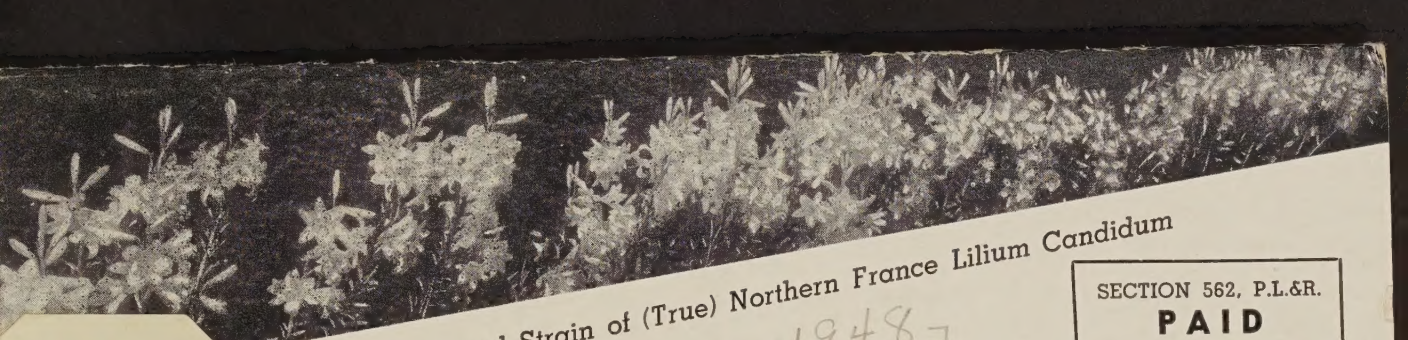


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Scheepers' Special Strain of (True) Northern France Liliun Candidum

[1948]

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Now, as Fall Approaches...

JOHN SCHEEPERS, INC.

Flower Bulb Specialists
37 WALL STREET
NEW YORK 5, N. Y.

United States Dept. of
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Plant Lilium Candidum

Now For Your June Garden

EARLY contracts with our growers in Northern France" enable us to offer at extremely attractive prices, limited quantities of our Scheepers' Special Strain of "TRUE NORTHERN FRANCE" LILIUM CANDIDUM (MADONNA LILY) which has been successfully used for many years in the finest gardens throughout this country.

Among the Lilies, the lovely MADONNA LILY (*Lilium Candidum*) rules supreme. Combining fragrance, stateliness, beauty, and inspiring characteristics in a high degree, it adds a touch of chaste refinement to any garden, no matter how sumptuous or modest.

It is very easy to grow; the prime requisite for successful cultivation is the correct start with the right kind of bulbs. France is the chief producer of Madonna Lily bulbs. In some sections of France, particularly in the South, strains of Madonna Lilies are produced that have not proven satisfactory in American gardens. The finest stocks are produced in one or two nurseries in the NORTH OF FRANCE, and these fields have escaped the ravages of war.

HOW, WHEN AND WHERE TO PLANT THEM

Because of their pure white color, Madonna Lilies fit in any garden scheme. For best effect plant in clumps of 5 to 10 bulbs each throughout the hardy border. Set them about 4 inches apart each way, placing little sharp sand underneath each bulb for proper drainage. Set the bulb at a slight tilt and cover the crown with not over 2 inches of soil. A liberal

addition of humus to the soil will amply repay itself.

The best time to plant is during September—the sooner the better. Root action will commence at once and a slight leaf growth will be made before heavy frosts stop vegetation.

They are not particular as to location; either sun or shade, but prefer partial shade to be at their best.

ORDER NOW—SUPPLY IS LIMITED

SCHEEPERS' LILIES

THE CREAM OF
THE CROP

Over 100 Gold Medals
Awarded Us for Su-
preme Quality Bulbs.



For other Lilies and
Bulbs for Fall Planting
See our 1948 Fall Edi-
tion of
"BEAUTY FROM
BULBS"

We offer these "True Northern France" bulbs of Highest Quality as follows:

100 Highest Quality Bulbs	\$85.00	100 Selected Bulbs of Fine Quality.....	\$50.00
50 Highest Quality Bulbs	43.00	50 Selected Bulbs of Fine Quality.....	26.00
10 Highest Quality Bulbs	9.00	10 Selected Bulbs of Fine Quality.....	6.00

We will receive a few enormous bulbs which we offer under the name "SPECIAL STOCK." Supply very limited.

Hamper of 100 "Special Stock" Bulbs.....	\$125.00
Hamper of 50 "Special Stock" Bulbs.....	62.50
Per 10 "Special Stock" Bulbs.....	13.00

PLANT DELPHINIUMS . . . for a perfect setting with Madonna Lilies.

Truly magnificent effects in the June Garden can be obtained by planting Madonna Lilies in conjunction with DELPHINIUMS, variety BELLADONNA or the HYBRIDS (the hardy blue Larkspur), or against a background of Evergreens or Climbing Roses, up against a summer house or in a pergola in thickly planted clumps.

We offer extra selected young vigorous plants of Delphinium, they are shipped balled to insure safe arrival and prevent plants being checked while in transit.

	per 100	per 10
DELPHINIUM BELLADONNA, selected, heaviest plants, SCHEEPERS' IMPROVED STRAIN.....	\$75.00	\$7.75
DELPHINIUM SCHEEPERS' HYBRIDS, Scheepers' famous strain, selected, heaviest plants.....	87.50	9.00

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*Serving America's Finest Gardens
for more than thirty years*



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Date

JOHN SCHEEPERS, Inc.

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Gentlemen: Kindly ship the following:

LILIUM CANDIDUM (Madonna Lilies)

..... Lot of 100 Highest Quality Bulbs @ \$85.00 each

..... Lot of 50 Highest Quality Bulbs @ 43.00 each

..... Lot of 25 Highest Quality Bulbs @ 22.00 each

..... Lot of 10 Highest Quality Bulbs @ 9.00 each

..... Lot of 100 Selected Bulbs of Fine Quality @ \$50.00 each

..... Lot of 50 Selected Bulbs of Fine Quality @ 26.00 each

..... Lot of 10 Selected Bulbs of Fine Quality @ 6.00 each

..... Lot of 100 "Special Stock" Bulbs @ \$125.00 each

..... Lot of 50 "Special Stock" Bulbs @ 62.50 each

..... Lot of 25 "Special Stock" Bulbs @ 32.00 each

..... Lot of 10 "Special Stock" Bulbs @ 13.00 each

DELPHINIUM

..... Belladonna @ \$75.00 per 100

..... Belladonna @ 7.75 per 10

..... Scheepers' Hybrids @ \$87.50 per 100

..... Scheepers' Hybrids @ 9.00 per 10

EREMURI

..... Bungei @ \$1.75 each

..... Elwesii @ 3.00 each

..... Elwesii Albus @ 2.50 each

..... Himalaicus @ 1.75 each

..... Collections of one each of above seven varieties

Regular List Price \$16.50, Special Collection Price \$15.50

SCHEEPERS' BULB FOOD

..... 5 lb. Cans

..... 25 lb. Bags

..... 100 lb. Bags

Total Amount of Order \$

(We will bill you after shipment is made.)

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100 lb. bags, Each, 9.50

Full instructions for proper use contained in each package.

Eremuri - An Achievement for Your Garden

K NOWN also as the "Foxtail Lily," "Desert-Candle" or "Giant Asphodel" they are with the exception of the variety Himalaicus native of Turkestan.

A well-grown clump of Eremuri may justly be regarded an achievement to be proud of. The great flower stalk, often eight feet tall and more, rises from a crowded tuft of long, narrow leaves, and is crowned by a flower spike two to three feet long, composed of closely set bell-shaped flowers, star-like in effect, in soft tones of rose, yellow, salmon and white.

When the gigantic flowering is over, the plant disappears entirely, but reappears very early in the spring, when it is advisable to protect the young flower spike from late frosts. Such protection is most important.

To fill the great bare space left when the plants go to rest, Gypsophilas may be planted near and kept staked until the Eremuri die down, when they may be allowed to fall forward in their place. Some of our clients have planted them most successfully on the north side of evergreens.

It has not been until this year that the finest varieties of these garden aristocrats have become more reasonably priced. Plant a few clumps in your garden. They will give your hardy border character at a time of the year when flowers of the heights of Eremuri are absent in your garden.

CULTURE: These plants enjoy a rich soil with an admixture of sharp sand and well-drained sunny location. Cover top of root crown with 5 inches of soil. In winter a mulch of wood ashes over the crown is a safeguard, or a box may be filled with leaves and inverted over it.

BUNGEI: Vigorous, citron yellow, reaching 4 feet in height. Extremely handsome; flowers in June-July. \$1.75 each.

HIMROB: Gigantic spikes of a light bluish pink. Flowers in early June. \$2.50 each.

ELWESII: Enormous soft pink spike; broad green foliage. A vigorous, distinct form of *E. robustus*. Height, 10 to 12 feet. Flower in early June. \$3 each.

ROBUSTUS: Rosy pink. A beautiful, vigorous species glaucous foliage. Flowers in early June. Height 6 to 8 feet. \$3 each.

ELWESII ALBUS: Same habit as above; pure white. Very beautiful; flowers in early June. \$2.50 each.

SHELFORD: Coppery yellow or orange, deeper in color than *E. warei* and later. Grows 6 feet tall, nearly half of the spike being clothed with the flowers and coppery tinted buds. A grand plant. Flowers in late June. \$2.00 each.

HIMALAICUS: Pure-white, close-furnished spike. Height, 6 to 8 feet. Flowers in early June. \$1.75 each.

A COLLECTION of one extra selected, specimen root each of the above seven varieties, total seven roots. Regular list price, \$16.50. Special collection price, \$15.50.

Order at once—supply is limited.

All Scheepers' Eremuri are extra-heavy specimen roots.

Protect the Investment of Your Garden WITH SCHEEPERS' BULB FOOD

For LILIES, DELPHINIUM, EREMURI, TULIPS, NARCISSI
IRISES, and all other bulbous plants

WE have been asked by many friends to tell them what sort of plant food we use in growing our choice bulbs. We told them we had a special formula that gave health and long life to these plants. A few prevailed upon us to make up a quantity and let them try it in their own gardens. We did.


The extraordinary success that these gardeners met with and the enthusiasm resulting from it have encouraged us to offer all our friends and patrons a chance to use the very same plant food in their attempts at producing healthy, luxuriant flowers with strong stems and exquisite colorings.

And so we present this opportunity for you to order some of SCHEEPERS' BULB FOOD and we recommend that you try it with your next planting. It is almost entirely composed of organic matter and may be used with absolute safety in connection with the planting of bulbs at any time, in any soil or with any other plants. It is also economical—as a teaspoonful for each bulb is the average requirement.

We are sure that if you take advantage of this offer you will find it a very happy investment.

5 lb. cans, Each, \$1.85
25 lb. bags, Each, 3.50
100 lb. bags, Each, 9.50

Full instructions for proper use contained in each package.



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