

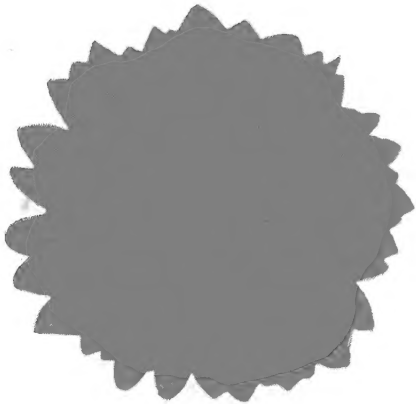
## **Historic, Archive Document**

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



2 CENTS 2

62.51



*Modern "Mums" for*

*ch.*  
**LIBRARY RECEIVED**  
★ FEB 5 1950 ★  
U.S. Department of Agriculture

Library  
U.S. Dept. of Agriculture  
Washington, 8, D.C.

**FLEMING'S FLOWER FIELDS**  
3100 LEIGHTON AVENUE  
LINCOLN 3, NEBRASKA

UNITED STATES



## FLEMING'S FLOWER FIELDS

Hardy Chrysanthemum Specialists  
3100 LEIGHTON AVE., LINCOLN, NEBR.

### "MODERN GARDEN MUMS FOR 1950"

We are indeed proud of our listing of garden Chrysanthemums. Each year we endeavor to list the finest new varieties available. This is accomplished by growing many new creations in our trial plantings prior to their introduction and by visiting gardens of other specialists and hybridizers. Our current list includes the finest from the following hybridizers: Becker, Bristol Nurseries, De Petris, Hurley, Kraus, Lehman Gardens, Longley, Martin, Paschke, Perry Plant Farms, Reichert, Rosebud Floral, University of Nebraska, U.S. Dept. of Agr., Wayside Gardens, Weaver, Woolman, Yoder Bros., Youdath and others. We strongly recommend early ordering as quantities of many will be limited.

### 1959 INTRODUCTIONS

- BRONZE CACTUS** (Wayside) Huge fully double flowers with sharply pointed petals thus giving the appearance of Cactus Dahlias. Color is a clean unfading Indian bronze with subtle salmon shadings thus producing an iridescent sheen. \$1.00 each
- GLADNESS** (Kraus) One of the first to bloom in September. Dwarf very free flowering plants covered with fully double flowers of clear China rose. Early Sept.
- GOLDEN MOUND** (Lehman) An excellent new cushion. Myriads of 2" double golden yellow flowers on short dark green twiggy branches.
- KATHLEEN LEHMAN** (Kraus) Large double flowers of bright orange gold deepening to red gold at the center. This is perhaps the finest selection from over 100,000 seedlings. Late Sept.
- LAVENDER BELLE** (Reichert) A splendid new addition to the Anemone-flowered garden mum group. Large flowers of a deep rosy lavender with characteristic pin cushion or Anemone centers. \$3.00 each
- LORENZO** (Kraus) Large flowers of a rich flaming dark Dianthus purple. The petals are quilled thus giving the flowers the appearance of Cactus Dahlias. Mid Sept.
- MAHOGANY CUSHION** (Lehman) A new cushion which is far superior to the older sorts. Double flowers of Jasper red shading to Mahogany red. Late Sept.
- M. SQUERADE** (Bristol Nurseries) Trim plants 2' tall are loaded with neat one inch balls of silvery rose with darker centers. A much improved "Jewel". A fine late Sept. cut flower variety.
- PAPER WHITE** (Lehman) Wide petaled three inch blooms of a lovely pure white are produced in profusion on dwarf plants. The best dwarf white mum we know. Early to mid Sept.
- PATRICIA LEHMAN** (Kraus) Large flowers of Geranium pink with peach centers having recurved and twisted petals thus giving a fluffy, feathery appearance. A fine late Sept. cut flower.
- PEARL PARKINSON** (University of Nebraska) Large 3-4" flowers with loosely twisted petals which are tightly whorled in the center. The color is a bright golden yellow with flecks of red during the hot August days while during cool weather the flowers are a brilliant glowing red with occasional reflections of yellow. Flowers are borne on long stems thus providing fine cut flowers from August until killing frosts.
- PONCA** (University of Nebraska) A most unusual variety with large clusters of purplish red flowers resembling pompon Zinnias. Plants are strong growers (28-34" tall) with dark green foliage. An excellent cut flower variety blooming from late August until killing frosts.
- QUILLED CUSHION** (Lehman) A very outstanding new cushion with double cactus-Dahlia-like flowers of oriental red aging to bright bronze. A very interesting type. Late Sept.
- REMEMBRANCE** (Kraus) The finest red mum produced thus far. Large fully double flowers of a deep ruby carmine throughout. Late Sept.
- SINCERITY** (Bristol) A pearly white sport of Lavender Lady similar in all respects to its parent except in color. Large flowers open a faint lavender pink which changes to white with a lovely pearly cast on age. Late Sept. \$1.00 each

All of the above except as noted are 75¢ each.

### NEW LILLIPUTIAN CHRYSANTHEMUMS

A new super-dwarf race growing 12" or less in height without pinching. As they are being distributed this year for the first time, quantities will be very limited. Please order early. 75¢ each.

- BASHFUL - Semi-double bright red blooms on spreading 7" plants.  
DOC - Double flowers of clear rose cover flat topped 10" plants.  
HAPPY - double two inch flowers completely hide dwarf 10" plants.  
Color is a lively golden yellow.  
LINNET - Semi-double flowers with pointed petals of "biscuit" colors-changing tints of yellow, buff and light cream.  
PHASANT - A true Anemone-flowered sort with created yellow centers and short red outer petals which change to rose.

### NEW CHRYSANTHEMUM ERUBESCENS HYBRIDS

A very fine new group of early flowering varieties developed by Perry Plant Farms in England. Quantities will be very limited as this is the first time they have been available here. All are priced at 75¢ each. One each of the four below - \$2.65

- DUCHESS OF EDINBURGH - 2½ ft bush, very free flowering. Single flowers of velvety crimson 3½" in diameter.  
JESSIE COOPER - Lovely graceful free flowering plants with single three inch flowers of deep bright chestnut crimson.  
NANCY PERRY - Thirty inch bushy plants covered with semi-double three inch flowers of spinel red ( a carmine shade)  
PAUL BOISSIER - Compact bushy plants with semi-double three inch flowers of Spanish orange overlaid with russet orange.

### 1949 UNIVERSITY OF NEBRASKA INTRODUCTIONS

Mr. Glenn Viehmeyer of the North Platte Experiment Station has produced an unusually fine group of new garden mums which were selected for their beauty and exceptional hardiness.

- CODY - A new extra low cushion variety, growing only 10" tall and up to 40" across. The flowers vary in color from white with lavender edges in July to a deep orchid lavender during cool weather. Many reports rate Cody as the finest early flowering cushion mum. 60¢ each  
E.H. HOPPERT - This variety is, in our opinion, the finest summer flowering mum existant. Individual flowers measure 3-5" in diameter and are of a new form with long strap-like twisted petals which are perfectly whorled at the center. First blooms in July are a lovely light yellow while later flowers in cool weather take on buff and bronze hues. An excellent variety for cut flowers as new flowering shoots develop continually from July until frosts. 60¢ each  
LT. BECKNER - Large flowers with long waved and twisted petals ranging from light buff bronze to an attractive reddish bronze in color. One of the finest September bloomers. 60¢ each  
NIOBRARA - A nother new extra low growing early flowering cushion. Perfect twelve inch mounds covered with high centered or crested pure white pompon like flowers. First blooms in Aug. 60¢ each  
OMA HA - A new cushion type in blossom color and form. Glowing bright orange flowers resembling Cactus-Dahlias. Very hardy. 50¢ each  
WAKU - An excellent early pure white mum for cutting. The flower form is of the same type as Hoppert. 60¢ each  
W.P. SNYDER - Clusters of tightly formed double flowers of bright coppery apricot carried on long stiff stems. A very hardy plant with highly frost resistant flowers. Sept. flowering. 60¢ each

### NEW ANEMONE FLOWERED GARDEN CHRYSANTHEMUMS

Mr. Louis Reichert is to be commended for his work which resulted in the production of this fine new type.

- ASHES OF ROSES - Rich old rose or ashes of roses tones with soft salmon apricot overtones giving an iridescent effect. 75¢ each  
KOREAN PRINCESS (Plant Patent 640) Unique 2½ inch blooms opening deep bronzy red passing to coral crimson with gleaming golden cushion (or Anemone) centers. Early October. 75¢ each  
MARIE REICHLERT - Large flowers of a striking glowing crimson with golden "Anemone" centers. Early October 75¢ each

## NEW SPOON CHRYSANTHEMUMS

This unusual group has been greatly improved during the last two years by the introduction of the following varieties by Lehman Gardens. They have been very popular with our visitors. All are early October bloomers. 60¢ each.

CANARY SPOON - Excellent double flowers with tubes and spoon tips of bright canary yellow.

CARDINAL SPOON \* A very different sort with cardinal red spoons and greenish yellow tubes.

CHARM SPOON - One of the finest with rhodonite red to rose spoon tips and ivory white tubes. An excellent cut flower variety.

FUCHSIA SPOON - Bold 3½" flowers of sparkling fuchsia-rose. Truly outstanding.

IVORY SPOON - Dainty ivory white spoon-like flowers.

LILAC SPOON - A superb variety with wide lilac pink spoons and silvery white tubes.

LOVELINESS SPOON - A most outstanding variety with double carmine-pink flowers. One of the leaders at our mum show last fall.

MAGENTA SPOON - Perfect double flowers with spoon type petals of a lively magenta-rose. Very popular with visitors.

## RECENT INTRODUCTIONS

- ALBANI (Becker) Large flowers of bright purple on plants of medium height. One of the finest new varieties. Mid Sept. 60¢ each
- CARNIVAL (Bristol) Broad petaled double 3½" blooms in a glorious combination of orange and bronze. A real leader. Oct. 60¢ each
- CONGO (De Petris) Appealing double medium sized flowers of coppery red cover 20" plants. Early Sept. 60¢ each
- CUTIE (Weaver) A profusion of tiny cherry red button like flowers on compact 15" plants. Late Sept. 60¢ each
- DAWNROSE (Kraus) Large double flowers of grenadin pink to bitter-sweet pink. The finest late flowering pink variety. This variety was very popular with visitors. Early Oct. 60¢ each
- DELICANCE (Kraus) Large exceptionally double flowers of bright yellow with twilled petals. Mid Sept. Fine for cutting. 60¢ each
- DR. LONGLEY (Longley) An excellent large double lavender pink borne singly on long stems for cutting. This variety was among the top five in our gardens last fall. Early Sept. 60¢ each
- ERMINÉ (Kraus) Three inch pompon-like flowers which ivory white and age to pure white. Excellent for cutting. Oct. 5 60¢ each
- GENERALISSIMO (Wayside Gardens) A companion to the famous variety Mme Chiang Kai Shek. Double blooms of soft Magnolia purple. A perpetual favorite with our visitors. Mid Sept. 75¢ each
- GOLDEN CARPET (Bristol) A creeping mound covered with golden yellow pompons. Height never exceeds 14" and spreads up to 40" in diameter. Possibly the best yellow cushion. Mid Sept. 75¢ each
- GOLDEN MEMORIALS (Rosebud) Brilliant golden yellow buttons in nice sprays on long stems for cutting. Early Sept. 60¢ each
- HAZELWOOD (Kraus) Double two inch blooms of light corinthian darkening to Jasper red at the center. Early Oct. 60¢ each
- HUNTSMAN (Bristol) An excellent newcomer. Heavy sprays of three inch fully double flowers of glowing orange scarlet overcast walnut bronze. One of last years leading introductions. 75¢ each
- ILLUMINATOR (Kraus) Very dark brilliant crimson red pompons. Will replace Ruby Pompon. Late Sept. 60¢ each
- INSPIRATION (Kraus) Fully double flowers of orange red overlaid with apricot orange. Truly outstanding cut flower. Oct. 60¢ each
- KATE SMITH (Paschke) Nicely rounded plants producing a bursting shower of double yellow flowers showing merry twinkling eyes. Early October. 60¢ each
- MAGNIFICENT (Kraus) Double flowers up to 4" in diameter in a glorious shade of plum red on rosy cardinal with a coppery cast. A truly superior cut flower sort. Late Sept. 60¢ each
- MARY HARRISON (Kraus) Duplex flowers 4-5" in diameter of bright aster purple lightening to phlox purple. Late Sept. 60¢ each
- MEDITATION (Kraus) Magnificent double flowers of two tones- soft jasper red and maize yellow aging to reddish peach. 60¢ each
- MME CHIANG KAI SHEK (Wayside Gardens) (Plant Patent 634) Perfectly formed stiff petaled flowers in a blend of yellow and light bronze shades with undertones of old gold and old rose. One of the finest early sorts. Mid. Sept. 1.00 each

MOONLIGHT (Longley) An upright grower of low to medium height bearing trusses of guilled white flowers. Mid Sept. 60¢ each

MYRTLE WALGREEN (Kraus) Double flowers of amaranth purple lightening to clear mallow purple with age. Petals are recurved and silvery lilac on reverse side. Superior to Chippewa 60¢ each

ORCHID HILLEN (Becker) The most prolific of the early lavender pink mums. A descendent of the popular Joan Helen. Early Sept. 60¢ ea

POWDER PUFF (Bristol) An excellent new white cushion. Lovely rounds of ivory white fully double two inch flowers on compact 12 inch plants. Early Sept. 75¢ each

PRELUDE (Kraus) Very large flowers in a combination of flesh pink and maize apricot. Unexcelled for cutting. Early Sept. 60¢ each

TAPLESTRY (Bristol) Three inch blooms opening rich pink softening to a lovely ashes of roses with golden flesh tones in the center. Fine for cutting. Mid Sept. 75¢ each

#### MORE FINE GARDEN MUMS

ALLEGRO (De Petris) Double long stemmed flowers of shrimp pink with coppery salmon sheen. Early Oct. 45¢ each

AMBROSIA (De Petris) Attractive 18" plants covered with blended peach pink flowers with an undertone of rose and bronze. Early Sept. 50¢ each

ANN (U.S.D.A.) Long stemmed three inch flower of pure white with ivory centers. Excellent early Sept. cut flower variety. 50¢ each

ARGONNE (De Petris) Full rounded button pompons of rich amaranth purple. One of the most popular with visitors. Early Oct. 50¢ each

AUTUMNSONG (Kraus) Large wine rose shading to carmine. A most unusual variety. Mid Sept. 40¢ ea

AVALANCHE (Dreer) Huge shaggy white flowers with creamy centers. The finest early long stemmed white. Mid Sept. 35¢ each

BETTY (Cof) Beautiful rose pink without a trace of lavender or magenta. A real leader in its class. Late Sept. 40¢ each

BURMA (Bristol) Perfectly formed double flowers of glistening bronze with orange tints. Late Sept. 50¢ each

BUTTERBALL (Longley) The best early butter yellow. Aug. 40¢ each

CHARLES NYL (Kraus) Rounded fully double flowers of buttercup yellow. A truly outstanding cut flower. Late Sept. 45¢ each

CHRIS COLUMBUS (Rosebud) An outstanding new large white pompon with creamy centers. Fine for cutting. Mid Sept. 40¢ each

COURAGEOUS (Kraus) A large double flowered **ruby red**. Excellent early October cut flower sort. 50¢ each

DRAGON LADY (Martin) A new mum color- satin smooth Chinese red. Mature flowers develop spoon tips. Mid Sept. 50¢ each

EARLY WONDER - Delicate pink to peach pink pompons carried on long stems. One of the finest for cutting. Late Sept. 35¢ each

GOLDEN HOURS (Kraus) Double flowers with boat shaped petals of bright chrome yellow. The finest early yellow. Early Sept. 50¢ ea

GOLDEN SUNSLT (Kraus) Immense 4" flowers with twisted petals of two tones- the upper side being golden copper with orange tones while the reverse side is orange red. Late Sept. 50¢ each

HONEYCOMB (Yoder Bros) Brilliant yellow pompons with slight copper overtones. An excellent late Sept. cut flower. 50¢ each

IVORY GLOW (U.S.D.A.) A perfectly formed large creamy white which promises to be the finest in its class. Late Sept. 50¢ each

LAVENDER LADY (Bristol) Large flowers of true light lavender in graceful long stemmed sprays. Early Oct. 40¢ ea

LAVENDER LASSIE (Bristol) Sprays of dainty lavender pompons borne on cushion like plants. Mid Sept. 40¢ each

LAVENDER PRINCESS (Hurley) Huge 4" duplex flowers of a beautiful lavender shade. Superb thick stemmed cut flowers. Oct. 50¢ each

LITTLE PAL (Youdath) A new low cushion with button like flowers of glowing purple. Early Oct. 50¢ each

MAJOR CUSHION (Youdath) Firm petaled flowers of lovely birght pink. Perfect cushion habit. Early Oct. 40¢ each

MARCON 'N GOLD (Longley) Extra large flowers on compact plants. Color is combination of maroon and gold. Late Aug. 40¢ each

MARTIN'S WHITE (Martin) Immense white flowers measuring up to 4" across on compact plants. A real favorite. Mid Sept. 50¢ each

MELLOW GLOW (Bristol) A blended beauty. Soft orange, buff, peach pink and nasturtium bronze tints. Early Oct. 50¢ each

MENTOR (Youdath) Very frost resistant, tightly knitted large salmon pink pompons on large cushion-like plants. Early Oct. 35¢ each



MRS. P.S. DUPONT (Bristol) A rich blend of peach pink, rosy salmon and faun. Fine for cutting. Early Oct. 40¢ each

MURMURS (Kraus) Two inch flowers of amaranth pink to mallow purple on plants of medium height. Fine early Sept. variety 45¢ each

NABOB (Martin) Medium tall plants bearing flowers of exotic soft purple with a metallic sheen. Late Sept. 40¢ each

NANOOK (Kraus) Double creamy white pompons on low cushion like plants. One of best early bloomers. Early Sept. 35¢ each

NEW PHILADELPHIA (Youdath) Very hardy and frost resistant variety with large flat pompons of crisp carmine to purple. 35¢ each

NOKOMIS (De Petris) Large pompons of Indian red fading to bronze. The finest in its class. Late Sept. 50¢ each

NYE'S FAVORITE (Lehman) Masses of lavender pink flowers with golden shadings. Fine mid Sept. cut flower variety. 50¢ each

OLIVE LONGLAND (Kraus) A grand double with slightly incurved petals of apricot toned pink. Mid Sept. 40¢ each

PIGMY ROSE (Lehman) A very dwarf perky pompon of lovely bright rose on 12 inch plants. Early Sept. 40¢ each

RED RIDINGHOOD (Youdath) An outstanding bright red with pointed frost resistant petals. Early Oct. 40¢ each

SALUTE (Martin) Bushy plants covered with double purple flowers in early Sept. A very showy early variety. 40¢ each

SEPTEMBER CHERRY - Low growing plant with attractive rich cherry red flowers. Fine for borders or potting. Mid Sept. 40¢ each

SPELLBOUND (Yoder) A superior deep lavender pink. Fine compact bushy plants. Late Sept. 50¢ each

SYMPHONY (Bristol) Mauve rose overcast coppery rose with lilac and copper overtones. Large double late Sept. var. 40¢ each

TAMPICO (U.S.D.A.) Highly crested double pompons in long stemmed loose clusters. Very hardy. Early October. 35¢ each

TANGBRINE (Kraus) Large fully double fluffy flowers with twisted orange to grenadin red petals. Late Sept. 50¢ each

VALIANT (Kraus) Large semi-double flowers of bright rose scarlet. One of the finest semi-doubles. Late Sept. 45¢ each

VIOLET (Longley) Double Dahlia-like flowers of deep Amaranth purple to Pansy purple. Early Sept. 40¢ each

WHITE WONDER (Bristol) The perfect cut flower white pompon. Fine ball shaped flowers on long stems. Late Sept. 50¢ each

WYCHWOOD (Kraus) Flowers of rich sparkling canary yellow slightly deeper near the center. One of the finest yellows. 50¢ each

YELLOW AVALANCHE (Lehman) A true bud sport of Avalanche. Huge fluffy flowers of soft yellow. A real early Sept. favorite. 45¢

A very lovely triplet of pompons

CHIQUITA (Kraus) Dome shaped pompons of deep lemon yellow. The best in its class. Fine for cutting or potting. 50¢ each

PEPITA (Kraus) Densely quilled pompons of eggshell white aging to pure white with yellow centers. Late Sept. 50¢ each

ROSITA (Kraus) Light persian rose pompon with tight fully double flowers with quilled or rolled petals. Late Sept. 50¢ each

COLLECTIONS

OUR VISITOR'S FAVORITES - Charm Spoon, Dawnrose, Ermine, Golden Hours, Generalissimo, Huntsman, Golden Carpet & Pearl Parkinson. One each - \$4.80 (List price \$5.30)

NEBRASKA UNIVERSITY COLLECTION - Cody, E.H. Hoppert, Lt. Beckner, Omaha & W.P. Snyder. One each \$2.50 (List price \$2.90)

CUSHION COLLECTION - Butterball, Harmony (bronze-red) Nanook, Mentor, Omaha, Salute. One each - \$2.00 (\$2.40 value)

ALL SEASON CUT FLOWER COLLECTION - Allegro, Chris Columbus, E.H. Hoppert, Golden Hours, Lavender Princess, Mrs. P.S. Du Pont. On of each of above \$2.40 (List price \$2.85)

SURPRISE COLLECTION - If you do not care for specific named sorts, but want a wonderful fall display, you can save money by ordering a Surprise Collection. These collections include all colors and types and are made up of varieties included in our regular list. 5 for \$1.50, 10 for \$2.75, 25 for \$5.75.

"MODERN MUMS FOR 1950" KATHLEEN LEHMAN, LORENZO, MASQUEBADE, PAPER WHITE, PEARL PARKINSON and REMEMBRANCE. One of each \$3.90 (\$4.50 value)

Please see reverse side for terms of sale.

CONDITIONS OF SALE

1. Cash with orders please. No C.O.D. orders accepted.
2. Minimum orders which can be accepted is \$2.00
3. Orders for \$3.00 or more will be prepaid. Please add 15% of amount of orders for lesser amounts to cover cost of postage.
4. QUANTITY DISCOUNTS The following prices apply when three of one kind are ordered.

Each Price	Three of one kind
\$.35	\$0.95
\$.40	\$1.05
\$.45	\$1.15
\$.50	\$1.25
\$.60	\$1.50
\$.75	\$2.00

DISCLAIMER

We give no warranty, expressed or implied, as to the productiveness or life of the stock we sell. We do guarantee safe arrival of plants however, reports of shipments received in bad order must be made within ten days of receipt. It is mutually agreed that our responsibility regarding untruthfulness to name is limited to replacement or refund of purchase price only.