

Historic, archived document

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

33
FEB 11 1937
U. S. Department of Agriculture.

WHEELER'S

SPECIALTIES FOR 1937

Use Hardy Chrysanthemums For A Colorful Fall Garden

This season we have "weeded out" our list of Hardy Chrysanthemums to a carefully chosen number of varieties that have proven to be by far the most satisfactory to grow. Of course, there are many varieties not listed that give beautiful flowers in certain localities, but the following list gives those that we have found by experience to be the best under our growing conditions and climate. All plants are strong and healthy, carefully packed, and will give excellent results the first season.

Popular appreciation of the Chrysanthemum has tripled in the past year alone. Added hardiness, earlier blooming, the fact that reasonable winter protection will keep them growing on year after year, makes them an exceptional plant value. But more than that is their helpful habit of lusty growth, and the tremendous dividend of showy happy flowers which all the good varieties deliver in late Summer and Fall. No other plant we know of returns so much for its cost.

Three New Varieties

ASTRID

Named for the Viking goddess of love—is the first absolutely fool-proof, winter-proof Chrysanthemum! Color — beautiful soft pink, apricot-shaded, with yellow centers. Parentage—an accidental cross with *C. arcticum* from Alaska. Hardiness—may be grown in any perennial garden without covering or winter protection. Habit—handsome, leathery leaves, dark green and very glossy, beautifully symmetrical all summer; throws up long-stemmed sprays of blossoms about October 1. Cut-flowers keep two weeks.

INDIAN SUMMER

A new double Korean Hybrid. Vivid, glowing orange flowers about three inches across. Very sturdy habit and does not require staking. An exceptionally fine variety.

ROMANY

A glistening reddish bronze Korean Hybrid. The flowers are double and are excellent for cut flower purposes. A valuable addition to the Korean family. Price on above: \$.50 for one, \$1.25 for three, \$2.25 for six, \$4.00 for twelve.

The following list of Chrysanthemums is selected from over 200 tested varieties and we can assure you that any choice made will give a permanent and colorful fall garden.

Price on the following: \$.35 for one, \$1.00 for three, \$3.00 per dozen

(Your Selection)

Red

LOUISE SCHLING—Korean Hybrid. With us this is the best red variety. It is remarkably free flowering and one of the earliest. The flowers are fully 3 inches across, with three or four rows of petals, fluffy and distinct in appearance. Glowing Salmon red in color.

CRIMSON SPLENDOR—Rich crimson-maroon flowers, intensified with deep garnet tones, and contrasting with a prominent golden yellow center. The flowers are large, fully 4 inches in diameter. Exceptional keeping qualities. Blooms late in September.

CAVALIER—This dazzling single Chrysanthemum will prove a most desirable addition. The color is a rich vermilion-red that does not fade.

MARS—For those who prefer depth and brilliancy of color in the garden. Deep amaranth-red, changing to wine-red, overlaid with a velvety sheen. October 15.

EVELYN—Large double flowers of a deep maroon with the under side of the petals tinted gold. A true fall color.

Pink

AMELIA—Also called Pink Cushion and Azalea mum. This is one of the most outstanding varieties of Chrysanthemums grown. It is low growing, very compact and literally covers itself with flowers. It truly is one of the brightest and gayest spots in the fall garden. The color is a soft pink. Amelia is one of the first to bloom, color showing in early September.

GANNA—Large double rose pink flowers. The growing habits are exceptionally fine. Strong, sturdy upright branches and clean foliage.

OCTOBER GIRL—An old variety but still one of the best. Large semi-double shell pink blossoms with an attractive yellow center. Very early and fine for cutting.

HEBE—A most distinct color. Lovely, luminous pink which assumes soft, lavender-pink tones as the flower matures. A faint silvery halo surrounding the golden yellow center effects a lovely combination in the nicely formed, single blossoms which average 3 inches or more across. Delightfully fragrant blossoms in almost unbelievable quantities during late September and through October. Height, 2½ feet.

They'll flock to your garden
next fall TO SEE

"Astrid"



*Just 12 plants make this
blanket of bloom*

THE FIRST
absolutely
hardy
CHRYSANTHEMUM

"ASTRID" Named for the Viking goddess of love—is the first absolutely fool-proof, winter-proof Chrysanthemum! COLOR—beautiful soft pink, apricot-shaded, with yellow centers. PARENTAGE—an accidental cross with *C. arcticum* from Alaska. HARDINESS—may be grown in any perennial garden without covering or winter protection. HABIT—handsome, leathery leaves, dark green and very glossy, beautifully symmetrical all summer; throws up long-stemmed sprays of blossoms about October 1. Cut-flowers keep two weeks.

**50c
each
\$1.25 for
three**

A TREMENDOUS VALUE in perennials never before offered! Your first opportunity to get, grow, and show a beautiful new plant-marvel—"ASTRID"—first of a new family of Chrysanthemums; beautiful background plants all

summer; masses of rare blooms in October; hardy without covering all winter.

PRICES: Sturdy plants from 3-inch pots, 50 cts. per plant; \$1.25 for three; \$4.50 per doz. Includes all packing for shipment anywhere.

ASTRID has definitely “made good” in thousands of American gardens. We are receiving enthusiastic reports from all over the country. In the November 15 issue of Horticulture is the following note—“Astrid, the chrysanthemum illustrated on the cover, represents the first important cross which has been made by using the species arcticum. *Chrysanthemum Arcticum* is low growing and spreading in habit, with daisy like flowers. Astrid grows somewhat taller and has larger flowers, rose pink in color. It is handsome, seems to be perfectly hardy and readily survives the early frosts. Good blooms were seen this year near Boston on November 10.” In our fields Astrid was in bloom October 1, and was a mass of bloom during the entire month.

We are offering plants of Astrid at the following wholesale prices:

Rooted Cuttings — \$10.00 Per 100; \$90.00 Per 1,000

Strong Plants from 3” Pots— \$18 Per 100; \$150 Per 1,000

(250 at 1,000 Rate)

JAMES WHEELER & SON,
Natick, Mass.

White

TASIVA—A shaggy, semi double flower about 3 inches across. The plants become a solid mass of white early in October. Medium height and very compact.

DOTSON—A tall pure white pom-pom. The plants are very strong and robust. Ideal for a background.

INNOCENCE—Korean Hybrid. This variety seldom exceeds 18" in height, spreads about 2 feet, and is so completely covered with flowers that the plant is obscured when in bloom. The flowers are single, 2½ inches across, pure white on opening, changing later to an attractive soft pink. October 5. Awarded First Class Certificate, Massachusetts Horticultural Society, 1935.

Bronze

EARLY BRONZE—The finest and earliest bronze pom-pom that we grow. The flowers are small and well shaped, a beautiful shade of yellow-bronze. This is the earliest of all the Chrysanthemums we grow, flowers appearing in late August and continuing until October.

APOLLO—A truly magnificent variety with a multitude of single blossoms that fairly sparkle and glisten in the October sunshine. Great sprays of nicely formed flowers clothe the plant in shades of bronze-red, old-gold, and glowing salmon. This glorious coloring is retained for a long period. A delightful cut-flower and a joy in the garden. Height, 2½ feet. October 12. Awarded First Class Certificate, Massachusetts Horticultural Society, 1935.

GRENADIER—An extremely free-flowering variety of good, sturdy growing habit, producing masses of large, single flowers 3 to 3½ inches across in clusters. The color is a bright crimson-red with an underlying sheen of bronze which is more pronounced as the flowers mature. In full flower in early October.

GLOMERO—An apricot-bronze pom-pom, very early. The shades on this variety are very similar to a Talisman Rose. The growth is not quite as sturdy as "Early Bronze" but the flowers are larger and it makes a valuable addition to the cut flower varieties.

Yellow

ORION—A genuine yellow, brilliant as sunlight. Blends perfectly with the pinks and bronzes of other varieties and rates as "favorite" with many gardeners.

CERES—A lovely combination of old gold, chamois-yellow and soft coppery bronze. The mature flower petals appear as if dusted with gold. Handsome, sturdy plant producing a quantity of nicely formed single flowers in branching sprays. Height 2½ feet.

SARANAC—A large double clear yellow. Flowers are about 3 inches across, and cover the plant with a mass of bloom. It is advisable to stake this variety, but the effort is more than repaid by the gorgeous display in the garden.

DELPHINIUMS

The color-range of these garden Queens as we grow them runs through delicate azure-blue and mauve to clear cobalt and deep purple. You'll find an exceptionally large percentage of doubles with flowers of the rare rosette or rambler form.

EXTRA-SELECTED PLANTS

In Delphinium, almost more than in any other garden flower, superb blooms give an effect that is worth any reasonable effort to attain.

So, each year we mark up those special plants who exceed even their gorgeous sisters in size, beauty of color, and strength of flower. These are our "extra-selected" plants.

They are a little more expensive, but to judge by the increasing demands for them must give worth-while satisfaction.

\$1.00 Each

RUN-OF-FIELD PLANTS

These are dug just as they come, yet every one must measure up to our minimum grading as Gold Medal Hybrids. Each plant has had the benefit of the most rigid, careful selection of its strain, and has benefited through continuous experienced care from its original planting. Look to them for the showiest highspots of your garden.

50 Cents Each

SEEDLINGS FOR SPRING

For spring delivery we have seedling plants from seeds sown in the greenhouse in January. These seedlings can be counted on for autumn bloom. We will ship them postpaid if your order amounts to \$2.00 or more.

\$2.00 Per Doz.

PACKET OF 500 SEEDS

Delphinium seed from selected plants which has been kept at the proper storage temperature and which should give a high percentage of germination. Postpaid

\$1.00 Per Pkt.

JAMES WHEELER & SON

Worcester Street,

Natick, Massachusetts