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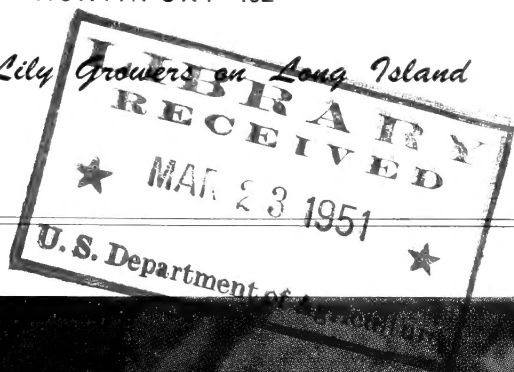
S. Scherer & Sons

Established 1907

WATERSIDE AVENUE NORTHPORT, L. I., N. Y.
PHONE NORTHPORT 432

Largest Water Lily

Growers on Long Island



Zanzibariensis Rosa \$2.00 Each

WATER LILIES — AQUATICS

EVERYTHING FOR THE WATER GARDEN

WE INVITE YOU TO VISIT OUR NURSERIES

We are located on the north shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our nursery is on Waterside Avenue, Northport, one mile north of Route 25A—open Sundays, holidays and evenings during April, May and June.

Our Guarantee

Our Fair dealing over the 43 years in business offers you the best guarantee possible.

We grow the finest plants possible, ship excellent quality tubers that are true to name, and pack each order carefully so it will arrive in good condition.

Any information desired will be given freely by us.

If material does not arrive in good condition, be sure your claim is noted by carrier upon arrival and notify us promptly.

S. Scherer & Sons



We carry Fish Food, Fertilizer and Waterlily Containers made to order. For customers who are able to visit the nursery we plant the Lilies in containers for a nominal charge, and all you have to do is place them in your pool.

SUGGESTIONS FOR THE CARE OF YOUR LILIES . . .

HARDY LILIES may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when the temperature averages seventy degrees or about May 25th.

Waterlilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy Waterlilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be taken into a cool basement until Spring. Care to be taken not to allow them to dry out.

Running water is neither necessary nor desirable and may retard the development of Waterlilies by keeping the temperature too low.

New concrete pools should be filled with water and drained at least four (4) times before any fish or plants are introduced.

Planting instructions are attached to every Waterlily tuber shipped.

SHIPPING TERMS

Water plants may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed. Orders will not be delayed.

Tropical Lilies are shipped from May 25th on.

Aquarium Plants, when ordered alone, are shipped at once.

We will ship parcel post but if Customer desires shipment by Express—we will ship express charges collect. Items other than Waterplants will be shipped by Express.

Terms: Orders are accepted only when accompanied by funds sufficient to cover price of goods.

We pay the Postage on all Retail Orders over \$2.00, within the United States; otherwise add 25c for postage.

Hardy Water Lilies

Hardy Lilies are unexcelled for planting in natural ponds, lakes or in still pools along a river or stream-bank, and will beautify the most unattractive bit of water provided they are not planted in too deep water or near a cold inlet. Once established so that the crowns will not be injured by freezing or ice, they become a source of permanent beauty. They may be grown in the smallest of pools and in tubs.

The flowers embrace all the colors from purest white, delicate shell-pink, deep rose pink to rich reds, yellows and combinations of red and yellow. There is however, no blue Hardy Lily. This color is in tropical varieties only.

WHITES

- GONNERE.** Pure white, double and free blooming; resembles a large snowball Each **\$2.75**
- ODORATA GIGANTEA.** Very large, pure white, very fragrant. Flowers often 6 inches across. A free bloomer. Each **.75**
- ODORATA MINOR.** Especially valuable for tub culture. Flowers 2 to 3 inches in diameter. Suitable for edge of ponds. Each **.85**
- MARLIAC ALBIDA.** Large size, pure white flowers with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath. Each **1.75**
- GLADSTONE.** Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, cup-shape with golden yellow stamens. Flowers are 6 to 8 inches across. Leaves dark green. Each **2.25**
- TUBEROSA MAXIMA.** Excellent for naturalization. Fast growing. Each **1.50**

COLLECTION NO. 8

1 Marliac albida (white)	} \$4.75
1 Marilac chromatella (yellow).....	
1 Marliac carnea (pink)	

PINKS

- EUGENIA DE LAND.** Flowers are extra large, very beautiful color of deep pink; very vigorous and free flowering variety. Each **2.00**
- ROSE AREY.** Considered the most desirable of the fragrant Lilies. Brilliant pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing very large flowers, often 7 to 8 inches in diameter. Each **2.50**
- HELEN FOWLER.** Deep pink with lighter center. Flowers are borne well above the water. Flowers not so large but blossoms continuously. Each **1.50**

HARDY WATER LILIES—Continued

MARLIAC CARNEA. Large, soft flesh pink, deeper toward center. Free flowering, with large, purplish red leaves, changing to deep green. Each 1.75

MARLIAC ROSEA. Similar to Carnea, except that it is a deep rose pink. Flowers 3 to 5 inches. Each 2.50

PINK OPAL. Full-petaled, cup-shaped flowers of deep, rich pink. Each 1.50

COLLECTION NO. 5

1 Odorata gigantea (white)	}	\$2.25
1 Marliac carnea (pink)		

COLLECTION NO. 15

1 Comanche	3 Anacharis
1 Marliac Chromatella	3 Ludwigia
1 Gloriosa	2 Blue Flag
1 Gladstone	1 Yellow Flag
1 Eugenia De Land	6 Live Bearing Snails
3 Water Lettuce	8 Ramshorn Snails
3 Water Hyacinths	

Value \$16.95 — For only \$12.95 Postpaid

YELLOWS

SUNRISE. One of the first Lilies to open in the morning. Free bloomer, 8 to 10 inches in diameter and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Superb variety. Stands crowding; does well in any depth of water. Each \$3.00

COLLECTION NO. 6

1 Gladstone (white)	}	\$8.75
1 Marliac Chromatella (yellow)		
1 Rose Arey (pink)		
1 Attraction (red)		

MARLIAC CHROMATELLA. Charming canary yellow, 4 to 6 inches across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years. Each 2.00

COLLECTION NO. 7

1 Odorata gigantea (white)	}	\$6.50
1 Helen Fowler (pink)		
1 Aurora (changeable)		
1 Gloriosa (red)		

REDS

ATTRACTION. One of the most beautiful Lilies, often 8 to 10 inches across. On opening it is a garnet red with almost white sepals and stamens of rich mahogany, tipped with yellow; no pool complete without it. Each \$3.00

HARDY WATER LILIES—Continued

- GLORIOSA.** Deep carmine rose, becoming deep red with age. Blooms continuously; 5 or 6 inches in diameter. Ideal for either pool or tub. Each 3.00
- JAMES BRYDON.** Cup-shaped flower of rich, rose crimson, 5 to 6 inches. Early bloomer and rapid grower. Adapted to either tub or pool culture. Each 3.25
- CONQUEROR.** An immense flower similar in character to the Attraction. A robust grower—strong, healthy plants. Each 2.75

CHANGEABLE COLORS

- PAUL HARIOT.** Flowers are large, cup-shaped, light yellow, delicately shaded copper-red. Each 2.50
- COMANCHE.** Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive green, flaked with brown. Each 3.00
- AURORA.** Flowers creamy yellow first day, changing to dark red by third day, giving variety of color. Each 1.75

Tropical Water Lilies

TROPICAL LILIES provide twenty-four hours of continuous bloom each day from settled weather in spring until fall. They adapt themselves to the largest Pools or the smallest Tub-Gardens, the size of the flowers alone being affected depending on the amount of soil and water surface provided. We ship only mature, potted plants, many already in flower which produce fully developed plants giving a wealth of bloom in a surprisingly short time after setting out. Tropical Lilies are of two distinct types. The Dayblooming Lilies whose flowers open with the sun and close at evening and the Nightblooming lilies whose flowers open in the afternoon and remain open until late the following morning. For constant succession of bloom the Tropical Lilies are unexcelled.

COLLECTION NO. 20

1 Blue Beauty	3 Water Hyacinths
1 General Pershing	1 Portion Salvania
1 Mrs. Geo. H. Pring	3 Anacharis
1 Devonshire	3 Ludwigia
1 Bissett	3 Umbrella Palm
1 Zanzibariensis Purpura	6 Live Bearing Snails
3 Water Lettuce	8 Ramshorn Snails

Value \$16.95 — For only \$12.95 Postpaid

DAY-BLOOMING WHITE

- ISABELLE PRING.** Large pure white. The color always remains pure white. A very good Water Lily. Each \$3.25
- MRS. GEO. H. PRING.** Best pure white tropical Lily, producing large, fragrant white flowers. Each 2.25

TROPICAL WATER LILIES

Continued

PINK

GENERAL PERSHING. Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8 to 10 inches across. Flowers are borne about 12 inches above water. Buds dark green striped with dark purple. A fine, bright color. **Each 2.75**

MRS. C. W. WARD. This is a deep, rosy pink flower, with golden yellow stamens tipped with pink. The flowers are from 8 to 10 inches across. **Each 2.50**

ZANZIBARIENSIS ROSEA. Fragrant, deep pink, 6 to 8 inches across. Opens earlier in the morning than other varieties **Each 2.00**

PERSIAN LILAC. This pink Lilac-colored Lily has a large number of petals. The foliage is clear light green. A very desirable Lily. **Each 3.50**

Our Ever-Popular Collection No. 9

- 1 Mrs. George H. Pring (white)
- 1 General Pershing (pink)
- 1 Blue Beauty (blue)

These Three Beautiful Lilies—Only

\$6.25

PURPLE

DIRECTOR GEORGE T. MOORE. Rich purple flowers are borne in great profusion. Often bears 8 to 10 flowers at a time. **Each \$3.50**

PANAMA PACIFIC. Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant. **Each 2.50**

ZANZIBARIENSIS (African Purple Lily). Good-sized flower, 6 to 8 inches across. **Each 2.25**

AUGUST KOCH. Flowers are 7 to 8 inches in diameter and rise from 8 to 10 inches out of water. Petals are pale Wisteria violet. Excellent variety, blooms freely. Produces young plant from the surface of the leaves. One of the easiest of the tropicals to grow. **Each 2.75**

BLUE

MRS. ED. WHITAKER. One of the newer hybrid Lilies and largest of day bloomers. Lavender blue on first opening, getting paler after the flower ages. Leaves beautifully mottled and streaked with dark red. Opens at 6:30 A. M., closing as late as 7:30 P. M. No other Lily remains open so long a time. Flowers about 10 inches across. **Each 2.50**

COLLECTION NO. 2

- 1 Mrs. Geo. H. Pring (white) }
- 1 Blue Beauty (blue) }
- 1 Devonshire (red) }

\$5.75



JUDGE HITCHCOCK

Here, indeed is an outstanding variety of beautiful violet blue. Flowers are large cup shaped. Extremely free flowering and easy to grow. A wonderful Lily to add to your pool. Supply limited this year. \$3.50 ea.

Kodachrome by David Seabrook. Courtesy Flower Grower Magazine.



TROPICAL WATER LILIES

Continued

BAGDAD. The leaves are marked with patches of dark reddish brown. The flowers are pale Wisteria blue very fine bloomer. Each 3.00

PENNSYLVANIA (Blue Beauty). This is one of the most popular blue Lilies. The flowers are large and bloom continuously from Spring until frost. Each \$2.50

DAUBEN. Very light, small blue Lily, especially adapted to tub culture. Will sprout additional Lilies from the center of its leaves. These new plants often send forth blooms while still attached to the parent plant. Each 2.00

JUDGE HITCHCOCK. Flowers are large and cup-shaped. Color, violet blue. Stamens are gold in color and tipped with blue. An abundant bloomer. Each 3.50

Tropical Night Blooming

A beautiful display of brilliant color — should have a place in every pool. The designation "Nightbloomer" is a trifle misleading; the flowers close at midday, or when the sunlight becomes strongest, and opens again in the afternoon. On cloudy days of late summer, when the weather becomes cooler, they sometimes remain open through the twenty-four hours.

WHITE

DENTATA SUPERBA (JUNO). Pure white Lily, 10 to 12 inches across, with yellow stamen. Leaves are large, deep, glossy green. Flowers very freely throughout Summer. Stands well above water. Very noticeable at night. Each \$2.25

COLLECTION 2-A

(Complete Collection for Medium size pool)

Your selection of Collection No. 11 or No. 12;
ALSO your selection of Collection No. 10 or No. S-1. \$9.25

MISSOURI. The best night-blooming white. Flowers early. Flowers usually 12 in. in diameter. The leaves are coppery brown when small but develop into deep green as they age. Each 3.00

COLLECTION NO. 1

1 Juno (white)	}	\$5.25
1 Bisset (pink)		
1 Devonshire (red)		

TROPICAL NIGHT BLOOMING

Continued

OMARANA. Flowers from 8 to 12 inches across. Beautiful rosy pink. Stamens deep orange red. One of best and free flowering of all night bloomers. Each 2.00

BISSETT. Petals extremely wide, beautiful pink. One of the best growers. Each 2.00

COLLECTION NO. 4

1 Dauben	}	\$3.25
1 Bissett		

RED

DEVONSHIRE. Deep red, about 6 to 8 inches across. Opens 7 to 8 P.M. and closes 10 A.M. Each \$2.00

Shallow Water and Bog Plants

ARROWHEAD, GIANT (*Sagittaria sagittifolia*). Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely; hardy. 2 for 50c., Doz. \$2.50

VARIEGATED SWEET FLAG (*Acorus calamus* Variegated). Foliage striped green and white. Hardy. Each .25

BUTTERFLY LILY, WHITE (*Hedychium coronarium*). A tall, Canna-like plant with large leaves and very fragrant, white blossoms borne in umbels. Each 35

CALLA PALUSTRIS (Wild Calla). Well known native Calla. 2 for .50

WHITE CALLA (*Zantedeschia aethiopica*). Perpetual flowering, fine white flowers. Not hardy. Each 1.00

CHELONE GLABRA (Turtle Head). White, 14 to 18 inches in height. 2 for .50

COLLECTION NO. 3

1 Zanzibariensis (purple)	}	\$3.50
1 Zanzibariensis rosea (pink)		

GRACEFUL CATTAIL (*Typha angustifolia*). A tall variety with slender cattails. 3 for .50

COMMON CATTAIL (*Typha latifolia*). Favorite native swamp plant. 4 for 50c., doz. \$1.25

FLOATING HEART (*Nymphoides petatrum*). Produces brilliant yellow flowers; hardy. 3 for 50c., doz. 1.75

FLOWERING RUSH (*Butomus umbellatus*). Attractive pink flowers borne on round stems with peculiar, three-sided leaves. Hardy. 3 for \$1.00, doz. 2.50

SHALLOW WATER and BOG PLANTS

Continued

- FORGET-ME-NOT** (*Myosotis scorpioides*). A well-known Spring and Summer flowering plant with small clusters of blue flowers with yellow eye. 4 for \$1.00, doz. 2.75
- YELLOW FLAG** (*Iris pseudacorus*). A tall, sword-leaved plant, broad yellow flowers of Japan Iris type. 3 for \$1.00, doz. 2.50
- BLUE FLAG** (*Iris versicolor*). Exactly like Yellow Flag except that flowers are blue. Each 25c., doz. 2.50
- JAPANESE TARO**. Leaves are beautiful blue-green; underneath and around edge, lavender; attractive. Each. 50
- LYTHRUM ROSEUM**. Rose-colored flowers flowering in July and August. 2 for .50
- MARSH-MARIGOLD** (*Caltha palustris*). Clusters of large, buttercup-like flowers of brilliant yellow, early in Spring. Each 25c., doz. 2.50
- PARROT FEATHER** (*Miriophyllum proserpinacoides*). Invaluable for trailing over fountain. Hardy. Each 15c., doz. \$1.50

AQUATIC COLLECTION NO. 10

3 Umbrella Palms	}	\$2.00
3 Water Poppy		
3 Parrot Feather		
3 Water Hyacinths		

- PICKEREL RUSH** (*Pointederia cordata*). blue flowers produced freely. 2 for 50c., doz. 2.50
- PRIMROSE CREEPER**. A rapid growing vine with bright yellow flowers. Each 20c., doz. 1.75
- PRIMROSE WILLOW** (*Jussiaea longifolia*). Bright yellow blossoms, profusely borne in axils of leaves. Very desirable for edge of pools. 3 for \$1.00, doz. 2.50
- SPIRAL PALM** (Like the Umbrella Palm). Greenish-white flowers, produced in umbel Each 25c., doz. 2.50
- SWEET FLAG** (*Acorus calamus*). The well-known Sweet Flag, sweetly scented. 3 for .50
- UMBRELLA PALM**. Grows well in small pools or moist ground. Each 25c., doz. 2.50
- FOUR-LEAF WATER CLOVER** (*Marsilia drummondii*). Resembling a four-leaf Clover. Not hardy. 3 for 50c., doz. 1.50
- WATER NASTURTIUM, or WATER CRESS**. Thrives in sun or shade. Ideal near pool spring. Edible. Hardy. 6 for .75
- WATER PLANTAIN**. Border plant with heart-shaped leaves and surrounded by tall branching spikes of white flowers. Hardy. 3 for 50c., doz. 1.75
- WATER POPPY** (*Hydrocleis nymphoides*). Leaves float upon surface of water. Large, yellow flowers. Blooms Continuously. Each 15c., doz. 1.50
- WILD RICE** (*Zizania aquatica*). The importance of wild rice as a food for water fowl cannot be over-emphasized. Should be in every pond.
Each 10c., doz. \$1.00, 100 — 7.00

TROPICAL COLLECTION NO. 12

1 Zanzibariensis Rosea	}	\$7.75
1 Mrs. Edward Whittaker		
1 Mrs. George H. Pring		
1 Zanzibariensis Purpura		

Water Lotus

(NELUMBIUM)

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden complete without it. Very fragrant. Beautiful centerpiece in pool.

NELUMBIUM SPECIOSUM. The true flower of the Egyptians. Large, rosy pink. A free bloomer and hardy. Each \$2.50

NELUMBIUM LUTEUM. This is the free flowering, large flowering American yellow Lotus. Each 2.50

NELUMBIUM ROSEUM PLENUM. A fine variety of double rose Lotus; large and free flowering. Each 3.50

Floating Plants

AZOLLA (*Azolla caroliniana*). Small, crinkly green plants. Portion \$.25

DUCK WEED (*Lemna mior*). A polka dot appearance on water; roots appreciated by gold fish. Portion .25

SALVINIA (*Salvinia braziliensis*). Dainty, soft green leaves. Popular aquarium plant. Portion .25

WATER FERN (*Ceratopteria thalictoides*). Aquatic species of fern family; leaves resembling garden Lettuce Each 15c., doz. 1.50

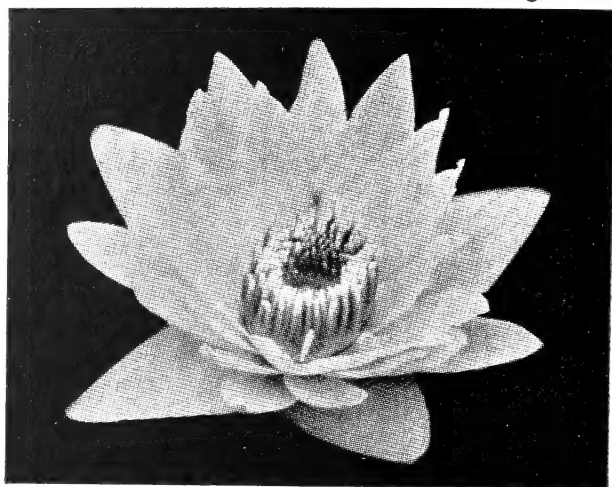
WATER HYACINTH (*Eichhornia grassipes-major*). Shiny, dark green leaves, the stems of which are expended in pseudo blubs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth. Each 20c., 3 for 50c., doz. 1.50

WATER LETTUCE, or SHELL FLOWER. A rosette of bule-green, velvety leaves. 3 for 50c., doz. 1.50

FANCY-LEAVED CALADIUMS

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white.

Plants from 4 inch pots. Each \$1.25



Gladstone, \$2.25 Each

Oxygenating Plants

ANACHARIS (Elodea canadensis).....	Each 15c., doz.	\$1.50
LUDWIGIA (Loosestrife)	Each 15c., doz.	1.50
SAGITTARIA (Broadleaf)	Each 15c., doz.	1.50
VALLISNERIA (Tape Grass)	Doz. 50c., 100	4.00
NITELLA GRACILIS	Portion	.25
MARESTAIL (Hornwort)	Portion	.25

Scavengers

JAPANESE SNAILS	3 for	\$.25
BLACK RAMSHORN SNAILS	8 for	.25

HARDY COLLECTION NO. 11

1 Sunrise	}	\$8.00
1 Pink Opal		
1 Marliac Albida		
1 Comanche		

SMALL POOL COLLECTION No. S-1

2 Bog Plants for Centerpiece	}	\$2.15
6 Plants for Margins or corners		
2 Oxygenating Plants		
2 Floating Plants (our choice)		
6 varieties in all		

REGULAR POOL COLLECTION No. R-2

3 Blue Flag	3 Floating Heart	}	\$2.95
3 Parrot Feather	3 Sagittaria		
3 Water Hyacinth	3 Primrose Creeper		
18 plants — 6 varieties			

ORDERS OVER \$5.00 RECEIVED BY APRIL 15TH.
will receive 2 BEAUTIFUL WATER POPPIES.

Gold Fish

We carry Goldfish, but do not ship. Please remember to bring your own container when calling at the nursery to purchase fish.

FISH FOOD

Per quart 75c

WATER LILY FERTILIZER

3 lbs. \$1.00

REDWOOD CONTAINERS

Each \$2.50

WE SPECIALIZE IN BUILDING
ROCK AND WATER GARDENS

Micro-Seal

POOL PAINT (Patent Pending)

Durable—Micro-Seal properly applied will not peel, check or crack.

Efficient—Micro-Seal is economical, easy to apply. Hardens with age. 25 lbs. waterproofs 175 sq. ft.

Harmless—Micro-Seal is harmless to plants & fish.

Colors—Available in snow-white and eight pastel shades; for pools we recommend Turquoise Blue, Pale Green, Stone Gray or Spanish White.

Complete Directions Inside Package

8½-lb. package \$2.65—Makes about 1 gallon mixed.

Special prices on bulk lots

Keep Goldfish Healthy - Water Clear

Argucide

Kills Fish lice in pools. Helps control green algae. Will not harm fish, plants or snails when used as directed.

2¼ Oz. unit \$1.25 P.P.
(will treat up to 1600 gallons of water)

4½ Oz. unit \$1.75 P.P.
(will treat up to 3200 gallons of water)

Complete instructions for treatment with each package. The safe insecticide and water conditioner for pools.

Portable Lily Pool



DESCRIPTION OF POOL

This new, ready-made Lily pool is made of one of the new plastic materials and has been especially designed for the garden of restricted area. It is pretty as a picture itself. It's practically indestructible. Absolutely no trouble to make, because it's already made. . . . You can place it so its sides are high above surrounding garden or lawn or you can arrange it so that the top is at ground level.

It is resistant to sunlight, chemicals, grease, abrasion. There is not even a framework to assemble. And if by chance you have the space or inclination, you yourself can easily move it into the house or cellar for the Winter to store your goldfish, or to store over the Winter.

COLLECTION NO. 1

- | | |
|------------------------|----------------------|
| 1 POOL | 3 Bog Plants |
| 1 Beautiful Water Lily | 2 Oxygenating Plants |
| 5 Floating Plants | 8 Snails |
| 4 Shallow Water Plants | |

ALL for only \$15.95 Postpaid

Same as above without Lily \$13.95

Add 50c. Postage West of Mississippi River