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## RUSSELL GARDENS • 1953



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U. S. POSTAGE

Daylily "Myra Goddard"
this issue is one for the book although not IN BOOK FORM. THERE WILL BE NO CATALOGUE THIS YEAR.


RUSSELL DAYLILIES as cut flowers Longer Lasting-More buds to the stem. PLANT NOW-From March thru Fall
$\eta_{0}$ serious disoase has ever
been known to touch a Daykity
Daylilies will grow in sun or shade, acid or lime, wet or dry soil, and bloom beautifully with least care, but they respond to care and fertilization and will repay you many times for a little effort.

TRULY A LAZY MAN'S FLOWER
Here is the way to plant that long bed you've been trying to fill up-and to plant it for keeps. Perhaps you need lots of color among your shrubbery borders or along the bank of that lake. Try planting these in shade where "nothing" else grows or in the hottest patios. The foliage also is beautiful.

These will come in excellent blooming size plants and all sent postpaid. Plant early for next season's bloom. Water them a time or two, and they'll make it.

OUR DAYLILIES ARE PROVEN HARDY FROM MAINE TO CALIFORNIA<br>We Ship Only Vigorous<br>Heavy Size Plant<br>NOTE

We pay transportation on all orders amounting to $\$ 3.00$ or more; otherwise please add 35 c for postage and packing. We reserve the right to reject any orders or parts thereof, depending upon the condition of our stock and whether it has been sold out at the time of ordering. In such a case your money will be refunded. We acknowledge all orders promptly.

## A complete Daylily Garden for $\mathbf{\$ 5 . 9 5}\binom{12$ Varifies }{ Evoronen difierent }

Would you like a brand new selection of daylilies - the most disease proof and easily grown perennials on earth-twelve brand new plants, and everyone a different variety, in a different color for a price lower than you would be asked to pay for an ordinary perennial? Then try one collection of these Russell Creations we are offering you here, at a price no one has been able to offer before for such varieties. We have selected some of the outstanding varieties from our field of over thirty acres, to offer you this

COMPLETE GARDEN. This collection will cover just about the entire season's bloom. The different varieties bloom at different seasons, giving you about five months bloom when established. Remember, these are hardy plants and once planted, regardless of where you live in America, will remain a permanent picture in your garden. These varieties will come to you unnamed but all labeled as to color

3 LEMONS AND GOLD--EACH A DIFFERENT VARIETY
3 REDS AND WINES-EACH A DIFFERENT VARIETY
3 PASTELS (ROSE, ETC.) -EACH A DIFFERENT VARIETY
3 BICOLOR COMBINATIONS-EACH A DIFFERENT VARIETY

ALL 12
POSTPAID
$\underset{\substack{\text { ron } \\ \text { Onir }}}{ } \$ 5.95$

Where the World Comes for the Better Varieties (Growing 30 Solid Acres)
NOTE THE WIDE FULL PETALS AND GRACEFUL FORMS ON
THE DIFFERENT TYPE RUSSELL DAYLILIES


A small part of our thirty acres of Hemerocallis, more than a million plants

Where, How and When Should You Plant Daylilies?

DYLILIES can be used effectively in perennial borders, in groups of three to five interspersed with other plants. Their height should be kept in mind, of course, for there are those that grow only 12 inches tall and others as high as 6 feet. They can also be planted in the foreground of the shrubbery border, in a solid planting 2 to 3 feet wide or in groups of three to five between shrubs, thus solving the problem of filling unsightly gaps. Many people use them for naturalizing through partly shaded woods and along the banks of lakes and streams.

You people who have grown Daylilies need no advice as to their culture, for you know all about their performance, but to those of you who have not grown them yet, let me give this brief information. To begin with, Daylilies are not bulbs at all, but hardy herbaceous perennials. From Maine to California they have never been equaled for dependability by any other garden subject.

Simply plant your divisions in full sun or part shade in ordinary soil. I like to set them from 18 inches to 2 feet apart, with the roots spread out, of course. They should be planted with the crown just even with the ground surface. Only about 1 inch soil over. Spread out roots

In my experience any time is the best time to plant Daylilies. The sooner you get them in the ground, the sooner they get established and give you blooms the following season. Of course, in the colder climates they cannot be planted when the ground in actually frozen.

Now by carefully selecting your varieties you can have Daylilies in bloom for four or five months in the colder climates and a much longer time in the warmer states. The flowering time that we mention is for Texas; figure about a month later for the North. If you like a particular color, you can order several different varieties in that shade that bloom at different times. Each variety will give you four to six weeks of bloom when established and will prolong the blooming season in your garden.

Leave your plants alone from year to year and they will continue to grow in larger compact clumps and give you more blooms each season. Of course, after a few years they can be taken up and divided. I have seen a clump of Daylilies growing undisturbed in the same location and blooming most profusely for fifteen years and even longer

I have never known any disease or insect pests of any consequence to bother Daylilies in the least, and have never had to spend even five cents for insecticides in my fields.

We will positively replace any plants that fail to live and get established on account of your climate. I believe Texas-grown Daylilies are better because of the husky, vigorous root growth they start with when they are shipped from our nursery. I used 11,000 on one estate in hot, dry, windswept Oklahoma, and have sent thousands of plants to that state as the result of that planting.

You may order when you like, and we will hold your plants until you wish them delivered. Ordering early avoids the disappointment of some varieties being sold out.


## The New 1953 SPOTLIGHT STRAIN

Reds, Wines, Maroons, Purples and Bicolors
6 for $\$ 3.00$ 12 for $\$ 5.00$

25 for $\$ 9.00$ ALL SENT POSTPAID
This new Spotlight Series is the result of crossing and recrossing the best of the widest-petaled Hybrids. Here you will find entirely new color combinations and deeper colors-reds, wines, rose and contrasting tones of unusual richness-and not a solid yellow in the lot. If you want real beauty but care nothing about names, then by all means take advantage of this offer. These hybrids have a varied blooming season and should give you five months or more of bloom after becoming established. They grow from 2 to 3 feet high. Sold in mixture only. The photographs will give you some

## The Brand New 1953 RUUSSEL SUISHHINE SERIIS

6 for ${ }^{5} 3^{00}$
12 for ${ }^{5} 5^{00}$ 25 for ${ }^{5} 900$

All Selected Heavy Stock and Sent Postpaid.

Many people prefer the paler tints of lemon and gold, and to enable our customers to have some of the better new varieties in these light colors at a moderate price we have selected this sunshine series. They include some of the finest sorts ever produced in these particular colors, to be sold unnamed and unlabeled, in mixture only. Those put in this series this time are larger blooms and finer performers than ever. They are too much like many of the lovely, more costly, named varieties already on the market for us ever to release them under name. But those who want daylilies in these tints and care nothing about names should, by all means take advantage of this wonderful offer at these low prices. These varieties, in unusual shapes and with most graceful foliage, were selected to give the longest range of bloom. Most of them are large flowered and quite unlike any you may already have because no two of them will be alike.


# THE BEST OF THE PROVEN STANDBYS 

NOW - From March to late fall is the best time to plant - They get established before the freeze.

While we are listing here now, one of the largest varieties of better daylilies in America, we are not attempting to list them all. Many of the older varieties have become outmoded and as the largest daylily plant breeder in America I consider it my duty to offer you only the best. Before ordering these daylilies, get out our old catalogues, yes, even those of the other nurseries too, and compare our prices and quality of stock. Do you find such full wide petaled varieties in any other listings?

While we are growing over a million and a half daylilies, not all are good, by any means. Many we are growing under observation that will never reach our catalogue, but you can bet your life if they are listed by Russell Gardens they have got to be good, and proven hardy from Maine to California.

We pay postage on all orders amounting to $\$ 3.00$ or more. Otherwise add 35 cents for packing and shipping.
© $60 \phi$ a ch or any ten for $\$ 5.50$
or 3 each of any ten for $\$ 15.00$


RARE AND SCARCE STANDARD VARIETIES

| BETTER DAYS. Semi-D. (Russell This truly lavender pink, far more pink than lavender, with its buff green throat and $41 / 2-\mathrm{in}$. bloom is truly a pastel that pleases everybody. I am listing it here for the first time in several seasons. Ht. 3 ft . June, July, $\$ 2.00$. <br> BLACK PRINCE. Dormant. (Russell) limited time at this unheard of price. Rated as one of the loveliest really black-red Day Keeps perfectly. Has widest petals and sepals of an even color. $41 / 2$-inch bloom. Ht. $31 / 2 \mathrm{ft}$ Aprı, May. $\$ 1.50$ <br> EMILY BROWN. Dormant. (Russell) A deep yellow Daylily with texture like in the sun. Its wide, 5 -inch bloom is really breathtaking, and I am proud to be respon- sible for the introduction of this jewel of |
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## THE BRAND NEW 1953 INTRODUCTIONS



Indeed we are proud of these new 1953 introductions and we hope and sincerely believe that they will eventually take their place among the one hundred top best daylilies in all America


DWARFS IN COLOR
These bloom just above the foliage which is something for the

## LEMONS, GOLDS and TWOTONES



PINKS and PASTELS


We are attempting to show you in this circular actual photographs of daylilies we consider worthy, and also a photograph of a useless variety. Notice it at the right-how it folds up here under our Texas sun. You will not find any like this in your order; only those that can "take it" are sent to you. Our Texasgrown plants, those we consider worthy garden subjects, are proved hardy from Maine to California, and when they hold up after our rigid tests in the Texas sun you can be sure you have something worth having. As to their hardiness, we get enough freeze to burst unprotected water pipes and to kill out many weak daylilies, yet enough heat in the summer to show up a daylily that can't "take it." The plants we send out are all hardy, blooming-size plants, and all orders amounting to $\$ 3.00$ or more are sent postpaid; otherwise, send 35 c for postage.

## WE SHIP ONLY VIGOROUS HEAVY SIZE PLANTS



## A FEW TESTIMONIALS FROM THOSE WHO KNOW DAYLILIES, JUNE 4, 1952

A Compliment from Mr. J. W. HOUSE,
Past President of the Daylily Society

## June, 1952

Dear Mr. Russell:
On behalf of Walter and myself, I want to thank you for the nice visit we had at your place on the 1st. I have kidded you a good deal ahout being King of the Daylily world but I was really surprised to see not only the number, but also the quality of your daylilies. As you know, I have been interested in large, broad petal daylilies for some time, and some that you had were most unusual in this respect, many of your hybrids are better than any I have ever seen in commerce. Among these were some new color breaks that were beautiful. Thank you again.

Yours truly,
J. W. House

Boyle Bldg.
Little Rock, Ark.
June, 1952
Dear Sir:
Yes, this is the lady who was so disappointed in the daylily plants last year, but not now, and I want you to be the first to know. The blooms are simply beautiful, just as your lovely catalogue described, so please keep me on your mailing list.

Yours truly,<br>Mrs. James McCall, Jr.<br>Port St. Joe, Florida

A Compliment from WILLY MULLER
(Famous Plant Breeder)

Dear Mr. Russell:
May, 1951
I am very glad to tell you that after six weeks in shipment, the plants arrived in the best condition and are now growing quickly. These will have my special care.

> Yours faithfuily,
> Willy Muller
> Stuttgart, Germany

July, 1952
Dear Mr. Russell:
Just a few words of appreciation for the plants I ordered from you last fall on your special offer. We had a very severe winter last year in northern Ontario and with very little snow to protect the plants, yet your daylilies survived $42^{\circ}$ below zero. Gold Meadows, Purple Sage, and Tejas are all coming in bud now and Nokomis is in full bloom. Of course, the blooming period in Texas is far different from here as none of the varieties start blooming until July. Now people should know the hardiness of your plants.

Yours truly,
Alex Nickason
26 Portage Ave.
Minnow Lake, Ontario

We have thousands of testimonials but space does not permit quoting others- Oh , yes, then too, we are not
exactly perfect ourselves, at times, but we do attempt to rectify our mistakes.


## AMERICA'S LARGEST GROWER (30 solid acres)




After 1-year's growth more than a hundred buds on each clump. Should be more every year if left undisturbed.


## NOTE THE WIDE FULL PETALS AND GRACEFUL FORMS ON THESE MAGNIFICENT NEW JEWELS

The Russell Gardens has, for many years, as most of you know, issued the largest all color catalogue of Daylilies in America and we expect to - continue to do so, so one now being in the making, that will be delivered to you in the spring of 1954. This circular offers more new introductions than we have ever offered in a catalogue before, plus the BEST of the Russell Gardens proven standbys. When I say BEST we mean just that, for it was you, the accredited judges, throughout America, that have voted us tops. We now stand at the top of the poll, having won the highest award rgiven for a Daylily origination. The January, 1953 issue (page 46) of The Better Homes and Gardens have a full page color display of the Daylilies showing the Russell Variety, Painted Lady. This variety has made the hit parade for the past three years and was originated by us in 1942. Oh, yes, we have been doing a lot in plant breeding since then and I do consider it an honor to know that among the thousands and thousands of plant breeders today you will find among the 100 top leading Daylilies, about $1 / 6$ of this entire lot are our originations. The rest of the $5 / 6$ was divided among the rest of America. I have been criticized, and at times I think, unmercifully, for pricing my daylilies so low but this came noly from some of my competitors and I want to state here and now that that is one criticism I will carry gracefully the rest of my life, if need be,
because it was one of my aims at the beginning, almost thirty years ago, to give America better daylilies at a price everyone could afford. Have you ever heard of the average gardener being able to pay fiften and more dollars apiece for daylilies? Frankly, I don't think so. (I used to do this till I learned better.) I've visited most of the growers and I have been amazed to learn that these so called famous growers were introducing their varieties when they didn't have but 10 or 15 plants each of some varieties, to begin with. I learned almost ten years ago that if a plant was that good, why not hold it a few more seasons and work up a huge stock of this variety (it takes time to test these plants for garden hardiness) so that we may price them within a range that we might all have them. Ours have got to be proven hardy, you know, from Maine to California. We never send out a plant until it has been tested. No, it is no hobby with us-no back yard affair. We are growing 30 solid acres and just for YOU, our retail customers who have made our business what it is today. Even as large as we are, growing over a million and a half daylilies of such quality varieties as we grow, we have never found it necessary to resort to the wholesale trade. I want to say THANKS and thanks again, for your wonderful patronage and we hope and sincerely believe that we will be able to serve you better this year than ever before.

Sincerely, H. M. RUSSELL, Spring, Texas

