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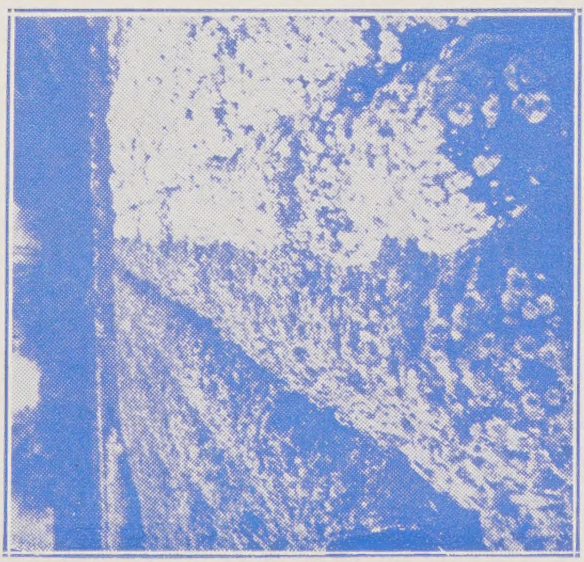
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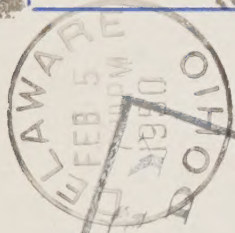
**C. C. BREECE**  
**DELAWARE, OHIO**



Partial View of Our Stock Plants

# **HARDY CHRYSANTHEMUMS FOR 1950**

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## HARDY CUSHION CHRYSANTHEMUMS

This is the most popular and outstanding class of Hardy Mums available today. They produce a truly amazing display of flowers early in the Fall. Hundreds of flowers on a single plant completely hide the foliage. All grow compact and bushy, 12 to 15 inches tall and from one to two feet across. They are self-branching and need no pinching to make short bushy plants.

They flower early, usually about September 10th or 15th, and continue in full display until late October. The flowers are substantial and durable and the usual early October frosts do not harm them for garden display. Flowers are  $2\frac{1}{4}$  inches across and semi-double. When mature, all show a yellow center.

### SENSATIONAL AS POT PLANTS

Undoubtedly Cushion Mums will give the greatest display and are the most easily grown Pot Mums on the market. No pinching or staking is required. And they have loads of flowers. A good 6 inch potted Cushion will carry 200 individual flowers.

### DISPLAY PLANTING

A good display of plants in bloom along the street or highway will sell itself. Their value as an attraction and advertisement of your business is worth many times their cost. Some growers retail thousands during a single fall season. Good plants will sell readily at 75c or \$1.00 and single orders of \$20.00 are not uncommon. Figuring cost of production, no water, no coal, no delivery, the net profit will be large. Plant at least 18 by 24 inches.

**YELLOW CUSHION.** Golden yellow flowers. Plants make a strong, vigorous growth. Leads all other colors in retail demand.

Rooted cuttings — \$5.00 per 100

**RED CUSHION.** Beautiful, bright red flowers. Grows somewhat larger than the other colors.

Rooted cuttings — \$5.00 per 100

**CHAMPION CUSHION.** Red-bronze or rust-colored flowers. This replaces the old Bronze Cushion in our list because it has better foliage and color.

Rooted cuttings — \$5.00 per 100

**COPPER CUSHION.** Iridescent dark salmon flowers. A beautiful tawny or buff color difficult to describe. Slightly more erect than the other Cushions.

Rooted cuttings — \$6.00 per 100

**MAJOR CUSHION.** Bright pink flowers. Leaves and petals are of heavy substance. Growth is close-knit and quite symmetrical. Mature flowers show very little open center. This is the ideal Cushion type. It is much better, and replaces the old Pink Cushion.

Rooted cuttings — \$8.00 per 100

**YELLOW SUPREME.** Bright yellow, full double flowers of 2 inches. Plant grows much like the Cushions, about 15 to 18 inches tall. Blooms profusely from late September.

Rooted cuttings — \$5.00 per 100

**POWDER PUFF.** This new pure white Cushion is an excellent variety in every respect. Flowers are full double, pure white, 2 inches in size, and practically cover the plants when in full bloom, in late Sept. The flowers do not turn pink with age. Growth is short and spreading; usually about 12 inches tall and 18 inches across. It is quite hardy and we feel that it will become highly popular.

Rooted cuttings — \$10.00 per 100

## CUSHION SPECIAL OFFER

10% Discount

If you order 500 of the Cushion varieties above. Your selection of varieties and quantities.

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

**ALGONQUIN.** An especially fine variety. Golden yellow double flowers of 2½ inches are carried in fine sprays of good length. Excellent early cut flowers, though a little short. Fine color, excellent growth habit and earliness of flowering combine to make this an outstanding early hardy variety. 1½ ft. Sept. 15.

**Rooted cuttings — \$5.00 per 100**

**AVALANCHE.** A large, 3½ inch flower, perfectly double, pure white when mature. Young flowers show a cream center. Grows 2 ft. tall, and branches much like the Annual Asters. These giant individual flowers may be used to great advantage in funeral sprays or basket work. Avalanche should be No. 1 on the list of any retail florist. It has been our best seller among the cut flower varieties. Flowers freely and quite early, September 20.

**Rooted cuttings — \$7.00 per 100**

**AVIATOR.** Coppery red, double flowers of 1½ inches. Grows erect and has good foliage. Vigorous and extra hardy. A fine variety for cut flowers and garden use. Height 2 ft.; blooms October 1.

**Rooted cuttings — \$5.00 per 100**

**BARBARA SMALL.** A pink, double incurved flower of 3 inches. Color is dark lavender pink; darker than Lavender Lady and lighter than Jewel. This has become the most popular Chicago variety, and we do not see how it could be much improved.

Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 15 or 20.

**Rooted cuttings — \$5.00 per 100**

**BETTY.** An appleblossom pink flower of 2½ inches with darker center. Flowers are full double and carried well above the foliage on erect, branching stems. Excellent cut flower, and the delicate color blends well with other flowers in basket and spray work. Height 2½ ft. Blooms October 1.

**Rooted cuttings — \$7.00 per 100**

**CARNIVAL.** Large, brilliant red flower with blending tints of orange and bronze. 3 inches in size and perfectly double. Blooms Oct. 10. Grows vigorously and erect. It has been given considerable publicity to the retail trade, and we feel that it does merit top rating.

**Rooted cuttings — \$12.00 per 100**

#### ORDER EARLY

So that we may ship your order complete at the time you want. Rooted cuttings will be ready from late February to early June.

**CHARLES NYE.** The outstanding 1946 introduction, by the University of Chicago. Bright golden yellow, full double flowers of 2½ inches. Flowers are somewhat ball shaped and carried in clusters at the top of strong sturdy branches, 2½ ft. tall. This is the ideal type for cut flowers. Substance and shape of the petals and flowers are such that they will withstand bunching and shipping in good condition. Last year this variety was given great publicity to the retail trade. Many customers will ask for it by name. Without reservation, we give it the highest rating as to quality and all-round usefulness. Flowers September 25.

Rooted cuttings — \$6.00 per 100

**EARLY WONDER.** Light pink, full double, ball shaped flowers of 2 inches. Excellent cut flower and a heavy producer. Grows vigorously, erect, 2½ ft. tall. Blooms October 1.

Rooted cuttings — \$5.00 per 100

**HARBINGER.** Golden yellow with bronze or apricot tints. Full double flower of nearly 3 inches. Excellent form, substance and color. Excellent cut flower. Grows erect, 2½ ft. tall. Blooms Sept. 10-15.

Rooted cuttings — \$5.00 per 100

**LAVENDER LADY.** Beautiful pure lavender double flowers of 3 inches. This is a variety of perfect growth habit and flower form. Color is a lovely pastel shade, unique among all other Mums. It has held a leading position among the cut flower varieties for several years, and it may be many more before any kind takes its place. Excellent cut flower. Grows 2 ft. tall, blooms October 5.

Rooted cuttings — \$6.00 per 100

**OLIVE LONGLAND.** Apricot pink, full double flower of 3 inches. This has a lovely pastel color, blooms freely, quite early, grows vigorously with fine foliage. A super quality introduction of the University of Chicago. It is practically perfect in all respects. Excellent cut flower. Grows erect, 2½ ft. Blooms September 20.

Rooted cuttings — \$6.00 per 100

**PINK RADIANCE.** A beautiful, iridescent pink. Flower is double, with small center showing, when mature. The ideal cut flower type. Loads of flowers on graceful, branching sprays. Grows vigorously, fairly tall. Quite early, in full bloom late September.

Rooted cuttings — \$6.00 per 100

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

**POLAR ICE.** A pure white double flower of 3 inches. Grows vigorously, flowers freely and bunches nicely. This flower is a pure white at all times, without the cream center in young flowers as in Avalanche. Petal arrangement is somewhat open, and it shows a small center when mature. University of Chicago introduction. Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 10-15.

Rooted cuttings — \$5.00 per 100

**RED BANK.** A brilliant, glowing red flower of 2¼ inches, with golden yellow centers. Duplex daisy type. Color combination is quite striking and showy. Even at a distance, among many varieties, the eye is drawn to the bright fiery red color of Redbank. University of Chicago introduction. Excellent cut flower. Grows erect, 2 ft. Blooms, September 15.

Rooted cuttings — \$5.00 per 100

**RED RIDING HOOD.** An iridescent, bright red, full double flower of 3 inches. Erect, sturdy growth of 2 ft. Good cut flower. A good variety for Fall retail sales. Blooms October 5.

Rooted cuttings — \$6.00 per 100

**RED VELVET.** Dark crimson, double flowers of 3 inches. Sturdy erect plant of neat trim growth habit. Good foliage and good cut flower. This variety has had considerable publicity with the retail trade and has become popular and in good demand. Height 2 ft. Blooms about October 5.

Rooted cuttings — \$6.00 per 100

**HEATHERBLOOM.** Double, light rose pink flower of 2 inches. Plants grow 18 inches tall in a many-branched, symmetrical shape. Blooms profusely from mid-Sept. on. It is one of the earliest varieties to be in full bloom. Quite hardy.

Rooted cuttings — \$5.00 per 100

**ROBERT BRYDON.** A garnet red, double flower of 3 inches. Growth is more spreading and bushy than the other Chicago varieties. The beautiful deep red flowers literally cover the plants. Grows 2 ft. tall. Blooms Sept. 15 to 20.

Rooted cuttings — \$5.00 per 100

**SEPTEMBER BRONZE.** Bright red-bronze, ball-shaped flowers of 1½ inches. Good foliage with strong, vigorous, open bushy growth of 1½ ft. Blooms profusely, early, Sept. 20. Excellent cut flower. The flower is "hard," or withstands handling and shipping without damage.

Rooted cuttings — \$5.00 per 100



## STARDUST, OUR 1949 INTRODUCTION

A bronze red, double flower of 2½ inches. Grows fairly short and has a much branched habit. Blooms profusely in late Sept. The rich red flowers practically cover the plants during the entire Fall season. It is quite hardy and is unexcelled for garden display.

**Rooted cuttings — \$8.00 per 100**

**STRATFORD.** Deep pink, double flowers of 1½ inches. This new variety resembles, but is a great improvement over Jewel. It grows taller, about 2½ ft. in field culture. This greater stem length makes it a fine cut flower. The flower form is much the same, though not quite as spherical. Color is a shade lighter than Jewel. No purple or magenta cast is present. Thus it harmonizes much better with other colors in floral arrangements. It makes a husky, vigorous growth with heavy foliage.

**Rooted cuttings — \$7.00 per 100**

**TIFFANY ROSE.** An iridescent, old rose flower of 3 inches. It is double, somewhat flat in shape and the plant blooms profusely. Ht. 18 to 24 inches. An excellent cut flower and fine for border or garden display planting. Grows slightly bushly, blooms late Sept.

**Rooted cuttings — \$6.00 per 100**

**WHITE WONDER.** This is a sport from Early Wonder. It is the same in all respects, excepting color. It is pure white and an excellent cut flower. Always plenty of stem length. Blooms early, about Sept. 20.

**Rooted cuttings — \$5.00 per 100**

**WINTERSET.** A pure white, full double flower of 3 inches. Grows vigorously, fairly tall, and has a fine branching habit. Loads of flowers about Oct. 1. Excellent for both garden and cut flowers. It is extra hardy, and we believe its outstanding qualities will rank it among the best.

**Rooted cuttings — \$7.00 per 100**

**YELLOW AVALANCHE.** The regular Avalanche with soft yellow flowers. Color is not pale, but a warm, mellow yellow. Plants grow 2 ft. tall with double, 3 inch flowers. Blooms early, from mid-Sept. on. Always popular in Fall sales, and an excellent cut flower.

**Rooted cuttings — \$7.00 per 100**

**25 of an item sold at the 100 rate.**

**Not less than 25 of an item sold.**

# COMBINATION SPECIALS

We can offer the following collections to those growers who want a nice assortment, but are not too familiar with the various varieties. In assortments 1, 2 and 3 we will make a nice selection of colors, with approximately half being cut flower varieties, and half being the shorter, garden display varieties.

All varieties are from this catalog.

All will be labeled with variety name.

The same top quality stock we regularly ship.

## Special No. 1

250 Rooted Cuttings, Our Selection, \$12.00

*25 each of 10 varieties*

## Special No. 2

500 Rooted Cuttings, Our Selection, \$20.00

*50 each of 10 varieties*

## Special No. 3

500 Rooted Cuttings, Our Selection, \$22.50

*25 each of 20 varieties*

## Special No. 4

800 Rooted Cuttings, \$44.00

*25 each of the 32 varieties listed in this catalog*

## GUARANTEE

We guarantee our Chrysanthemum cuttings to be true to name, clean and healthy, free of Midge or other insects and to be well rooted and carefully packed.

Our Stock Plants are Field Grown and State Inspected.

C. C. BREECE, Delaware, Ohio

## HARDY CHRYSANTHEMUMS FOR CUT FLOWERS

There are now many varieties flowering in September and early October which make first class cut flowers. They can be sold in direct competition to cloth house Pompons. The cost of production of such hardy Mums is only a small fraction of regular cloth house shaded stock. Production on field-grown plants has run two 10 oz. bunches to a plant on some varieties. Many growers, both wholesale and retail, would profit greatly by a better acquaintance with the hardy varieties. While the outdoor crop is not usually quite the equal of choice indoor stock, all factors of labor and expense are in favor of the Hardy Mums. The grower-retailer who has his own flowers is much more favorably situated than the one who must depend on the market. The flowers will last for several weeks on the plants in the field. Even if every flower is not used, enough will be produced to lower your cut flower bills considerably at this season. The fact that indoor stock sells from \$1.00 per bunch and up, cannot be profitably ignored.

The usual method is to plant in the field in late May or early June. Set 15 to 18 inches apart in the row and the rows 24 to 30 inches apart. With hand cultivation, good stock may be produced as close as 10 by 20 inches. Keep the soil cultivated and the weeds down. Growers who sell to the wholesale trade usually plant in beds. Beds are 4 to 4½ ft. across and the plants are set 8 by 8 inches. Usually 3 lbs. of 4-12-4 or 5-10-5 fertilizer to 100 sq. ft. is worked into the ground before the plants are set. And an additional light application when the plants are 10 to 12 inches tall. Beds should be level both ways. Keep cultivated the first half of the season. Water in dry weather to a depth of 6 inches once a week after the plants are established. Use a sprinkler. Lack of water will result in hard wood and short stems.

Use a framework of stakes and wire and a cloth cover, if necessary, to avoid frosts. A single wire about 18 inches from the ground on both sides of the bed is sometimes all that is needed to support the hardy varieties. The indoor system of a wire between each row and a cross-string between each plant is good insurance against wind and rain storms.

**BUNCHING.** This is important and some experience and care are needed. Cut stems as long as possible, but avoid the lower hard-wood. Hold in water, out of drafts, in a cool place over night. Remove the lower leaves. Weigh bunches to 9 or 10 oz. Tie the lower ends securely. Grade out all old or damaged flowers and all non-flowering branches. Appearance of the finished bunches is important. If they are shipped or delivered in cartons, pack securely but do not crowd too much. And do not put too much weight in a single carton.

The time to set varies with the locality. Here they should be set in May or early June. Set as early as possible after frosts are over. A longer growing season will make longer stems. All too often, young stock is held in small pots too long and they become stunted and woody. Such stock planted in the hot weather of late June or July start slowly, and seldom bring much profit to the grower. For cut flowers, no effort should be spared to plant early and to keep the stock growing vigorously throughout the season.

## NOTES ON POT CULTURE

The size of the finished plant determines the time of the first potting. For 8 inch—late April or early May; 6 inch—early May; 5 inch—late May or early June; 3 cuttings to a pot in late June or early July will make good 5 and 6 inch. After the plants are established in the larger pots, they may be carried along in the greenhouse or plunged in outdoor frames. Some growers lift plants from the field in August, but such plants must be shaded and syringed the first week after potting to avoid loss of foliage.

**WATER.** Possibly the most important and the most neglected item in the culture of pot Mums. Water sparingly until the plants are partially pot bound. Do not allow them to wilt much at any time, and do not allow them to root through the pots into the soil beneath the pots.

**PINCHING.** All varieties, excepting the Cushions, require regular pinching. Pinch off the center of the shoot soon after the plants are established in small pots. A second pinch three weeks after the first, and a third pinch three weeks after the second are usually sufficient to produce dwarf, sturdy plants.

**FERTILIZER.** Any ordinary potting soil will do. Avoid the sandy types, as such require more water. A 4 inch potful of 4-12-4 fertilizer to a wheelbarrow of soil gives good results. After the plants are 1-3 or 1-2 of mature size, feed every 2 or 3 weeks. Leaf burn will result from too much. Do not feed after buds show color.

**INSECTS.** A weekly nicotine spray, especially if the plants are under glass, is cheap insurance against aphids. Plants with midge should not be potted. We can guarantee our stock 100% free of midge. Use DDT for thrip.

**SPACING.** Whether the plants are growing out doors or inside, they should never be crowded. Allow plenty of air and light on all sides. This is quite important in late summer when the plants are of large size.

## SALES NOTES

**SPRING SALES.** Many retailers neglect the promotion of Hardy Mums during this season. However, it is well to remember that most of your customers come to your sales place during April, May and June. A display group of only a few hundred potted plants, complete with a simple sign of "Hardy Chrysanthemums" will boost sales. Variety names, prices and colors should be clearly displayed and easily read. In small quantities, the plants may be sold directly from the greenhouse bench or from the cold-frame. The usual price on 2 or 2¼ inch potted plants is \$2.50 per dozen for the older, standard varieties. Our rooted cuttings will be pot-bound and ready to sell within 3 to 5 weeks after potting in the above size pots. Some prefer 3 inch pots. A larger plant is thus obtained, and such plants will continue to grow over a longer period, without stunting. Sales should continue throughout May, June and most of July.

**FALL SALES.** Most Hardy Mums are sold as dug directly from the field. However, to handle large quantities, it is better to dig the plants from the field and heel them in a display bed of sand, peat, sawdust or soil. Better display is secured and much of the salesman's time is saved. Also the plants may be watered and sold with the roots moist. This is important in dry Fall seasons. If possible plant one variety to a row, or in a block of adjoining rows. 3 or 4 varieties in one row or one variety in 3 or 4 places in the display grounds is not usually very effective.



## PACIFIC GIANT HYBRID DELPHINIUM

The individual florets are of immense size, many being well over two inches across. Practically all of the flowers are double and the colors range through many new tones and shades. The plants grow to a height of five feet, and many have flowers for 3 ft. or more of their length. Stalks are tough and do not break easily in the wind. Foliage is mildew-resistant.

**Mixed Color:**  $\frac{1}{4}$  oz. \$2.50; 1 oz. \$8.00

**Separate Colors:** Galahad — white.

Guinevere — lavender.

Summer Skies — light blue.

King Arthur — violet, dark blue.

$\frac{1}{4}$  oz. \$3.00; 1 oz. \$10.00



## PETUNIAS

Petunias are an easily grown, quickly-produced, cool weather crop. They are grown in many ways and easily sold in various sizes. Coldframes may be used. All of which simply means— PROFITS.

**FLAT STOCK.** 100 plants transplanted in a 14 by 20 flat, produced in 6 to 8 weeks, make a quick turn-over and a good net profit. Use good soil, do not over-water and grow cool. Flat soil for Petunias should contain  $\frac{1}{4}$  well-rotted manure.

**SMALL POTS.** There is always a great demand for good stock in flower in the smaller pot size, from 2 to 3 inches. They may be grown to perfection in regular coldframes or well-regulated heated frames. Plunge the pots in sand or soil. They need never be moved again until sold, if space is allowed for the plants to develop.

**DWARF CALIFORNIA GIANTS.** Romona strain. Dwarf, compact growth, especially suited for pot plants. Immense 4 and 5 inch, flowers are freely produced. All are ruffled and fringed and come in a wonderful variety of colors. We believe this to be the finest strain of Dwarf Giants available.

1-64 oz. \$1.25; 1-32 oz. \$2.25; 1-16 oz. \$4.25; 1-4 oz. \$15.00

## DWARF HYBRIDAS

**CELESTIAL ROSE.** Dwarf, compact plants with deep rose colored flowers. Very free flowering. By far the most popular of all varieties for combination pots and outdoor bedding.

Tr. pkt. 35c; 1-8 oz. 65c; 1-4 oz. \$1.20

**FIRE CHIEF.** The new Gold Medal winner. The reddist Petunia ever. Growth much like Celestial Rose. Flowers freely all summer.

1-16 oz. \$1.50; 1-8 oz. \$2.50

**HEAVENLY BLUE.** (Silvery Blue). Rich, light blue flowers on compact plants. Similar to Celestial Rose in growth and free flowering habit.

Tr. pkt. 35c; 1-8 oz. 65c; 1-4 oz. \$1.20

**SNOW QUEEN.** Large pure white flowers. Plants are of strong growth and compact habit. Very free-flowering. Fine bedding variety.

Tr. pkt. 35c; 1-8 oz. 65c; 1-4 oz. \$1.20

## GERMINATION

1. Sterilize the soil and flats.
2. Do not cover the seed too deeply.
3. Provide shade and uniform moisture.
4. Keep warm. 65 to 75 degrees.
5. Provide against ants, slugs, etc.

## CALIFORNIA GROWN SEED

Practically all of the seed offered is grown by California Seed Specialists. Part of our Pansy Seed Mixture is grown in the Pacific North West. The seed we offer we believe to be of the best available strains. We soil-test all lots for germination.

We use the utmost precaution to supply only seeds of the highest quality, and will refund purchase price if you are not satisfied with the results.

**Disclaimer:** As seed germination depends on the weather, other natural conditions and the attention of the individual owner, we C. C. Breece, in accordance with the universal custom of the seed trade, give no warranty, express or implied, as to the productiveness of any seeds, bulbs or plants we sell, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seeds, or plants.

**ALL SEED ORDERS ARE SENT PREPAID.**



## PANSY SEED

### BREECE'S IMPROVED SWISS GIANTS

Flowers of this strain are of large size, some up to 4 inches, and have rich bright colors and wonderful color combinations in an amazing mixture. The velvety petals are of firm substance, and are held erect on long stems above the foliage. They bloom very freely. Growth is neat and compact. They are good cut flowers, and excellent to force in the greenhouse.

This is our own special mixture, made with the experience of 35 years as Pansy Specialists.

1-4 oz. \$2.00; 1-2 oz. \$3.75; 1 oz. \$7.00

### GERMINATION

Pansy seed germinates readily, even in hot weather, if the seed bed is kept moist. Cloth or lath shades aid in retaining the soil moisture. We have found the following procedure satisfactory; Pulverize the seed bed to a depth of six inches; mix in a 2 inch layer of well rotted manure and a good commercial fertilizer at the rate of 1 lb. to 25 sq. ft. Level the bed and use a roller to firm it. Allow 75 to 150 sq. ft. to 1 oz. of seed. Cover with clean sand or soil to a depth of 1-8 to 1-4 inch. Water thoroughly and apply lath shades. Keep the bed moist at all times, until the plants appear. Water thoroughly, but less often, after the plants are up. A wet soil surface and high temperatures encourage damping-off fungus. Remove shades in wet or cloudy weather. Permanently remove them in about three weeks from date of seed-sowing.

DO NOT ALLOW THE SEED BED TO DRY OUT.



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T E R M S

CASH WITH ORDER

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

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We endeavor to keep varieties true to name, and will replace any stock not true.

Our responsibility ends upon delivery of stock in good order to the forwarding company. When losses occur, claims should at once be made on the transportation company by the consignee.

ORDERS FOR FUTURE DELIVERY

Booked Subject to Crop

SHIPPING DIRECTIONS

All shipments made by Railway Express, unless otherwise ordered. If wanted by Parcel Post, remit for postage with order.

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**C. C. BREECE**

DELAWARE, OHIO



Partial View of Our Stock Plants

**HARDY  
CHRYSANTHEMUMS**

**1950**

**C. C. BREECE**

**Delaware, Ohio**