

## **Historic, Archive Document**

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



Thank you for your inquiry for our Mum catalog.

We are herewith sending you an advance copy of our 1948 price list attached to our 1947 colored catalog. Our complete 1948 Mum catalog is now with the printers and will be mailed to you in late February.

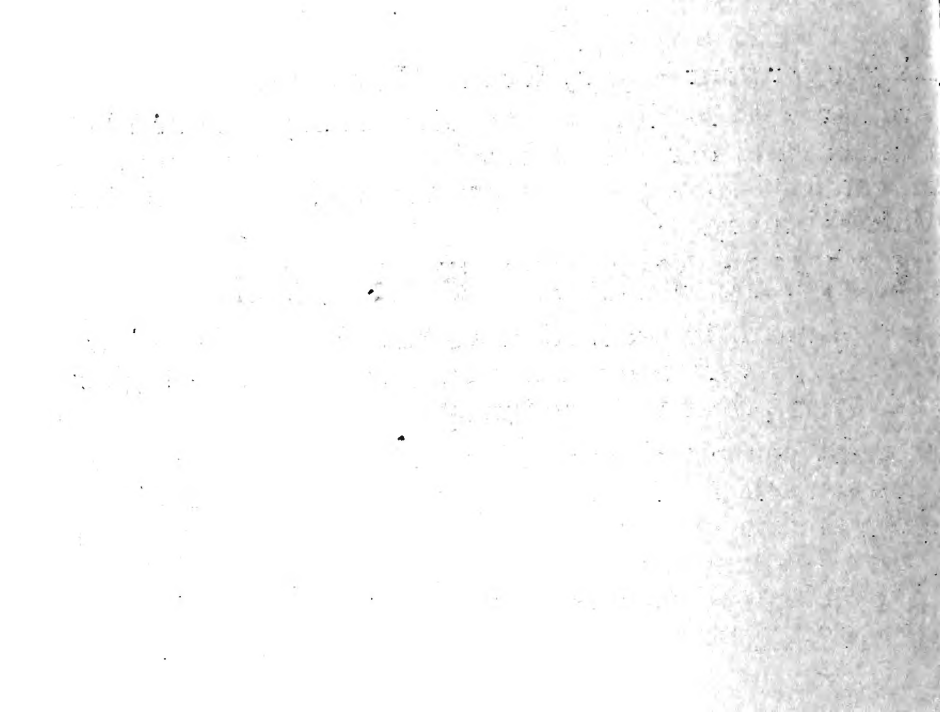
## **LOWER PRICES FOR 1948**

Because of quantity production we have been able to lower our prices on 28 varieties this season. Think of it - - higher quality and lower prices in these times!

We suggest you place your order early so we can reserve the varieties you select. Our capacity is somewhat over a half-million plants and we know this will not be enough to supply all who will want to plant our BETTER GROWN and SURE-TO-BLOOM Mum plants this season.

**The LEHMAN GARDENS**

**Faribault, Minnesota**



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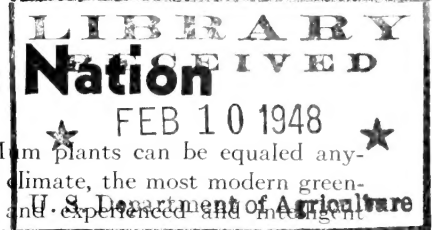
1948

Lehman Gardens

Fairbault, Minn.

# Mums from Minnesota

## The Hardy Mum Headquarters of the Nation



Because our production of Hardy Mums has now exceeded the half-million mark annually, we have applied assembly-line and mass-production methods to our growing, with highly skilled help doing the job. Thereby we are able to offer you our BETTER-GROWN and SURE-TO-BLOOM plants at reduced prices in these times!

In order to maintain our high standards of quality in listing only the best varieties available, we have discarded over 20 older kinds of Mums this year. You can be assured that the following list comprises one of the most modern and up-to-date listings of Hardy Mums in the country.

We do not dabble with many kinds of plants; WE SPECIALIZE. We grow one big crop and grow it well. We do not think our better-

grown, SURE-TO-BLOOM Hardy Mum plants can be equaled anywhere. We have excellent soil, a cool climate, the most modern greenhouses and propagating equipment, and experienced and intelligent help. Our propagating stocks are rigorously selected and state inspected. This assures you of high-quality plants direct from America's largest producer of Hardy Mums.

Every plant we send out is absolutely guaranteed to be true to name and free of disease and insects. All are SURE-TO-BLOOM. All blooming dates, descriptions, and growth data are from actual observations in our own fields in southern Minnesota.

Plants will be ready and available from March 1 to June 15.

Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>Labaster.</b> D. (English.) Excellent 5-inch incurved white.....	30	Sept. 20	\$0.50	\$1.25
<b>Illegro.</b> D. (De Petris.) Glowing shrimp-pink suffused with coppery salmon.....	24	Oct. 7	.50	1.25
<b>Ambassador.</b> D. (Large Commercial.) Pictured p. 27. Large incurved cream-white. Disbud to obtain 6 to 8-inch bloom.....	48	Oct. 23	.50	1.25
<b>Amber Glow.</b> D. (Youdath.) Brilliant rosy bronze, brighter than Mrs. du Pont.....	22	Oct. 6	.40	1.00
<b>Apricot Glow.</b> D. (Cumming.) Pictured p. 11. Rich apricot-bronze. A summer-flowering cushion type.....	18	Sept. 19	.60	1.50
<b>Autumn Greetings.</b> SD. (Kraus.) Pictured p. 17. Bright copper and gold flowers. Excellent for mass planting.....	26	Sept. 14	.50	1.25
<b>Autumn Lights.</b> SD. (Cumming.) Pictured p. 17. Very hardy, brilliant reddish orange.....	22	Oct. 7	.50	1.25
<b>Autumnsong.</b> D. (Kraus.) Pictured p. 2. Large wine-rose shading to carmine. One of the most outstanding of the Chicago strain.....	22	Sept. 12	.60	1.50
<b>Autumn Sunlight.</b> D. (Rosebud.) A grand new, early, pure golden yellow.....	24	Aug. 27	.40	1.00
<b>Autumntide.</b> D. A beautiful blending of salmon-coral with a golden undertone...	18	Aug. 28	.40	1.00
<b>Avalanche.</b> D. Pictured p. 25, 28. The world's best large creamy white. One of the "Master Six.".....	24	Sept. 4	.50	1.25
<b>Aviator.</b> D. (De Petris.) A new, coppery red, which promises to become very popular. A vigorous and easy grower.....	24	Oct. 2	.50	1.25
<b>Bambi.</b> D. (Kraus.) Fawn-yellow with amber shadings at center.....	20	Sept. 14	.50	1.25
<b>Barbara Small.</b> D. (Kraus.) Clear lilac-pink, slightly brighter at the margins, with a carmine center.....	28	Sept. 16	.40	1.00
<b>Betty.</b> SD. (C&P.) Pictured p. 2. Splendid upright rose-pink without a trace of magenta. One of the finest new pinks. One of the "Master Six.".....	28	Sept. 28	.50	1.25
<b>Bokhara.</b> D. (Cumming.) Pictured p. 11. New 1947. Captivating soft crimson and wine flowers in profusion. Strong, sturdy growth.....	24	Oct. 10	.60	1.50

Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>Bonfire.</b> D. Multitudes of burnt-bronze-red flowers on graceful stems. Very frost resistant.....	26	Oct. 2	\$0.40	\$1.00
<b>Bridesmaid.</b> D. (English.) New 1946. Most delicate flesh-pink suffused with cream and salmon. Large flowers.....	26	Oct. 10	1.00	2.50
<b>Bronze Gold.</b> SD. (Cumming.) Gorgeous fluffy mass of gold tinted with bronze; cushion type.....	20	Sept. 15	.50	1.25
<b>Bronze Precoco.</b> D. (English.) A summer-blooming very large bronze.....	26	Sept. 14	.75	2.00
<b>Burgundy.</b> D. (Cumming.) Glowing wine-red. Perfect flowers on strong-stemmed plants.....	34	Sept. 19	.50	1.25
<b>Butterball.</b> D. (Longley.) Pictured p. 13. The best early butter-yellow, bronzing somewhat in cool weather.....	16	Aug. 12	.50	1.25
<b>Calcite.</b> D. (Kraus.) Pictured p. 12. Chalk-white with pale sulphur center. Very heavy bloomer.....	24	Sept. 18	.50	1.25
<b>Canary Spoon.</b> D. (Lehman.) Excellent full flower with both tubes and spoons. Bright yellow.....	24	Oct. 1	.75	2.00
<b>Candelight.</b> D. (Kraus.) Pictured p. 17. Well-formed flowers of creamy ivory-white. Prolific bloomer; excellent plant habit.....	22	Aug. 26	.50	1.25
<b>Cardinal Spoon.</b> S. (Lehman.) Pictured p. 15. New 1948. A 4-inch flower opening cardinal-red. Greenish yellow tubes. Outstandingly different.....	22	Sept. 28	.60	1.50
<b>Celestra.</b> D. (Large Commercial.) Large, very early, incurved golden yellow.....	30	Oct. 14	.40	1.00
<b>Challenger.</b> D. (English.) Pictured p. 4. Large, bright bronzy red.....	28	Oct. 2	.50	1.25
<b>Charles Nye.</b> D. (Kraus, 1946.) Pictured p. 2. Large, 3-inch, fully double, rounded flowers of rich buttercup-yellow. One of the "Master Six.".....	26	Sept. 28	.60	1.50
<b>Charm Spoon.</b> S. (Lehman.) Pictured p. 15. New 1948. Opening lovely rhodinite-red and finishing dusty rose. Excellent growth habits. Very free flowering.....	30	Sept. 28	.60	1.50

LOWER PRICES FOR 1948

• The Mums of Tomorrow... Today!

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>China Gold.</b> D. (New English.) Bright golden bronze with quilled petals. . . . .	36	Oct. 12	\$0.60	\$1.50
<b>Chippewa.</b> D. (Longley.) Pictured p. 13. Giant aster-purple, slightly incurved. Does especially well in the North . . . . .	24	Sept. 4	.50	1.25
<b>Chiquita.</b> D. (Kraus.) Pictured p. 14. New 1947. Deep lemon-yellow, dome-shaped pompon. A very desirable addition. . . . .	22	Sept. 28	.60	1.50
<b>Chris Columbus.</b> D. (Rosebud.) New outstanding ivory-white. Excellent for cutting. . . . .	30	Sept. 28	.60	1.50
<b>Classic Spoon.</b> S. (Lehman.) Pictured p. 15. New 1948. Large, heavy-textured flower of rosy phlox-purple, with silver tubes. . . . .	20	Sept. 26	.60	1.50
<b>Coppelia.</b> D. (English.) Heavy-textured, bright Indian-red. Strong grower. . . . .	36	Sept. 26	.50	1.25
<b>Coral Sea.</b> S. (De Petris.) Dwarf salmon-buff suffused with coppery rose. Very hardy. Valuable for low borders and rock gardens. . . . .	14	Oct. 4	.40	1.00
<b>Courageous.</b> D. (Kraus.) Pictured p. 18. Bright dark ruby-red, large double flowers, 3½ inches in diameter. One of the "Master Six" . . . . .	26	Sept. 19	.60	1.50
<b>Crimson Splendor.</b> S. (Cumming.) Pictured p. 26. Immense, rich crimson, single daisy type. Very good. . . . .	24	Oct. 1	.50	1.25
<b>Cydonia.</b> D. Pictured p. 25. Brilliant orange-chestnut overlaid with mahogany. We like it. . . . .	34	Oct. 8	.50	1.25
<b>Dahlia m.</b> D. Quilled petals like a cactus dahlia, of bright wine-red . . . . .	20	Sept. 10	.40	1.00
<b>Dean Kay.</b> SD. (Mosnat.) Large cushion-type rose-pink. . . . .	22	Sept. 10	.35	.90
<b>Dee Dee Ahrens.</b> D. (Longley.) The very earliest of all pure white cut-flower varieties. . . . .	22	Aug. 20	.50	1.25
<b>Drifted Snow.</b> D. (Kraus.) A mound of large, double white flowers, shaded yellow at center. . . . .	24	Sept. 16	.50	1.25
<b>Dubonnet. S.</b> (De Petris.) Single amaranth-pink with beautiful glossy foliage. . . . .	22	Oct. 3	.50	1.25
<b>Early Harvest.</b> D. (Kraus.) Pictured p. 28. A mass of glowing mahogany-orange flowers for two months. Superior to any cushion variety. . . . .	20	Sept. 7	.50	1.25
<b>Early Wonder.</b> D. Pictured p. 16. Large, soft pink pompon. Excellent for cutting. . . . .	38	Sept. 30	.50	1.25
<b>Echoes.</b> SD. (Kraus.) Rich Vandyke-brown-toned copper, becoming orange at center. . . . .	26	Oct. 1	.60	1.50
<b>Eggshell.</b> D. (Youdath.) Large, distinct eggshell-white, slightly deeper at center. Flowers 3 to 4 inches across. Excellent for cutting. . . . .	30	Sept. 26	.60	1.50
<b>Eldorado.</b> D. (English.) Charming yellow, 5-inch bloom. . . . .	30	Sept. 30	.40	1.00
<b>Eternal Snow.</b> SD. (Rocknoll.) Early; pure white with yellow center. . . . .	20	Sept. 14	.50	1.25
<b>Eugene A. Wander.</b> D. (Cumming.) Pictured p. 28. The largest and finest bright early yellow. Blooms 4 inches across. . . . .	18	Aug. 25	.50	1.25

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>Eureka Giant.</b> SD. (Hurley.) Brilliant golden orange. Strong grower. . . . .	22	Oct. 1	\$0.40	\$1.00
<b>Freda.</b> D. (English.) Bright silvery mauve-pink. A beautiful flower of fine substance. . . . .	24	Oct. 4	.50	1.25
<b>Fred F. Rockwell.</b> D. (Cumming.) Plant Patent 718. Pictured p. 11. A pompon of beautifully blended bronze and orange tones. One of the "Master Six." . . . .	26	Sept. 24	.75	2.00
<b>Garnet King.</b> D. (Large Commercial.) Pictured p. 27. The best large dark red. Disbudded blooms are 6 to 7 inches in diameter. . . . .	40	Nov. 18	.50	1.25
<b>Glacier.</b> D. (Longley.) Pictured p. 13. Dwarf, very early, absolutely pure white. Fine for bordering or pots. . . . .	20	Aug. 26	.50	1.25
<b>Glittering Hills.</b> D. (Coles, 1946.) A new large, early, golden yellow variety from New Jersey. . . . .	24	Sept. 14	.60	1.50
<b>Glowing Coals.</b> D. (Kraus, 1946.) Pictured p. 28. Bright deep cherry-red with orange reverse. Well-branched sprays. One of the best early reds. . . . .	26	Sept. 18	.60	1.50
<b>Gold.</b> D. (Rosebud.) Large, very double flower of golden bronze. Excellent for cutting. . . . .	26	Oct. 1	.50	1.25
<b>Golden Dome.</b> D. (English.) Pictured p. 3. Bright golden yellow overlaid with bronze. . . . .	28	Oct. 2	.50	1.25
<b>Golden Hours.</b> D. (Kraus 8.) Pictured p. 18. Early, double, deep lemon-chrome. Petals broad, overlapping and somewhat incurved. Most outstanding very early cut flower. . . . .	26	Sept. 12	.50	1.25
<b>Golden Rose.</b> D. (Rosebud.) Old-rose with golden overtone. . . . .	24	Oct. 4	.50	1.25
<b>Golden Sunset.</b> D. (Kraus.) New 1948. Immense burnished copper with ruby center. One of the largest and most showy of the recent introductions. . . . .	20	Sept. 27	.75	2.00
<b>Gold Lode.</b> D. (Large Commercial.) Large, reflexed flowers of light golden yellow. Disbud for largest flowers. . . . .	40	Oct. 1	.40	1.00
<b>Golden Treasure.</b> D. (Youdath.) Large, heavy flowers of golden yellow. . . . .	24	Sept. 27	.50	1.25
<b>Harbinger.</b> D. (Kraus.) Pictured p. 12. A glorious early bronze with coloring of fall maples. Very good. . . . .	22	Aug. 22	.40	1.00
<b>Harbor Lights.</b> D. (Cumming.) Pictured p. 16. Pale yellow with cream-white tints. Extra fine. . . . .	22	Sept. 24	.50	1.25
<b>Hearthfire.</b> D. (Kraus.) Pictured p. 12. Bright red flowers showing a small yellow center when fully open. Ideal for cutting. . . . .	25	Sept. 20	.50	1.25
<b>Heatherbloom.</b> D. (Kraus.) Pictured p. 28. Very double; heather-pink, center shaded rose-red with gold tipping. Outstandingly good. . . . .	24	Sept. 4	.60	1.50
<b>Hilda H. Bergen.</b> D. (Large Commercial.) Pictured p. 27. Large incurved, dark reddish bronze. . . . .	40	Oct. 25	.50	1.25
<b>Igloo.</b> S. (Styer.) An avalanche of pure white daisies. . . . .	18	Oct. 2	.35	.90
<b>Illuminator.</b> D. (Kraus.) New 1948. Very dark, brilliant, crimson-red pompon. Excellent in the garden or for cutting. . . . .	24	Sept. 22	.75	2.00

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price	
			Each	Per 3
<b>Indiana.</b> D. (English.) Pictured p. 10. Rich velvety crimson with darker center. . . . .	28	Sept. 25	\$0.50	\$1.25
<b>Indianapolis Bronze.</b> D. (Large Commercial.) Sturdy incurved buff-bronze. Disbud for large flowers. . . . .	48	Nov. 8	.50	1.25
<b>Indianapolis Pink.</b> D. Large deep lavender . . . . .	48	Nov. 8	.50	1.25
<b>Indianapolis White.</b> D. Large incurved white. . . . .	48	Nov. 8	.50	1.25
<b>Indianapolis Yellow.</b> D. Pictured p. 27. Large lemon-yellow. . . . .	48	Nov. 8	.50	1.25
<b>Indianola.</b> D. (Commercial.) Early, 4 to 5-inch flower of light reddish bronze. . . . .	36	Oct. 12	.40	1.00
<b>Indian Summer.</b> D. (Cumming.) Glowing orange-bronze. Excellent for cutting. . . . .	34	Oct. 7	.50	1.25
<b>Inspiration.</b> D. (Kraus.) New 1948. Large rich orange-red overlaid with apricot-orange. Bush unusually strong, sturdy and upright. Excellent for cutting. . . . .	30	Oct. 1	.75	2.00
<b>Ivory Spoon.</b> D. (Lehman.) Pictured p. 15. New 1948. Dainty ivory-white, spoon-shaped flowers in profusion. . . . .	24	Oct. 5	.60	1.50
<b>Jean Harlow.</b> D. (English.) A semi-incurved bright golden yellow. . . . .	26	Sept. 30	.50	1.25
<b>Jean Treadway.</b> D. (Cumming.) Pictured p. 18. Perfectly formed, very double pink, with deep rose center. . . . .	24	Sept. 29	.50	1.25
<b>Joan Helen.</b> SD. Sparkling garnet-lake shading to purple; bright yellow center. Foliage completely hidden in bloom. . . . .	18	Sept. 10	.50	1.25
<b>Juanita.</b> D. (English.) Soft light lavender-pink. Large flowers on strong, sturdy plants. . . . .	32	Oct. 4	.40	1.00
<b>Judith Anderson.</b> D. (Cumming.) Pictured p. 16. Extremely free-flowering golden yellow button. . . . .	18	Oct. 10	.40	1.00
<b>Korean Princess.</b> D. (Reichert.) Plant Patent 640. Pictured p. 11. The first anemone-flowered hardy Mum. Flowers 2½ inches across, opening rich bronze-red, aging to soft strawberry-crimson with perfectly formed, golden bronze cushioned center. Excellent strong growth. . . . .	24	Oct. 15	.75	2.00
<b>Lavender Lady.</b> D. (Cumming.) Pictured p. 25. Immense silvery lavender. . . . .	30	Oct. 6	.50	1.25
<b>Lavender Lassie.</b> D. (Cumming.) Pictured p. 17. A grand new pompon with cushion-like growth. Color even better than Lavender Lady. . . . .	22	Sept. 10	.50	1.25
<b>Leda.</b> D. (English.) Pictured p. 4. Beautiful rolled petals of heliotrope-pink. . . . .	30	Oct. 2	.50	1.25
<b>Little Eskimo.</b> D. Pure white, ball-shaped pompons in abundance. Good white companion to Lavender Lassie. . . . .	18	Sept. 7	.40	1.00
<b>Loveliness.</b> D. (Lehman.) Pictured p. 15. New 1948. A grand fully double carmine-pink-spoon. Nothing else like it. Really lovely. . . . .	22	Oct. 1	.75	2.00
<b>Magenta Spoon.</b> S. (Lehman.) New 1948. Lively magenta-rose, spoon-type flowers in profusion. Perfect plant habits. . . . .	24	Oct. 3	.60	1.50
<b>Major Bowes.</b> D. (Large Commercial.) Pictured p. 27. Large incurved deep lavender. . . . .	40	Oct. 20	.50	1.25
<b>Mandalay.</b> D. (Cumming.) Pictured p. 16. Brilliant orange-bronze. Excellent for cutting. . . . .	22	Sept. 22	.50	1.25

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price	
			Each	Per 3
<b>Margaret Ann.</b> D. (Rosebud.) Large, free flowering, light rosy purple. Good for cutting. . . . .	26	Sept. 15	\$0.50	\$1.25
<b>Maroon 'n' Gold.</b> D. (Longley.) Pictured p. 13. Prof. Longley's best since Chippewa. Immense, 4-inch flowers of bright mahogany shaded maroon, with golden reverse. . . . .	16	Aug. 26	.50	1.25
<b>Martin's White.</b> D. (Martin.) Immense, pure white flowers 4 inches across. Compact, bushy growth. . . . .	18	Sept. 5	.60	1.50
<b>Meditation.</b> D. (Kraus.) Pictured p. 1 and 14. <i>The Mum of the Year 1948</i> . Fully double, 3-inch, firm, two-toned flowers of soft light jasper-red and maize-yellow with orange reverse. Flowers mature clear bright reddish peach. A grand garden flower and magnificent when cut. . . . .	30	Oct. 6	.75	2.00
<b>Mrs. H. E. Kidder.</b> D. (Large Commercial.) Pictured p. 27. Incurved flowers 7 inches across, of bright golden yellow. The best of all large yellows. . . . .	48	Oct. 15	.50	1.25
<b>Mrs. J. Phillips.</b> D. (English.) Very large, broad-petaled flowers of deep lavender-purple. . . . .	28	Oct. 1	.50	1.25
<b>Mrs. Pierre S. du Pont III.</b> D. (Cumming.) Pictured p. 25. Peach-pink tinted rosy salmon-bronze. One of the dozen best Mums. . . . .	26	Oct. 5	.50	1.25
<b>Murmurs.</b> D. (Kraus.) Opens amaranth-pink, aging to clear mallow-purple. Petals broad and incurved. Early. . . . .	24	Sept. 4	.50	1.25
<b>My Lady.</b> D. (Mosnat.) Pictured p. 28. A lovely combination of gold with bronzed shadings. In bloom practically all summer. . . . .	18	Aug. 27	.35	.90
<b>Nanook.</b> D. (Kraus.) New 1947. Dwarf, compact mound completely smothered by white flowers with cream center. . . . .	15	Sept. 14	.50	1.25
<b>Nectar.</b> D. (Rocknoll.) Large, informal flower of orchid-lavender with brighter center. . . . .	30	Oct. 5	.60	1.50
<b>Norma.</b> SD. (Commercial.) Pictured p. 27. Anemone-flowered deep lavender with golden crested center. . . . .	30	Oct. 28	.50	1.25
<b>North Cape.</b> S. Pictured p. 20. Beautiful chamois-yellow single. Foliage completely covered by an avalanche of light yellow daisies. . . . .	18	Oct. 7	.50	1.25
<b>North Star.</b> S. (Cumming.) Pictured p. 26. A cascade of pure, glistening white daisies. . . . .	24	Sept. 18	.40	1.00
<b>Olive Longland.</b> D. (Kraus.) Pictured p. 2. <i>The Mum of the Year in 1945</i> . Three-inch apricot-toned salmon-pink flowers. One of the "Master Six." . . . .	24	Sept. 26	.50	1.25
<b>Orange Queen.</b> D. (English.) Large, richest golden yellow with orange cast. . . . .	28	Sept. 28	.50	1.25
<b>Orchid Spoon.</b> S. Pictured p. 15. Lovely orchid-pink. An excellent variety. . . . .	26	Oct. 6	.40	1.00
<b>Oriental Glory.</b> D. (Rosebud.) Brilliant oriental-red, large flowers with pointed petals. Good cut flower. . . . .	30	Sept. 30	.60	1.50
<b>Pepita.</b> D. (Kraus.) New 1947. Pictured p. 14. Densely quilled button-pompon of eggshell-white with darker center when young, changing to pure white with cream center. . . . .	26	Sept. 28	.60	1.50

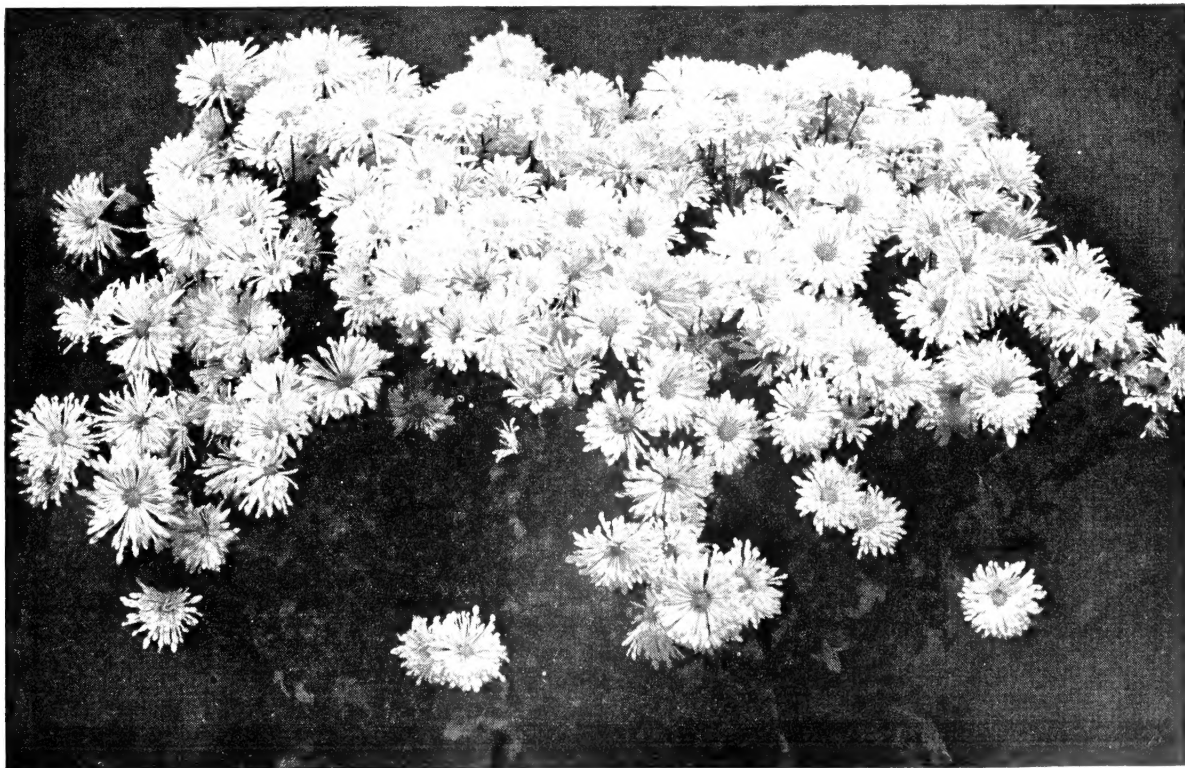
D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price	
			Each	Per 3
<b>Pink Dot.</b> D. (Commercial Pompon.) Pictured p. 27. Lavender-pink pompon with deep rose center. Fine grower.....	40	Oct. 25	\$0.50	\$1.25
<b>Pink Radiance.</b> D. (Cumming.) Pic- tured p. 11. Multitudes of luminous pink blossoms on rugged plants. ....	24	Sept. 24	.60	1.50
<b>Pollyanna.</b> S. (De Petris.) Tall, grace- ful, luminous Mayflower-pink with rosy salmon sheen.....	30	Oct. 9	.50	1.25
<b>Prelude.</b> D. (Kraus.) Very large, early combination of flesh-pink and maize- apricot. Unexcelled for early cutting. ....	30	Sept. 9	.75	2.00
<b>Primula.</b> S. (Kraus.) Pictured p. 26. Graceful, free-flowering, yellow single. The best of the yellow daisy type.....	36	Oct. 10	.40	1.00
<b>Psyche.</b> S. Large, orchid-rose daisy with lighter pink halo.....	24	Oct. 2	.40	1.00
<b>Purity.</b> D. (De Petris.) A small double white pompon. Exceptionally hardy and early flowering.....	24	Sept. 25	.50	1.25
<b>Purple Cushion.</b> SD. (Rosebud.) A new addition to the cushion family. Color reddish purple.....	16	Sept. 15	.40	1.00
<b>Pygmy Rose.</b> Very dwarf, perky, upright- growing rose pompon. Valuable for edg- ing or potting.....	10	Sept. 15	.40	1.00
<b>Quaker Maid.</b> D. (Large Commercial.) Early large greenhouse type. White tinged with pink.....	48	Oct. 15	.50	1.25
<b>Red Anemone.</b> SD. A vivid red-bronze with crested center of gold.....	24	Oct. 4	.50	1.25
<b>Red Cushion.</b> SD. New! Much earlier blooming than the old type.....	18	Sept. 11	.30	.75
<b>Red Gold.</b> D. (Longley.) Pictured p. 13. The brightest of all pompons. A lively combination of red and orange-gold.....	22	Aug. 20	.40	1.00
<b>Dark Red Gold.</b> D. (Lehman.) A bud sport of Red Gold. Color dark ruby-red..	22	Aug. 20	.50	1.25
<b>Red Ridinghood.</b> D. (Youdath.) Pic- tured p. 17. An outstanding bright red. Petals very frost resistant.....	26	Oct. 1	.40	1.00
<b>Red Velvet.</b> D. (Cumming.) Pictured p. 25. A surpassingly fine, full double, velvety crimson. Perhaps the best of all crimsons.....	24	Oct. 2	.50	1.25
<b>Redwood.</b> SD. (Longley.) Hundreds of bright red flowers on dwarf mounds. Ex- cellent edging plant. Very free flowering..	14	Aug. 19	.40	1.00
<b>Rembrandt.</b> D. (Cumming.) Pictured p. 17. A new art color in pompons. Rose- mauve with copper blending.....	22	Sept. 28	.60	1.50
<b>Rheingold.</b> S. (Styer.) Pictured p. 20. Showy burnt-orange, single flowers. One of the Northland Daisies.....	32	Oct. 5	.35	.90
<b>Rose Glow.</b> D. (Cumming.) Pictured p. 17. Very profuse; raspberry-rose.....	26	Sept. 17	.50	1.25
<b>Rose Mound.</b> A solid mound of rose- colored flowers over a long period.....	20	Oct. 2	.50	1.25
<b>Rose Princess.</b> D. (English.) Salmon- rose, base flushed with gold. A very striking flower.....	24	Sept. 28	.50	1.25
<b>Rosita.</b> D. (Kraus.) New 1947. Pic- tured p. 14. Compact, light Persian- rose button-pompon. Bush completely covered with pink buttons.....	26	Sept. 24	.60	1.50

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price	
			Each	Per 3
<b>Ruby Pompon.</b> D. (Cumming.) Pic- tured p. 2. An exciting ruby-crimson pompon. Upright and very profuse blooming.....	26	Oct. 5	\$0.50	\$1.25
<b>Ruby Spoon.</b> D. (Lehman.) New 1948. Pictured p. 15. Large, bold, firm, spoon- type flower of bright ruby-red. Strong plant.....	26	Sept. 27	.60	1.50
<b>Scarlet Coat.</b> D. (English.) Four-inch blooms with gold reverse.....	26	Oct. 2	.50	1.25
<b>September Bronze.</b> D. (Cumming.) Pictured p. 16. Golden bronze, cushion- type pompon. Flowers very frost re- sistant.....	24	Sept. 12	.40	1.00
<b>September Cheer.</b> D. A new, rich cherry- red. Well adapted to potting.....	20	Sept. 15	.40	1.00
<b>September Dawn.</b> D. Pictured p. 12. New large bright rose-pink. Perhaps the best of the so-called pinks to date.....	22	Sept. 26	.50	1.25
<b>September Sunshine.</b> SD. Free-flower- ing early yellow.....	20	Sept. 14	.50	1.25
<b>Sequoia.</b> D. Pictured p. 25. Exquisite rich mellow-amber. Very large flowers...	20	Oct. 4	.40	1.00
<b>Siegiinde.</b> S. (Styer.) Pictured p. 26. Dainty coral-red; single. Different from any other.....	34	Oct. 8	.35	.90
<b>Sienna.</b> D. (Kraus.) Dark reddish orange toned burnt-sienna-brown. A heavy-textured, long-lasting flower.....	22	Sept. 16	.50	1.25
<b>Silver Ball.</b> D. (Commercial Pompon.) Pictured p. 27. Large, pure white pom- pon. About the best of all cut-flowers....	36	Oct. 15	.50	1.25
<b>Silver Moon.</b> D. (Cumming.) Pictured p. 26. White, like a glorified Shasta Daisy.....	38	Sept. 28	.40	1.00
<b>Silver Pink.</b> D. (Longley.) Upright; tyrian-rose with silvery cast. Early; good for cutting.....	20	Sept. 1	.60	1.50
<b>Silver Sheen.</b> D. (Large Commercial.) Most popular large white; incurved. Dis- bud for 6 to 7-inch flowers.....	38	Oct. 18	.50	1.25
<b>Simba.</b> D. (Kraus.) Pictured p. 12. Profuse masses of soft orange-bronze flowers. Splendid for cutting.....	24	Sept. 4	.50	1.25
<b>Snowfall.</b> D. (Kraus.) Soft masses of white flowers, slightly tinted cream in center...	22	Sept. 28	.60	1.50
<b>Southwind.</b> D. (Kraus.) Masses of large Chinese-red flowers toned salmon- buff, borne on sturdy, much-branched plants.....	20	Sept. 18	.50	1.25
<b>Stalwart.</b> D. (Kraus.) Pictured p. 16. Very prolific golden bronze pompon. Very frost resistant.....	24	Oct. 2	.50	1.25
<b>Stella App.</b> SD. (App.) Very prolific bright bronze. Excellent for garden dis- play or cutting. Extremely good in the Chicago area.....				
<b>Summertime.</b> D. (Cumming.) Plant Patent No. 689. Pictured p. 26. A real summer-blooming Mum. Bright lemon- yellow daisies from August to October. Good when cut.....	20	Aug. 15	.75	2.00
<b>Sunape.</b> D. (U. of N. H.) A new golden yellow developed by Prof. Holley.....	24	Sept. 7	.40	1.00
<b>Sundance.</b> D. (Kraus.) Hundreds of fully double, golden bronze pompons cover attractive upright plants from mid- September to November.....	25	Sept. 20	.50	1.25



D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>Symphony.</b> D. (Cumming.) An indescribable blend of coppery pink and soft lavender. . . . .	38	Oct. 12	\$0.50	\$1.25
<b>Tangerine.</b> D. (Kraus 1150.) New 1947. Brilliant Spanish-orange—an entirely new color in Mums. . . . .	24	Sept. 27	.60	1.50
<b>Thalia.</b> S. Pictured p. 26. Graceful sprays of brilliant sparkling yellow-orange. . . . .	20	Sept. 12	.35	.90
<b>Tiffany Rose.</b> SD. (Carroll.) A brilliant deep rose that attracts attention. . . . .	26	Sept. 30	.50	1.25
<b>Tiger.</b> D. (English.) Pictured p. 4. Large; bright crimson on opening, changing to bronze and then yellow. All three colors may be found on the same plant at the same time. . . . .	26	Sept. 28	.50	1.25
<b>Tolcross Pink.</b> D. (New English.) By far the best English pink. Large solid flowers of rose-pink. . . . .	30	Oct. 12	.75	2.00
<b>Tribute.</b> D. (Kraus.) New 1948. Large, full double flowers opening bright daphne-red and maturing to daphne-pink. Excellent as a border plant. . . . .	24	Sept. 24	.75	2.00
<b>Tussore.</b> SD. (Kraus.) Exceptionally fine orchid-pink. We like this the best of all singles. . . . .	24	Sept. 30	.40	1.00
<b>Twilight.</b> D. (Kraus 1140.) New 1947. A pleasing fuchsia-purple with silvery reflex. Strong grower. . . . .	26	Oct. 5	.60	1.50
<b>Valiant.</b> SD. (Kraus 1167.) New 1947. A bold flower with long petals of bright rose-scarlet with yellow center. . . . .	25	Sept. 27	.60	1.50
<b>Violet.</b> D. (Longley, 1946.) Pictured p. 28. Dr. Longley's newest purple. Full double, dahlia-like bloom of good color and substance. . . . .	24	Aug. 26	.50	1.25

D., Double; SD., Semi-double; S., Single Name and Description	Height in Inches	Blooming Date	Price Each	Price Per 3
<b>Vulcan.</b> D. (English.) Pictured p. 4. Large, nicely shaped flowers of brilliant crimson. We consider this the best red in the English group. . . . .	26	Sept. 26	\$0.50	\$1.25
<b>Westbourne.</b> D. (English.) Pictured p. 4. The darkest of all rich reds. . . . .	28	Sept. 26	.50	1.25
<b>White Knight.</b> D. Pictured p. 18. Large, clear ivory-white of fine form and substance. . . . .	26	Sept. 15	.60	1.50
<b>White Wonder.</b> D. The perfect free-flowering white, ball-shaped pompon. . . . .	30	Sept. 26	.60	1.50
<b>Winterset.</b> D. (Peck.) Strong-growing, large pure white. A valuable addition, as it blooms with Mrs. du Pont and Red Velvet. . . . .	28	Oct. 2	.60	1.50
<b>Wychwood.</b> D. (Kraus.) Pictured p. 14. New 1948. In our estimation the most beautiful of all yellow Mums. Flowers fully double, globular, rich, clear canary-yellow, slightly deeper near center. Perfect plant habits and excellent healthy foliage. Without a doubt the best new yellow since Charles Nye. . . . .	22	Sept. 18	.75	2.00
<b>Yellow Avalanche.</b> D. (Lehman.) Pictured pp. 12 and 18. The Mum of the Year in 1947. A clear soft yellow bud sport of the white variety. . . . .	24	Sept. 4	.60	1.50
<b>Yellow Cushion Improved.</b> D. A mass of golden yellow all fall. . . . .	16	Sept. 8	.30	.75
<b>Yellow Dot.</b> D. (Commerical.) Pictured p. 27. An excellent large yellow pompon. . . . .	32	Oct. 25	.50	1.25
<b>Yellow Spoon.</b> S. Pictured p. 15. Very fine clear bright golden yellow tubes and spoons. . . . .	22	Oct. 8	.40	1.00
<b>Zantha.</b> D. (Kraus.) Pictured p. 18. A new perpetual-blooming, clear canary-yellow with ball-shaped flowers. Outstandingly good. . . . .	22	Sept. 6	.50	1.25





## Surprise Collection

If you do not care about the names of your Mums, but just want to grow them for a gorgeous display in the fall or for cutting bouquets for the house, then you can save money by ordering this special Surprise Collection. It includes every color and type shown in this catalog. All are first class quality, *sure-to-bloom* plants, but come to you unlabeled as to name. See for how little money you can have a big Mum garden.

**5 for \$1.25; 10 for \$2.20;  
25 for \$5.25; 100 for \$20.00**

*St. Paul, Minn.*

Just had to write to tell you how pleased I am with my Mums. Last spring I sent you \$5.25 for a Surprise Assortment and believe me, it has been a truly wonderful surprise to see each different variety as it opens. My Mums are still in bloom and as lovely as can be.

Don't forget to put me on your list for a 1948 Catalog. Thanks so much.

—Mrs. W. B.

# Mum Culture and Care

## OUR MUM COLLECTION

Our collection of Hardy Garden Chrysanthemums is the most up-to-date and modern in the country. We are now growing and testing over 500 distinct varieties. We have all the worthwhile new varieties produced by the best originators in the land. These include all introduced by Prof. L. E. Longley of the University of Minnesota, the Chicago Strain developed by Dr. Kraus of the University of Chicago, those originated by the U. S. Department of Agriculture, the new English varieties imported from Canada, Bristol's newest creations, and the better things from other growers.

## CULTURE

Hardy Garden Mums are among the easiest of all hardy plants to grow. They will tolerate almost endless neglect and still survive and give some bloom. To have them at their best, give them good culture, a sunny location, a rich soil, and do not let them suffer for want of moisture during the hot summer.

Mums in the garden should be planted in an open, sunny location and should not be shaded by buildings, large shrubs or trees for more than three or four hours per day. Any fairly rich soil, be it sandy, clay or loam, that will grow other flowers and vegetables well, will also grow good Mums. Peat moss, leaf mold or barnyard manure worked into the soil is an excellent conditioner and much to their liking.

## PLANTING

Spring is by far the best planting season. The proper planting time is when the spring garden work is well under way and the heavy, ice-freezing frosts are past. Planting can begin about the time early tulips begin to bloom and can be continued until peonies are in bloom. Here in southern Minnesota this would be from about late April until mid-June. Farther south this date would be advanced according to the climate. This gives the plants until fall to develop a good root system and enough top to give abundant bloom. Well-started plants grown in 2¼-inch pots and planted with a ball of earth around the roots are the most satisfactory. One-year-old, field-grown clumps seldom give satisfactory results, for they are hard to handle and there are usually not enough roots to support the many shoots that spring up. In replanting old clumps, always divide them into individual shoots. Those from the outside of the clump are the strongest and should be retained; discard the old stumpy center crown. Field-grown divisions packed with moss about the roots are often offered; these will usually grow but seldom give a good account of themselves.

## SUMMER CARE

Good culture during the summer, with regular loosening up of the soil about the plants to maintain a constant supply of moisture, to aerate the ground, and to keep weeds from becoming established, is all that is necessary to grow good Mums. One or two applications of a well-balanced commercial fertilizer are beneficial but not absolutely necessary. Roughly, about a small handful of commercial fertilizer per plant at about one-month intervals is sufficient. The first application can be made in late July or early August. This highly concentrated fertilizer should not be used when the soil is dry, because foliage and root burn will result. Be sure that plenty of moisture is available at time of application.

## WATERING

The best way to water Mums is to make a saucer-like depression about the plant, lay the hose on the ground, and let the water run slowly. The following day the soil can be loosened up and leveled again. A thorough watering like this should be sufficient for a week or ten days, even during the hottest and driest weather. Sprinkling the plants from overhead should be discouraged, for that invites foliage diseases. By keeping the foliage of Mums as dry as possible, spraying should not be necessary in order to grow a good crop of flowers.

## OUR SURE-TO-BLOOM PLANTS

We believe our sure-to-bloom plants, grown from virgin cuttings, well established in 2¼-inch pots and sent to you with a ball of good soil about the roots are the most practical and economical to buy. These potted plants set out as late as early July will, with good care during the heat of summer, make fine blooming plants by October. We have hundreds of letters in our files from nearly every state in the country telling us how well our plants have done in all sections. Many of these plants were shipped over 2000 miles and still did remarkably well.

## PINCHING

To have sturdy and well-branched plants it is advisable to pinch the terminal shoots once or twice during the season. This operation is done with the thumb and forefinger and consists of removing about ½ inch of the soft growing tip of the main shoots. The first pinching should be done when the plants are about 6 inches tall, to induce lateral branches. When these lateral branches are 8 to 10 inches tall, their tips should be removed to induce more branches. Discontinue pinching by August 1, as the plants will soon be forming buds. The very early-blooming varieties should not be pinched after July 15. A well-pinned plant will not need staking or other support, since the growth will be strong and sturdy and will stand erect.

## GROWING LATE-BLOOMING VARIETIES IN THE NORTH

In the far North it is almost impossible to grow and flower the late-blooming kinds in the garden, because heavy October frosts usually spoil them when in bud. These varieties can easily be enjoyed in the North by digging them up just before hard frosts and planting them in a box or large flower pot. If they are shaded a few days and watered freely, they can be brought into the house or enclosed porch and will be in full bloom for a month or more. Mums are about the only plants we are familiar with, that can be dug from the garden in full bud and bloom, and brought into the house without any noticeable check in growth.

If you find that the color combination of the garden should be changed at blooming time, or you would like a plant in another location, just dig it up carefully, leaving as much soil about the roots as possible, and transfer it to the desired location. It will keep right on growing if water is applied freely. Or, try growing some plants in the vegetable or service garden during the summer. In the fall they can be transplanted to spots left vacant by early annuals.

## BLOOMING TIME

It has been definitely proved that Chrysanthemums are sensitive to light and that the length of day determines the blooming time for a given variety. Shading a late-blooming variety with black cloth for a few hours, both morning and evening, will hasten its normal blooming time by two or three weeks. Electric lights will retard its normal blooming period.

Since Minnesota is quite far north, where naturally the fall days are shorter than farther south, a given variety will normally bloom 20 days earlier here than in Texas. We are located approximately 200 miles north of Chicago, and we know that the same variety will begin blooming for us four or five days sooner than in Chicago. From this we deduct that perhaps two days for every 100 miles of latitude is about the average difference in blooming time. Interesting, isn't it?



# The MUM of the YEAR 1947

## *Yellow Avalanche*

### Greatest discovery in a decade

Everyone loves the fleecy whiteness of Avalanche, the Queen of all Hardy Mums. Now we have something even better—Yellow Avalanche, in soft, blended golden yellow that will give a “lift” to all Mum plantings. Nothing we have ever grown has created the excitement that this new flower has. Just imagine 4-inch, fluffy, soft golden yellow Mums in bloom by early September in your own garden! You cannot afford to be without this excellent, long-stemmed, cutting variety. A “must-have” in every garden!

- Luxuriant color
- Early blooming
- Fast, vigorous and dependable grower
- Perfect cut-flower
- Clean, strong, attractive foliage
- An All-American favorite.

### HISTORY OF YELLOW AVALANCHE

Four years ago, while checking a planting of 5000 white Avalanche growing in our fields, our Chrysanthemum grower, Mr. Charles Nye, noticed that one plant in the block produced flowers that were a soft golden yellow instead of the usual cream-white. The plant was staked and carefully watched day after day, and lo and behold!—the yellow color became more pronounced and fixed as the buds opened. Credit for the discovery of a new flower belongs to this observing gentleman. A bud sport or mutation is one of the mysteries of nature. The Golden Delicious apple is a well-known example of such a phenomenon.

60c each; 3 for \$1.50

### Let Us Make Your Selection

If you prefer to have personal, professional help in selecting the varieties for your particular needs, let us make your selection. Send us the amount you wish to spend for HARDY MUMS, tell us what color and types you prefer—whether for cutting or garden display, whether early, late, or midseason varieties—and we will select the best in our large collection of over 200 varieties. You will be thrilled by the fine plants you receive. All will be labeled and **sure to bloom.**

# SEEING IS BELIEVING

Over 25,000 flower-loving people visit our Mum fields and show each year. We maintain a constant display of more than 300 varieties of the better Mums from early September to November. The overwhelming majority of these folk fall in love with the following varieties as the best things they see at our Gardens. 25,000 people can't be wrong!

### 20 Leaders

- |                  |                  |
|------------------|------------------|
| Autumnsong       | Heatherbloom     |
| Avalanche        | Martin's White   |
| Betty            | Olive Longland   |
| Charles Nye      | Pink Radiance    |
| Chiquita         | September Dawn   |
| Chris Columbus   | Sienna           |
| Courageous       | Tangerine        |
| Eggshell         | Tiffany Rose     |
| Fred F. Rockwell | Vulcan           |
| Glowing Coals    | Yellow Avalanche |

### FROST RESISTANCE OF FLOWERS

In the past few years more attention has been paid to the damage done by frost to both buds and petals of different varieties. Some kinds—especially the white and lavender sorts—are damaged by the first light frosts, while others show no damage even when the temperature goes below freezing. Many varieties just keep right on blooming as though nothing had happened, while others are completely killed. We found the following varieties still in excellent condition in our fields on November 7 after four or five early freezes had spoiled most kinds:

- |                  |                  |
|------------------|------------------|
| Apricot Glow     | Glowing Coals    |
| Autumn Greetings | Heatherbloom     |
| Autumnsong       | Lavender Lassie  |
| Autumn Sunlight  | Maroon 'n' Gold  |
| Betty            | North Star       |
| Bonfire          | Olive Longland   |
| Coral Sea        | Peachblow        |
| Courageous       | Red Gold         |
| Cydonia          | September Bronze |
| Drifted Snow     | Thalia           |
| Eureka Giant     | Tussore          |
| Fred F. Rockwell | Zantha           |

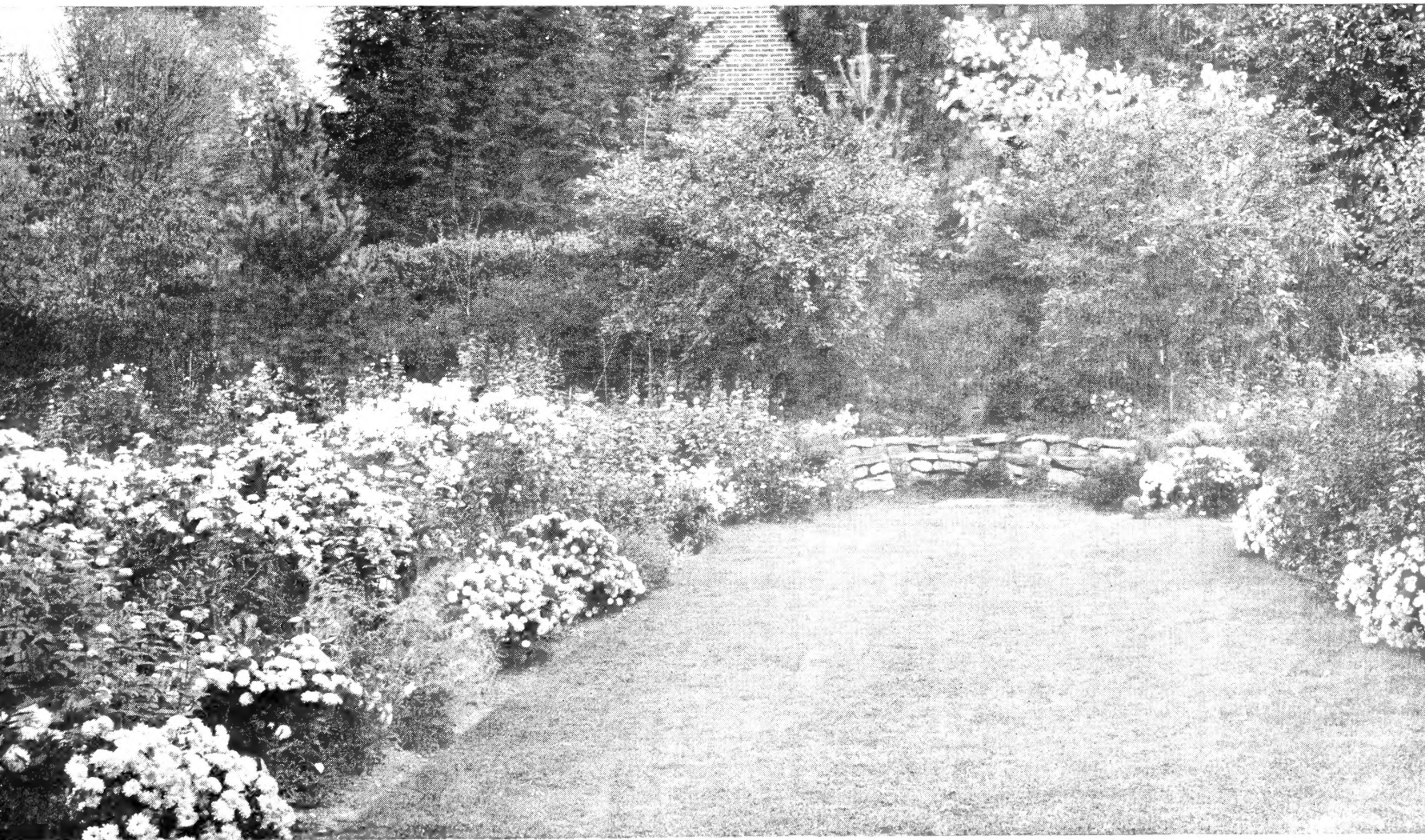


**Chrysanthemum  
SNOWBALL**



The various Chrysanthemum types combine well to make a most attractive arrangement for home decoration.

Mums make a colorful October garden





# Mums from Minnesota

A splendid collection of 17 very fine Mums. Includes all types, colors and blooming season. Every one a winner.

**M**editation  
**U**mn song  
**M**artin's White  
**S**icenna

**F**red F. Rockwell  
**R**osita  
**O**live Longland  
**M**aroon 'n' Gold

**M**argaret Ann  
**I**vory Spoon  
**N**anook  
**N**ectar  
**E**ggshell  
**S**talwart  
**O**riental Glory  
**T**angerine  
**A**valanche

## BLOOMING SEASON 1947

Throughout most of the country last year, an unusual growing season was evident. The spring was wet and cold, making it impossible to work the ground or plant Mums in many places until late May and early June. The summer was generally hot and dry. From mid-August to October we had the highest temperatures, day after day, that we have ever had in these parts. Mums, being cool-weather plants and sensitive to high temperatures and light, reacted by delaying the formation of bloom buds until cool weather set in. This caused the early kinds to flower from four to six weeks later than usual. The midseason kinds bloomed about two to three weeks later than normal and the late kinds were a week to ten days behind.

The only compensation was that the killing frost date for Mums was much later last season than ever before. In late September a large mass of cold air covered about one-half of the country, killing such tender things as glads, dahlias, and most annuals, but did little or no damage to Hardy Mums. After this we had six glorious weeks of Mum bloom until killing frost struck here on November 8.

## NEW ENGLISH VARIETIES

From our tests of the new English varieties we find we are a bit too far north to bloom all of them successfully. We have, however, had some good reports from central Indiana, Pennsylvania, New Jersey, Oklahoma, and the Pacific Northwest, where they have done very well.

The flowers are decidedly larger than those of our other hardy kinds, but there are fewer of them. The colors are good. The substance of the flowers is decidedly heavier than other outdoor kinds and they approach the greenhouse types for lasting qualities. The plants are very strong, rampant growers and some are inclined to be a bit gainly.

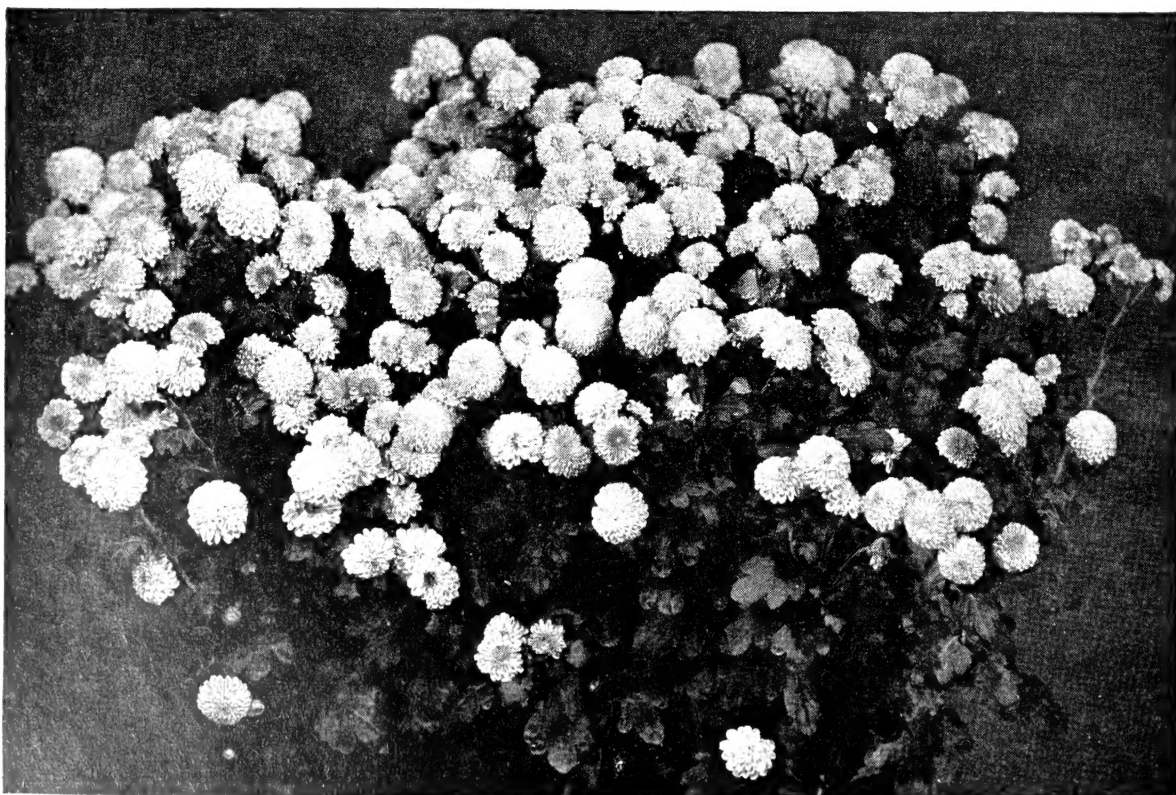
The following did very well for us last season and were much admired by all who saw them: Challenger, Coppelia, Golden Dome, Indiana, Leda, Mrs. J. Phillips, Orange Queen, Tiger, and Vulcan.

We originally tested 50 varieties of these English Chrysanthemums. We selected the best 18 of these and discarded all the others as not being worth while. Our list comprises the "cream of the crop."

## THE MARCH OF MUMS

In order to fulfill our slogan, "**The Mums of Tomorrow—Today,**" and to keep our collection modern and up to the minute, we try out every new kind we hear about. Many of these new developments are good; a few are superior to existing kinds. Progress is being made toward more beautiful and useful Hardy Chrysanthemums, and in order to keep in step with this development we have this year discarded the following, which have definitely been superseded by newer and better kinds:

Detroit News.....	Replaced by.....	Hilda H. Bergen
Early Ace.....	Replaced by.....	Bronze Precoce
Elite.....	Replaced by.....	Rose Princess
Flashlight.....	Replaced by.....	Glowing Coals
Friendly Rival.....	Replaced by.....	Mrs. H. E. Kidder
Gleam o'Gold.....	Replaced by.....	Charles Nye
Gold Mine.....	Replaced by.....	Jean Harlowe
Harvest Queen.....	Replaced by.....	Yellow Avalanche
Louise Schling.....	Replaced by.....	Crimson Splendor
Peachblow.....	Replaced by.....	Prelude
Pirate Gold.....	Replaced by.....	September Sunshine
Polar Ice.....	Replaced by.....	Glacier
Pygmy Pink.....	Replaced by.....	Pygmy Rose
Rose Spoon.....	Replaced by.....	Magenta Spoon
The Moor.....	Replaced by.....	Autumnsong



# THE A B C OF MUM CULTURE

- A — Apple-blossom time is the beginning of Mum planting time.
- B — Bonemeal is an excellent fertilizer for Mums.
- C — Cover with porous light material for winter.
- D — DDT 5% dust or spray will keep bugs off.
- E — Early varieties are not recommended for hot climates.
- F — Fall planting is not recommended in the North.
- G — Give Mums an ordinary good rich soil.
- H — Hardy Mums bloom from August to November.
- I — Ice over the crowns in winter will kill them.
- J — Join the National Chrysanthemum Society.
- K — Keep well watered during hot dry weather.
- L — Leaves are not good cover unless kept dry.
- M — Mums from Minnesota can't be beat.
- N — Nicotine sulphate (Black-Leaf 40) will kill aphids.
- O — Overhead watering is not recommended.
- P — Pinching keeps plants sturdy and low.
- Q — Quality will improve by cultivation.
- R — Remove all but a few buds to grow those large flowers.
- S — Shade will make plants grow taller and bloom much later.
- T — Transplant late varieties into pots before frost and enjoy them in the house.
- U — Use a tablespoonful of commercial fertilizer per plant to give plants a good start.
- V — Very close planting will make spindly plants. Eighteen inches apart each way is sufficient.
- W — Window-boxes are beautiful planted with Mums in fall.
- X — Plant only sure-to-bloom plants.
- Y — Young, vigorous, 2½-inch potted plants are best.
- Z — Zinc labels are permanent.

## Our Fall Mum Display

Everyone is cordially invited to our annual Fall Mum Show. Last season we had over 100,000 plants in our fields and well over 1,000,000 flowers. Here you can see growing side by side more than 500 varieties of Hardy Chrysanthemums. Many of these are seedlings—the Mums of Tomorrow—in the different stages of selection. Really, it is a beautiful sight to see. Our very first varieties begin to bloom about mid-August, and by early September a great many of the earlier kinds are in full bloom. Between September 15 and 25 is usually when the fields are at their best. During this time and up to Thanksgiving we maintain a display of most all varieties in our greenhouses. This alone is well worth seeing. If you can, come and enjoy the MUMS with us.

## Mums for Your Window-box

When the first light frosts of fall have made your window-boxes unsightly by killing the tender plants in them, you can enjoy the full glory of Mums. These dreary-looking window-boxes can be transformed into a fairyland of color for two or three weeks by simply transplanting Mums from your garden into them. Select low, compact plants in full bud and bloom, dig them carefully and plant directly in the box.

### WINTER PROTECTION

The purpose of winter protection is probably more to keep the cold in the ground than to keep it out. Here in southern Minnesota where the temperature often goes as low as 25 degrees below zero, we seldom have many hardy Mum casualties from winter injury. We usually have snow covering our gardens from December to March. It is probably the alternate thawing and freezing that does the winter damage to garden Mums. We have found that any light material that will stay more or less dry during the winter, is ideal for covering. Excelsior, evergreen boughs, marsh hay, or corn stalks are very good if applied after the ground is frozen. Leaves are usually not very satisfactory, for they are a soggy mass by spring and tend to rot the crowns. Dry leaves, applied in the fall and covered with any waterproof material to keep them dry, are ideal. The U. S. Department of Agriculture has found that rock wool batts—the same material used in insulating houses—is perhaps the closest substitute for snow of anything found so far. The original cost would be greater, but since this is a mineral material, it would not rot and could be used year after year.

### MUM "DONT'S"

- Don't be Mum-less.
- Don't plant in the shade. The plants will grow too tall and bloom weeks later.
- Don't plant Mums in the fall in the North.
- Don't plant extra-early varieties in the South, for they will bloom too early when the weather is still hot.
- Don't plant any but sure-to-bloom Mums for best results.
- Don't water from overhead.
- Don't pinch early varieties after July 20, because buds are forming by that time.
- Don't CUT the flowers for bouquets; break them off, and they will absorb a greater amount of water.
- Don't kill them with kindness.



# What Other People Say:

*Nyack, N. Y.*

... Such sturdy stock, so well prepared for shipping and in such perfect condition upon arrival. It is a pleasure to do business with you and I shall tell others about you whenever the opportunity presents itself. Thank you.—Mrs. A. C. G.

*Charleston, W. Va.*

The writer has bought plants from various reputable concerns and can say honestly that he has never dealt with anybody that uses the care in shipping that you do. These plants arrived in absolutely perfect condition, and the care and attention that you had given to the handling was very apparent. You are to be complimented on your method and in the interest which you show in getting your mums to your patrons in the best possible condition.—A. H. L.

*Cumberland, Md.*

As a businessman it is a pleasure to deal with a firm who presents, classifies and qualifies its product by such business-like methods.

Last year I planted about sixty named varieties from several different firms. Your plants were by far the most superior and except for a few English types were the only ones to survive outside, wintering 100%. It is a pleasure to recommend you to our friends.—M. G. T.

*Portland, Ore.*

Your shipment of mums arrived today in perfect condition. Each plant so fresh and sturdy, it was hard to believe they had been in transit for several days. You do an excellent job in packing, and we have always received mums from you in first-class condition. Thank you very much for the extra mums you sent as a gift.—Mrs. H. P. V.

*Milwaukee, Wis.*

I am pleased with the mums I received from you this spring. They are starting to bloom now and they are beautiful. I'm glad to deal with people that think enough of their plants to give the care in shipping that you do. I did not lose one plant of the 25 plants that you sent.—R. P.

*Dallas, Texas*

Each was a beautiful plant, the finest I have bought from anywhere in the Nation, and it is real pleasure to be able to tell you so. Thank you.—W. R.

*Pratt, Kans.*

Beyond a doubt the plants you shipped me were far superior to others I received from two different houses. Also, you have a wonderful process of packing plants to enable them to reach us in such fine condition. Thank you.—Mrs. E. L. H.

*McClelland, Ia.*

I am so happy over my beautiful chrysanthemums that I just had to write and thank you. Last spring I ordered a collection of twenty from you, to bloom over a period of several months. They were all packed so wonderfully and came in such fine shape. I never saw anything so full of gorgeous bloom as my mums. The early ones had scattered bloom until about two or three weeks ago, then they were beautiful. At present every one is in full bloom. The colors are all very lovely. I have quite a few other chrysanthemums but yours are truly outstanding. A number of my garden friends are sending for your catalog.—A. C. M.

*Jackson, Miss.*

I want to thank you for the lovely mums recently received from you. I have bought other plants from different nurseries in other parts of the country and none have been received that were as sturdy looking or as well packed.—Mrs. J. B. C.

*Berkeley, Calif.*

The mums I ordered arrived in perfect condition. Many thanks. Please enter my name on your file for next year's catalog.—H. S. M.

*Braymer, Mo.*

I just wanted you to know how well pleased I am, and I surely will pass the word on to my friends. I thank you.—Mrs. J. W.

*Durham, N. C.*

I want to thank you for your shipment of such beautiful plants and to congratulate you on the excellent and superior condition in which they arrived. I await their blooming with highest hopes.—Mrs. E. C. H.

*Allen Park, Mich.*

The chrysanthemums I ordered from you arrived in fine condition. They are growing beautifully in the garden with hardly a wilted leaf. I also wish to take this opportunity to thank you for the two fine extra plants enclosed with the order. I'm telling all my friends about your company.—Mrs. P. S. D.

*Leesburg, Va.*

The mums ordered from you arrived today and I take this opportunity to express my thanks and appreciation for the fine quality of merchandise. The plants were simply superb and you can look forward to future orders.—V. D. R.

*Pittsfield, Mass.*

I can very well understand your customers' expression of appreciation of the healthy condition in which their orders arrive because my last shipment was absolutely perfect. The leaves on every plant were as fresh as though they had been dug within the hour and so meticulously packed and labeled.—F. E. I.

*Denair, Calif.*

My order of chrysanthemums arrived yesterday in very good condition and the plants are lovely.—J. D.

*Antioch, Tenn.*

My order came in good shape. Out of the 130 plants there was not a bad one. I surely thank you for your good selection. All are high-class varieties. Thank you.—E. S.

*St. Paul, Minn.*

Your mums were wonderful in my garden for almost two months. Every one of the plants bloomed and they were outstanding. I can say the same for my son's garden. My mums were seen by hundreds of people.—B. H. R.

*Rabway, N. J.*

My order of chrysanthemums arrived yesterday in fine condition, as fresh as if they had just been taken from the greenhouse. The plants I have had from you in previous years have been satisfactory in every way. I assure you I am grateful for the pleasure your fine plants have given me.—H. C. C.

*Denver, Colo.*

Wish to take this opportunity of expressing our appreciation for the very fine quality of all plants you sent and also for the "just right" packing. They all came through in good shape and were the best plants received from anyone this season.—O. L.

*Front Royal, Va.*

Never have I been better pleased with nursery stock, nor have I seen better packing. You are to be congratulated on both. Gardening has been my hobby for over thirty years and I have ordered from nurseries in many states.—Mrs. J. E. S.

*Galesburg, Ill.*

My mums arrived yesterday and to say I was pleased is a gross understatement! The plants are so beautiful and husky! I have ordered plants for the past ten years, hundreds of dollars' worth, from the leading nurseries in this country and I have never had plants like these—packed so well. Thank you also for the free plants you sent me.—M. L.

*Rich Hill, Mo.*

My order of mums came through in excellent condition. They were perfectly packed, not one crushed or bruised. That is a good record for such a number of plants.

We were also pleased with the strong, vigorous plants. This is the third or fourth year we've ordered from you and have always been satisfied.—Mrs. F. C. B.

*Minneapolis, Minn.*

The chrysanthemums that you sent to me this spring are now in full bloom, and I am very pleased with them.

Especially would I like to compliment you on the condition in which the young plants were received from you. Their size and huskiness was excellent and the packing was the best that I have ever experienced.—W. E. V. S.

*Toppenish, Wash.*

I received the mums today and they are very nice. I don't see how you send them so far and have them arrive as fresh as when you pack them. No one else can do it. Thank you for the gratis.—Mrs. J. A. R.