 5 for \$.50, 12 for \$1.00, 100 for \$6.00.

LIVE-BEARING TRAP-DOOR SNAILS: The largest of all hardy snails. Actually do bear their young alive. One of the very best snails for the pool. 5 for \$.50; 12 for \$1.00.

SPIRAL-TRUMPET SNAILS: One of the best of all hardy snails for the lily pool or aquarium. An interesting spiral shell. Two inches long when fully grown. We generally supply them about half grown. Surface swimmers and, therefore, are nearly always visible. 5 for \$.50; 12 for \$1.00; 100 for \$6.00.



AMERICAN SALAMANDER

AMERICAN SALAMANDERS: Harmless water newts. Live on insects. Have four legs and a tail. Red and black dots on sides. 4 to 5 inches. Interesting to watch. Pair for \$.50; 5 for \$1.00.

TADPOLES: Will transform into frogs during summer. Everybody loves to watch them. Live on decaying lily leaves and fish excrement. Help keep pool clear. 5 for \$.50; 12 for \$1.00

GREEN FROGS: Lilies and frogs just seem to go together. Once you have seen an intelligent looking frog sitting on a lily pad you will understand why. \$1.00 per pair; 6 for \$2.50.

GOLDEN ORF (Golden Trout). Beautiful golden orange fish which swim near the surface of the water and are therefore visible most of the time. Very peaceful fish and can be placed with goldfish. These fish are real speedsters being faster than any goldfish. Native of southern Europe. 4 to 5 inch BREEDERS—pair, \$1.50; 6, \$4.00; dozen, 7.00.

FANCY GOLDFISH COLLECTIONS

1. TUB GARDEN COLLECTION—\$4.00

- | | |
|-------------------------------------|---------------------|
| 2 Selected Comets | 2 Fancy Fantails |
| 2 Selected Goldfish | 2 Calico Shubunkins |
| 8 BEAUTIES—All 3 to 6 inch BREEDERS | |

2. SMALL POOL COLLECTION—\$7.00

- | | |
|---|---------------------|
| 4 Selected Comets | 3 Fancy Fantails |
| 4 Selected Goldfish | 3 Calico Shubunkins |
| 14 BEAUTIFUL FISH—All 3-6 inch BREEDERS | |

3. MEDIUM SIZED POOL COLLECTION—\$9.50

A beautiful Assortment of Comets, Selected Goldfish, Fantails, and Calico Shubunkins.

20 BEAUTIFUL FISH—All 3-6 inch BREEDERS

4. 30 ASSORTED FANCY FISH—\$13.50

Same Beautiful Assortment and Sizes as Above.

PLEASE NOTE: All shipping Cans Must be Returned Promptly. Charge is only 20c per can. Use same shipping tag that comes on can. Just change the to and from of address. Note: Small cans can be returned by mail.

SCAVENGER COLLECTIONS

(Allow 2 Scavengers for every square foot of your pool surface to keep pool clear.)

25 ASSORTED SCAVENGERS—\$2.00

For the Small Pool (3' x 4'). A Balanced Assortment of Snails, Tadpoles, and Salamanders.

50 ASSORTED SCAVENGERS—\$3.00

For the Medium Sized Pool (4' x 6'). A Balanced Assortment of Snails, Tadpoles, and Salamanders.

100 ASSORTED SCAVENGERS—\$5.00

For the Large Sized Pool (5' x 10'). A Balanced Assortment of Snails, Tadpoles, and Salamanders.

ASSORTED SNAIL COLLECTIONS

Can be shipped in same package with lilies. Recommended for pools which already have Tadpoles, Salamanders, and Frogs as Snails alone are not usually sufficient to keep pool clear.

The below collections include: 1.) Spiral Trumpet, 2.) Rams-horn, and 3.) Trapdoor Snails—the 3 BEST SPECIES.

12 ASSORTED HARDY SNAILS—\$1.00

For the Tub Garden or Aquarium

30 ASSORTED HARDY SNAILS—\$2.00

For the Small Pool

50 ASSORTED HARDY SNAILS—\$3.00

For the Medium Sized Pool

100 ASSORTED HARDY SNAILS—\$5.00

For the Large Sized Pool

TUB GARDEN: A Miniature Water Garden

The inexpensive Tub Garden is ideal for the beginner who does not want to go to the expense of building a concrete pool. It is also ideal for the family who rents their property as a tub is easily moved.



A COMPLETE TUB GARDEN . . . \$7.50

Actual color photo on Anseo Color Film taken at Slocum Water Gardens

By nature, both lilies in this collection have very small leaves. They are especially suited for the Tub Garden.

| | |
|---|--------|
| PINK OPAL: Fragrant DEEP PINK lily | \$1.50 |
| AURORA: A changeable, opening APRICOT and changing to deep ORANGE RED | 1.75 |
| 2 PICKEREL RUSH: Lovely PURPLE flowers and Arrowhead leaves | .50 |
| 2 WATER HYACINTH: ORCHID-BLUE with orange eyes. Floats on water due to air bulbs in stems | .35 |
| 3 lbs. SLOCUM'S PERFECTION (to be placed in bottom of tub) | 1.00 |
| 1 OAK (or CEDAR) TUB | 3.00 |

Value—\$8.10 SPECIAL—\$7.50

THE COMPLETE TUB GARDEN SHOULD ALSO CONTAIN A GOLDFISH AND SCAVENGER COLLECTION. (SEE PAGE 21.)



Other lilies suitable for the Tub Garden are: James Brydon, Gloriosa, Paul Hariot, Golden Cup, Marliac Rose, Marliac Flesh, Somptuosa, Rose Arey, Morning Glory, August Koch, and Panama Pacific.

HOW TO MAKE A TUB GARDEN

For the best results, the tub should be sunk at least half way into the soil. A sunny location is preferable. Fill tub half full of rich soil, mixing in 2 lbs. of SLOCUM'S PERFECTION. Cover soil with half inch of sand and fill with water. Plant hardy lilies horizontal (flat) and tropicals upright.

Tub Gardens fit into Rockeries beautifully. For most impressive effects, use shrubs, evergreens, or a hedge for background and boulders or rocks for foreground.



PLANTING TUBS

At Left: The Largest and Sturdiest Tub Available. Size: 20 to 22 inches in diameter; 12 inches high. These are outside measurements. Built of CEDAR or other durable wood. Will last a life time.

These tubs are ideal either for (1) tub gardens or (2) planting tubs. Price, \$3.00 F.O.B. Marathon, N. Y.

SAVE MONEY! BUY OUR COLLECTIONS!

MRS. SLOCUM'S FAVORITE SIX

After being Mrs. Slocum for 2 years, Trudie has given these first choice.

- PAMELA—Heavenly blue.
- PEARL OF THE POOL—Blush pink.
- JAMES BRYDON—Rose red.
- SUNRISE—Huge sulphur yellow.
- SNOWBALL—Double white.
- EGYPTIAN LOTUS—Huge pink.



Value—\$20.25 SPECIAL PRICE—\$15.50



"OLD GLORY" TRIO

- (The Colors of Our Great Flag)
- GLORIOSA—Brilliant red.
 - SNOWBALL—Double pure white.
 - BLUE BEAUTY—Rich blue.

Value—\$9.00
SPECIAL PRICE—\$7.50

SWEETHEART DUET

Red and Yellow are
Sweetheart Colors

- SUNRISE—Largest yellow hardy water lily.
- ATTRACTION — Largest red hardy water lily.

Value—\$6.00
SPECIAL PRICE
\$5.50



DAY and NIGHT DUET—\$5.00

- 24 Full Hours of Bloom
- MRS. EDWARDS WHITAKER—The largest blue water lily.
- MISSOURI—Largest white bloomer.

BEGINNER'S TRIO—\$6.00

- 3 Very Vigorous Hardy Lilies Which We Recommend For The Beginner
- CONQUEROR—Red. GOLDEN CUP—Yellow.
- MARLIAC FLESH—Pale pink.

COMPLETE COLLECTION FOR SMALL POOL—\$15.00

This collection contains everything needed for the 4 x 6 foot pool in Lilies, Aquatics, Goldfish, Scavengers, and Fertilizer.

A VERY SPECIAL VALUE:

- 3 PERENNIAL WATER LILIES
YOUR CHOICE of Rose Arey or James Brydon, Paul Hariot or Snowball, Golden Cup, or Marliac Flesh.
- 5 AQUATICS (for background, border, or centerpiece)
YOUR CHOICE of Blue Water Iris, Pickerel Rush, Cattail, Arrowhead, Marsh Marigold, Sweet Flag, Parrot Feather, Floating Heart, Wild Rice, Forget-Me-Not, Peppermint.

- 4 FLOATING PLANTS
4 Water Hyacinths (for spawning).
- 2 OXYGENATING PLANTS
Marestail and Anacharis.
- 10 BEAUTIFUL GOLDFISH
(3 to 6 inch BREEDERS)
6 Red Comets, 2 Calico Shubunkins, 2 Red Fantails.
- 30 SCAVENGERS
Spiral-Trumpet, Trapdoor and Rams-horn Snail.
- 1 CARTON SLOCUM'S PERFEX
(The Perfect Pool Fish Food)
- 3 POUNDS SLOCUM'S PERFECTION FERTILIZER

Value—\$21.15 SPECIAL—\$15.00

COMPLETE COLLECTION FOR MEDIUM SIZED POOL—\$20.00

This collection contains everything needed for the pool 7 to 8 feet across in Lilies, Aquatics, Goldfish, Scavengers, and Fertilizer.

- 5 PERENNIAL WATER LILIES
YOUR CHOICE of the ROYAL QUINTET (Page 3) or the STAR QUINTET (back cover).
- 10 AQUATICS (for background, border or centerpiece)
YOUR CHOICE of 5 of the following (2 each): Blue or Yellow Water Iris, Pickerel Rush, Cattail, Arrowhead, Marsh Marigold, Sweet Flag, Parrot's Feather, Floating Heart, Wild Rice, Water Forget-Me-Not, Peppermint.

- 4 FLOATING PLANTS
4 Water Hyacinths (for spawning)
- 2 OXYGENATING PLANTS
Marestail and Anacharis
- 10 BEAUTIFUL GOLDFISH (3 to 6 inch Breeders)
6 Red Comets, 2 Calico Shubunkins, 2 Red Fantails
- 50 SCAVENGERS
A Balanced Assortment of Snails, Tadpoles, Salamanders, and Clams.
- 1 Carton SLOCUM'S PERFEX (The Perfect Pool Fish Food)
- 7 Pounds SLOCUM'S PERFECTION FERTILIZER

Value—\$30.70 SPECIAL—\$20.00

COMPLETE COLLECTION FOR THE 10 FOOT POOL—\$27.00

This collection contains everything in above collection PLUS the following

- 1 EXTRA LILY (Your choice—up to \$3.00)
- 10 EXTRA AQUATICS (Your choice of above)
- 6 EXTRA FANCY FISH (Our Choice)

Value—\$38.00 SPECIAL—\$27.00

5 of the World's Finest Perennial Lilies

Ideal for Small or Medium Size Pool



★ STAR QUINTET—\$12.00 ★

Actual color photo on ANSCO COLOR FILM taken at Slocum Water Gardens

By nature, all of these lilies have moderate leaf spreads

This Collection is Ideal for the Small or Medium Sized Pool

| | |
|--|--------|
| GLORIOSA—A glorious bright Red water lily. Very choice. | \$3.25 |
| GOLDEN CUP—The freest blooming and most popular YELLOW. | 2.25 |
| COMANCHE—The largest and deepest colored of the ORANGE water lilies. | 3.00 |
| MORNING GLORY—The finest and most beautiful of all the APPLE BLOSSOM PINK Water lilies. Exceptionally free flowering. | 2.75 |
| ROSE AREY—A gorgeous DEEP SALMON PINK. Very Fragrant. Generally considered the most beautiful of all deep pink hardy lilies. | 2.50 |

(Note: If you desire you may substitute James Brydon for Gloriosa)

Value—\$13.75 SPECIAL PRICE—\$12.00

Announcing . . . FIRST ANNUAL WATER LILY FESTIVAL OF AMERICA

AT WATER LILY PARK

950 Upper Front St., Route 11, Binghamton, N. Y.

Grand Opening Saturday, July 19, 1947

For many years, our country has had annual orange blossom, apple blossom and rose festivals but never a water lily festival. We are inaugurating this year a ten weeks' Water Lily Festival which will rival all the other festivals.

Come and see thousands of water lilies floating on the water in all colors of the rainbow. Just imagine three acres of show ponds blazing forth in red, pink, orange, yellow, white, blue, violet and variegated colors. You will see many new varieties with blooms 10" to 12" across, actually larger than dinner plates. You will see huge goldfish 10" to 12" long. You will see our new showhouse and greenhouse with concrete indoor pools.

There will be picnic tables, outdoor fireplaces, a wishing well, and many other attractions. We even expect to have a Water Lily Queen!

WATER LILY PARK is owned and operated by the Slocum Water Gardens. It is our display grounds. There will be a small admission fee to cover the upkeep of this beautiful park. Tell your friends about it. It will be open from July 19th through August and September from 10 A.M. until 5 P.M. Lilies are at their best in the morning or middle of the day, however. **VISIT WATER LILY PARK!**

SLOCUM Water Gardens, Marathon, N. Y.