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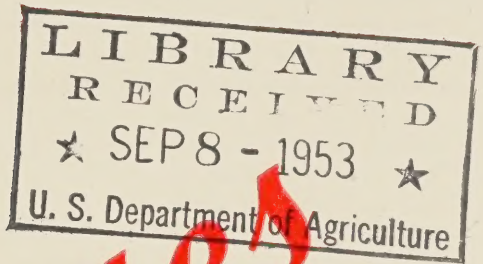
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BROUGHTON'S

1953



Roses

A Good Selection Of The Best

★ ★ ★

The **LESLIE M. BROUGHTON Co.**

20131 JAMES COUZENS HIGHWAY

VE 6-9069

DETROIT 35, MICHIGAN

• OR CALL LAKE ORION: MYRTLE 2-5403 •

FOREWORD

Roses certainly hold a high place among flower lovers. In my opinion with good care they will produce more bloom and beauty during an entire season than any other variety of plants. The wide range of color available in these plants make them especially valuable.

Many new patented introductions are coming on the market every year and good many are really deserving the merit.

To be kept in good health at all times and under all weather conditions, roses definitely must be sprayed regularly. In the early part of the spring, roses are very susceptible to Aphids. These are easily taken care of with Back-Leaf-40, Parathion, and several other good contact insecticides. With the advent of warmer weather, roses must be kept free of Black Spot, a fungus disease that causes circular black spots to appear on rose leaves which kill the individual leaves, causing them to drop, and often defoliating the plant. This devitalizes the rose plant and continual Black Spot infection certainly is the cause of much of the winter losses usually blamed on other causes. This fungus, like all other fungus diseases, is especially active when there is more than usual humidity. Dusting sulphur is a good control as well as various cuprous formulas prepared for this control by various firms.

Chewing insects are numerous but easily controlled. Parathion or DDT. Rose Bugs, that appear in the spring are quite a pest for a short time, but a little persistent spraying will get rid of them.

At the advent of winter, before the ground freezes up the soil around the rose plants should be hilled up around the plants at least a foot and left this way until April, after covering with straw.

Roses are like all other plants; they will not produce good results unless they are cared for, but with a reasonable amount of care, they are without peer. Mulching in the summer time often brings good results. Bone meal, rotted cow manure, Driconure are all good fertilizers for roses.

All of our roses are sold in tar-paper pots, and can be planted even in mid-summer. Just dig a hole about the size of the pot; then lay the pot on its side and slit with a razor blade, remove the contents of the pot, place it in the hole and water liberally. If any sign of wilting appears, cover the plants with paper or something to keep the hot sun off and then water again heavily about sundown and usually by the next morning the rose has completely recovered.

We hope that you will follow directions, give the roses the care they need and enjoy your roses to the fullest extent.



PATENTED HYBRID TEA ROSES

ALOHA. Patent No. 948. (Retail \$2.50 each; 3 or more \$2.20 each.) The primary bud develops into a gorgeous five inch bloom, but the secondary buds do not open fully until the first flower has practically finished. Rich rose-pink with soft lilac silvery pink on inside of petals when open. Deeper tones when in tight buds

AMERICAN FLAGSHIP. Plant patent No. 676. Very dark red. A fine new variety with beautifully formed, urn shaped buds. Buds and blooms are rich velvety crimson with maroon shadings, a little

smaller than Crimson Glory, with strong and straight flower stems. **\$1.95.**

CHARLOTTE ARMSTRONG. Patent No. 455. Stream-lined buds, cerise pink flowers. **\$2.25.**

CRIMSON GLORY. Plant Patent No. 105. Following the large urn shaped buds are the well formed flowers of an intense deep vivid crimson shaded oxblood red and mellowed by a soft velvety nap. **\$1.95.**

ECLIPSE. Plant Patent No. 172. Golden yellow. An entirely new type with "streamlined" buds which often exceed two inches in length, ornamental with narrow, branching sepal which contrast harmoniously with the gold of the petals. You can depend on "Eclipse" for almost continuous bloom on strong, upright plants with healthy, dark green foliage. **\$1.95.**

ERNIE PYLE. Patent No. 673. A new, soft pink worthy of anyone's attention. **\$1.95.**

FORTY-NINER. Patent No. 792. Most brilliant bi-color ever produced, rich chrome yellow and vivid red. Fragrant. **\$2.25.**

FRED HOWARD. Patent No. 1006. A new one. Large double chrome-yellow flowers with orange and pink shadings. Long stems for cutting. Attractive foliage Strong grower. **\$2.75.**

HELEN TRAUBEL. Another new one. Patent No. 1028. Long well formed buds open to large warm pink flowers. Outer petals shade to a delicate shell pink. Most delicious fragrance. Delightful in bouquets. Strong grower. **\$3.00.**

KATHERINE T. MARSHALL. Patent No. 607. Flowers of warm glowing pink on magnificent hardy plants. Fruity fragrance. **\$1.95.**

LOWELL THOMAS. Patent No. 595. Large, vibrant, clear yellow flowers. Sturdy, upright plants. Slight tea fragrance. Excellent for cutting. **\$2.25.**

MARY MARGARET McBRIDE. Plant Patent No. 537. This exhibition-type flower of lovely form is a shining, pure rose-pink. The long, firm buds have a yellow base and open to very double, 45-petaled blooms with a glowing rose-pink color. The petals stay upright and hide the center of the flower, but the edges recurve gracefully to add to the charm of this rose. **\$1.95.**

MIRANDY. Patent No. 632. Huge, fifty petaled, dark crimson flowers, with a rich fragrance. Strong grower. **\$1.95.**

NEW YORKER. Plant Patent No. 823. The perfectly formed, high-centered blooms are scarlet with rose-red undertones and each petal is overlaid with a rich sheen of velvet. Plants bloom heavily in June on luxurious, vigorous, 3 ft. plants with a breath taking succession of flowers from then until cold weather. **\$2.50 each.**

PEACE. Plant Patent No. 591. This rose is almost unbelievable. One marvel if it is the dawnlike range of colors through which it passes from opening yellow buds, each petal edged with pink that seems to deepen as the flower slowly opens. The shades of color vary too, from flower to flower and through the changing seasons. Though the bloom is unusually large, long lasting and constantly fresh looking, its effect is always delicate and lovely. The individual petals are long and of great substance, gradually opening, a few at a time, around a high-pointed

center, to a great, golden hearted, very double, fully open flower. \$2.50 each.

SHOW GIRL. Patent No. 646. Has the most beautiful, most perfect buds of any pink variety. Considered one of the best pink roses. Perfect for cutting. \$1.95.

SUTTER'S GOLD. Patent No. 885. Intensely fragrant blooms vary from orange-gold to yellow tinted pink, produced singly on long straight stems. Ideal for cutting. \$2.25.

TOM BRENNEMAN. Patented No. 986. Beautiful coral red buds in the morning, unfold into splendidly formed flowers during the day. Delightful fragrance. one of the finest performers in our gardens the last two summers. \$2.25.

NON-PATENTED FLORIBUNDA

IMPROVED RED LAFAYETTE. A good red floribunda. \$1.75.

PATENTED FLORIBUNDA ROSES

BETTY PRIOR. Plant Patent No. 340. One of the loveliest and most popular Floribundas. The flowers resemble pink dogwood blossoms in shape, size and color; shell pink on the inside, carmine-pink outside. The single blooms, arranged in large clusters, are continuously produced in quantity. \$1.75.

DONALD PRIOR. Patent No. 377. Immense clusters of sparkling red flowers. Very vigorous. Tall. \$1.75.

FASHION. Patent No. 789. The "luminous coral-pink, overlaid gold" color of this rose, truly creates a new "fashion" in rosedom. The blooms are large, with gracefully waved petals, and rich display of golden yellow stamens. A must. \$2.25.

MA PERKINS. P.A.F. AARS 1953. Lovely, red-touched, coral pink buds with yellow suffusions open to coral and shell pink blooms. Color is sparkling even in the mature soft shell-pink flowers. Sturdy compact plants well clothed with rich green foliage. Disease resistant, adaptable to many locations, such as foundation plantings, shrub borders and spectacular hedges. \$2.50.

PINKIE. Patent No. 712. A new polyantha producing an abundance of long slender and perfect little pink buds opening to flowers of about two inches across with 14 to 16 petals. Almost continuous bloom throughout the season on a two foot plant carrying light green glossy foliage. Flowers have spicy fragrance. A.A.R.S. award for 1948. \$2.50.

PINOCCHIO. Plant Patent No. 484. Very thrifty grower producing many pointed buds of salmon flushed gold, opening to miniature roses. \$1.95.

RED PINOCCHIO. Patent No. 812. One of the finest new floribundas with rich velvety bloom produced in great profusion. \$1.95.

YELLOW PINOCCHIO. Patent No. This is a really good yellow floribunda. \$1.75.

SUMMER SNOW. Patent No. One of the best white floribundas. \$1.75.

VOGUE. Patent No. 926. Hybrid tea shaped blooms of deep begonia rose suffused with coral. Flowers

larger than most floribundas. Delightful carnation scent. \$2.50.

WORLD'S FAIR. Patent No. 362. First Award "All-America Rose Selections" for Floribundas 1940. Produces large clusters velvety blooms of fragrant blackish-scarlet with glowing mass of golden stamens. \$1.75.

NON-PATENTED POLYANTHUS ROSES

GLORIA MUNDI. One of the unusual Polyanthus roses. Sort of a pastel orange. \$1.50.

MARGO KOSTER. A beautiful combination of pink, orange and salmon. \$1.50.

NON-PATENTED HYBRID TEA ROSES

AMI QUINARD. Tall, branching plants with medium sized semi-double flowers of deep velvety crimson. Strong long lasting fragrance. \$1.50.

BETTY UPRICHARD. Well shaped buds that are carmine and coppery-orange outside, opening to a pastel salmon-pink. \$1.50.

CONDESA de SASTAGO. Striking combination of yellow and raspberry-red. Delightfully fragrant. Excellent bushy growth. \$1.75.

COUNTESS VANDALL. The plants branch freely with long, pointed, orange copper buds. The flowers are large, double, high centered and have a rich fragrance. Their color is brilliant pink lightened with salmon. The blooms are borne on long stems. \$1.50.

ETOILE DE HOLLAND. Brilliant red blooms of magnificent size, perfect in half opened state, showing clean, attractive centers when fully open, petals enormous, very fragrant. Free blooming. \$1.50.

GOLDEN DAWN. Rich, bright golden yellow buds. As good a yellow rose as any, until you get into the patented class. \$1.50.

KAISERIN AUGUSTA VICTORIA. Soft pearly white, tinted with just enough lemon in the center to relieve the white; remarkably fragrant beautifully formed flowers on long, graceful stems; a strong, free, healthy grower. \$1.50.

KOROVO. An unusually good pink. Strong grower. \$1.50.

McGREDDY'S IVORY. Creamy buds open to large, double high centered, pure white flowers. \$1.50

McGREDDY'S SCARLET. Large brilliant, scarlet, shaded pink. \$1.50.

MRS. E. P. THOM. An old-timer, but it still holds its own. Large well shaped, canary yellow. \$1.50.

PINK DAWN. A beautiful new hybrid tea rose with glorious deep rose buds opening to lovely pink blooms tinted with orange at the base of the petals. Sweetly fragrant, truly double and of vigorous upright habit. \$1.50.

PRES. HERBERT HOOVER. Red and gold two-tone. A favorite for years \$1.50.

PATENTED CLIMBING ROSES

DR. J. H. NICHOLAS. Plant Patent No. 457. Vigorous plant, dark green foliage, double deep rose-pink flowers 5 to 6 inches across. One of the best everblooming climbing roses. \$2.50.

DREAM GIRL. Plant Patent. No. 643. Coral pink blooms in clusters on long stems. A vigorous grower with very spicy scented flowers. Ever-blooming when well established. **\$2.50.**

CL. PEACE. Patent No. 932. Blooms identical with those of the Bush Peace Rose. Climbing Hybrid Teas need winter protection in severe climates. **\$2.75**

KING MIDAS. Patent No. 586. Golden yellow clusters of delicate roses. Probably the best yellow climber. **\$1.75.**

NON-PATENTED CLIMBING ROSES

BLAZE. This beautiful scarlet rose was one of the first climbing roses patented. The patent has now run out. It has inherited its brilliant red color from Pauls Scarlet Climber and its everblooming tendencies from the famed Gruss an Teplitz. A vigorous grower. **\$1.50.**

CLIMBING AMERICAN BEAUTY. This well known climber has delightful, well formed boloms of rosy carmine. Splendid foliage. Very fragrant. **\$1.50.**

DR. VAN FLEET. A very soft delicate pink flower borne in clusters in great profusion. The flowers are shaped like Hybrid Tea Roses. **\$1.50.**

GOLDEN LION. Would fit the same description given to Doubloons. However it has a long blooming season but is not recurrent. **\$1.50.**

JACOTTE. An orange yellow climber. **\$1.50.**

NEW DAWN. A delightful everblooming climber with big clusters of double apple blossom pink roses from early June until late fall. This was the first plant ever patented. **\$1.50.**

PAUL'S SCARLET. Vivid scarlet shaded crimson, intensified by the yellow stamens; flowers of good size, semi double, in clusters from three to fifteen. Brilliant scarlet, well retained. **\$1.50.**

SILVER MOON. Creamy buds; beautiful, semi-double, very large white flowers, often 3 or 4 inches across, a cluster of golden stamens in the center; mid-season; foliage rich, dark green. **\$1.50.**

HYBRID PERPETUAL ROSE

FRAU KARL DRUSCHKI. We are listing this hybrid perpetual rose because it is one of the finest white roses in existence. **\$1.50**

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If we have your order before April first, and you will take delivery on roses bare root instead of potted, you may deduct the amount of 25 cents per each rose.

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