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# Armstrong Nurseries

Ontario, Calif.

1952

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Helen Traubel

The famed Metropolitan Opera Star and the  
1952 All-America Rose Winner named for her





All-America R

Means -

## Helen Traubel

1952 All-America Winner



Once in a while a new rose appears which from the very first displays such superior qualities that there is never any doubt about its ultimate popularity. Such a rose is Helen Traubel which we think is probably the finest new variety that we have introduced since Charlotte Armstrong. The All-America judges have confirmed our opinion by honoring it with an AARS Award for 1952. In Italy the Gold Medal of Rome was conferred upon it in June 1951.

The color varies with the weather—sometimes a light sparkling pink, more often a luminous apricot color (its most characteristic shade), sometimes verging into a rich bronzy orange. Its unusually large, long, slender buds are magnificent in themselves. The half-open flower maintains a delightful fullness of form, and even when fully blown, the big petaled flowers display the lovely color in a lavish way (about 27 petals). The flowers are often 6 inches across but always graceful. It has a mild pleasant fragrance.

### Distinctively New!

The plant of Helen Traubel will be one of the largest bushes in the rose garden. Tall and bushy at the same time, and so vigorous that it is nearly always with buds or blooms. The flowers are good in all weathers, warm or cool, and reports from the 18 All-America judges and other testers throughout the country indicate that it adapts itself well to all geographical areas. Always borne singly at the end of a long stem, Helen Traubel is a perfect cut flower. If Helen Traubel has a fault that should be mentioned, it may be the occasional tendency of flowers on the side shoots to hang their heads a little. This is seldom apparent on well grown plants.

Since we think that Helen Traubel is destined to be one of the finest of American roses, we also think that it is fitting that it should be named after one of the greatest of American concert artists, famous for her dramatic soprano roles in the Metropolitan Opera and on the concert stage.

Originated at the Armstrong Nurseries by H. C. Swim. Plant Pat. No. 1028.

\$2.75 each; 3 or more, \$2.40 each.

**Helen Traubel, one of the  
finest pink roses  
of all time.**



# Rose Selections


## America's Best Roses

AARS stands for All-America Rose Selections, a national non-profit organization set up to scientifically test all new roses and to select the best in each year's introductions for national awards. AARS is now recognized nationally and internationally as the most important rose testing organization.


All entries are planted for official test in 18 carefully selected All-America trial gardens scattered throughout America and representing each important rose growing climate and location. 18 of the most capable rose judges score these new roses for a 2-year period on a uniform point basis. At the end of each testing period, the scores are totaled and the top-scoring rose or roses are then given All-America Awards. Any new rose origination from any country or from any entrant is eligible to compete. The final awards are strictly impartial and are based entirely on the merits of the roses in competition. You can be sure that any AARS Winner (designated in this catalog by the AARS insignia) is a good rose because it has come out on top after a scientific, nationwide, competitive test.

There are three AARS Winners for 1952. One is Helen Traubel, a glorious apricot-pink rose, perfect at every stage, and, we are proud to say, an Armstrong introduction, originated by our Director of Research, Herbert C. Swim. Another is Fred Howard, a big, double, buff yellow beauty, and the third is Vogue, a handsome flame colored Floribunda rose. AARS competition becomes keener each year and the All-America jury becomes more discriminating in its awards.

There is one characteristic that is outstanding in all of these three fine winners—they have strong, vigorous, free blooming plants. This almost guarantees satisfaction in the garden.



**Vogue, the new Floribunda  
and All-America Winner for 1952**



**Fred Howard**

### Other 1952 Winners

#### Fred Howard



Here is a new rose which carries all the golden color and robust vigor of the West, where it originated. Its big, 50 petaled, fully double, buff yellow blooms, often lightly flushed with pink at the edges of the petals, are far above average in size, and because the flowers open slowly and last a long while, full and compact to the very end, they make splendid cut blooms. The beauty of the flower is not in the ovoid bud but in the half-open and fully blown flowers which are nearly always perfect. The fragrance is slight.

Fred Howard is one of those roses which has a plant that grows vigorously from the very start and in Western gardens will get up to 4 or 5 feet with no trouble at all. The stems are straight and stout, with one fine flower atop each stem. The plant is both tall and bushy, and while the crinkled olive green foliage is not the most beautiful in roses, it covers the plant adequately. Named after its originator, a well-known Southern California nurseryman, the late Fred Howard. Plant Pat. No. 1006. **\$2.75 each; 3 or more, \$2.40 each.**

#### Vogue



Since good Floribundas are becoming more popular throughout the country, we welcome the advent of this new All-America Winner, with its many beautiful little flame-red buds, long, slender, and flared at the end. The flowers are borne in clusters of from 3 to 10, opening one after the other until the entire cluster makes a beautiful spray of color. The 16-petaled flowers are a rich, deep coral-pink in color after they open wide, and they make a fine mass display on the plant—as a good Floribunda should.

The plant is medium in height, reaching 3 feet or more in Western gardens, rather open in habit, with small dark green foliage. The plant is spreading rather than slender, and has plenty of vigor so that it keeps producing one crop after another of the beautiful little blooms. In the All-America test gardens it seems to have proved its hardiness in all sections of the country where roses are grown. Originated by E. S. Boerner. Plant Pat. No. 926.

**\$2.25 each; 3 or more, \$2.00 each; 25 or more, \$1.80 each.**





# All-America Collection



For those of you who want the very best of newer roses we offer this collection of five leading winners of All-America Awards. The "cream of the world's newer roses." It includes the great new All-America Winner for 1952, Helen Traubel.



**Nocturne**



## Charlotte Armstrong

"Queen of Them All," in our opinion. Winner of the sole 1941 All-America Award, and, along with Peace, one of the two most popular roses the country over. Its long, slender, cerise buds and magnificent open flowers are favorites in thousands of gardens.

**\$2.00 each; 3 or more, \$1.75 each.**

## Helen Traubel

The newest rose in this collection, one of the 1952 Winners. Because of the daintiness of its apricot-pink coloring, its long slender buds, and the perfect open flowers, the vigor of the plant and freedom of bloom, we are eager to have you enjoy it in your own garden. You can't help but like it.

**\$2.75 each; 3 or more, \$2.40 each.**

## Nocturne

Every rose garden needs at least one good red rose, and Nocturne will certainly fill the bill. All-America Winner in 1948, its long deep red buds and large richly textured petals make it one of the finest red roses of today.

**\$1.75 each; 3 or more, \$1.55 each.**

## Peace

This All-America Winner for 1946 is one of the most beautiful of all roses and has probably won more prizes in rose shows than any other rose in existence. Lovely shades of gold, cream, and pink. The perfect bloom takes your breath away.

**\$2.50 each; 3 or more, \$2.20 each.**

## Sutter's Gold

This 1950 All-America Winner has long bright yellow buds shaded red and orange. It is the most fragrant of all yellow roses, and the plant grows and blooms to beat the band.

**\$2.25 each; 3 or more, \$2.00 each.**

## All-America Collection

One each of the five All-America roses listed on this page, postpaid anywhere in the States for (Add 3% sales tax on California shipments.)

**\$9.70**



**Sutter's Gold**



**Charlotte Armstrong**



**Helen Traubel**



**Peace**





# Armstrong Rose Creations

We are not content to just search out the best new roses from other parts of the country and from other lands—we make our own! Skilled plant breeders hybridizing and selecting day after day are working here at Ontario to produce more beautiful new roses than the world has yet seen. And we're succeeding, too. We are proud of the fact that more Armstrong roses have been named All-America Winners than those of any other hybridizer in the world. Almost every rose garden in the country now has Armstrong rose varieties as its outstanding performers.

## Brand New for '52

The latest proof of Armstrong success in leading the world in the finest of new roses lies in the two great new varieties, Helen Traubel and Chief Seattle. We think that Helen Traubel, with all its fine qualities and delightful color, may be our finest introduction since Charlotte Armstrong (indeed, Charlotte Armstrong is one of its parents). Chief Seattle, illustrated on this page, is a close second to Helen Traubel, and while not as consistent as that variety in its production of perfect blooms, it has many unusual qualities.

The crosses for these two new roses were actually made ten years ago. It takes that long to grow the seed, bring the seedlings into bloom, observe them, test them, enter them in nationwide competition, and finally to grow the plants for your garden. But it's worth it when we can get two fine kinds like Helen Traubel and Chief Seattle.

## Chief Seattle

Here is a beautiful and unusual rose. A new Armstrong introduction, offered for the first time, it carries a rich shade of buff apricot. It does become paler at times and the color is not quite as uniform as shown in the illustration, since the face of the petal is always lighter than the reverse side. The flower is above average in size, is many-petaled and high-centered (45-60 petals), opens very slowly on the bush, and lasts for a long time.

In the bud the many petals are ruffled, giving it a delightfully graceful and dainty appearance, and it has a rich tea fragrance to enhance its rich coloring. It is one of those roses which is good-looking both in the bud and the open flower. The plant of Chief Seattle is extremely vigorous, with great quantities of luxuriant olive green foliage. The stems are remarkably long and straight and never have more than one bud to the stem. These qualities make it one of the finest roses for cutting that we have ever seen. The plant is large and bushy, with a compact shape which looks well in the garden.

The Seattle Rose Society and the park officials of the City of Portland selected this new rose as the one which they wished to name "Chief Seattle" in honor of the Indian Chief who founded Seattle 100 years ago. It has been widely planted in Seattle parks and is the official rose of the Centennial Celebration of the City of Seattle, to be observed in the year 1952.

In California this rose is so full and many-petaled that it does not always open up perfectly in the first spring bloom, if the weather is cool and damp. Later on in the summer, and always in the fall, it produces magnificent flowers in California.

Originated by Herbert C. Swim at the Armstrong Nurseries. Plant Pat. No. 1030.

**\$2.50 each; 3 or more, \$2.20 each.**

## The '52 Collection

The two great new Armstrong rose introductions for 1952, Helen Traubel and Chief Seattle—one plant of each for

**\$4<sup>60</sup>**

Shipped postpaid at proper planting time.

(Add 3% sales tax on California shipments.)

**The New Rose  
Chief Seattle  
Shown at right**







## The Perfect Rose Garden

For many years it has been our custom to select ten outstanding roses from our entire list and offer them as our now famous "Big 10." Each of the varieties in our Big 10 for 1952 is outstanding in its color class, and you will find every bush a typical Armstrong rose plant, husky and heavy-rooted.


Not only does ordering the Big 10 eliminate guesswork in choosing kinds for a super rose garden, but you save substantially over ordering the same roses individually. If you have room for only five plants, you can not choose five better kinds than the Armstrong-originated varieties pictured on this page and offered as the "All-Armstrong Five."



**Charlotte Armstrong**



**Nocturne**



**Debonair**



**Tallyho**

### Charlotte Armstrong



This glorious All-America Winner with its long tapering blood red buds and magnificent open flowers of cerise is the finest rose we grow. See page 8. Plant Pat. No. 455. **\$2.00 each; 3 or more, \$1.75 each.**

### Nocturne



All-America Winner for 1948. With its long, perfectly formed buds and big velvety dark red flowers, this is one of the finest of all red roses everywhere in the country. See page 10. Plant Pat. No. 713. **\$1.75 each; 3 or more, \$1.55 each.**

### Debonair

An outstanding yellow with jaunty, tightly furled buds and graceful, high-centered open flowers. A rich Mimosa Yellow with a delightful old-time rose fragrance. See page 12. Plant Pat. No. 677. **\$1.75 each; 3 or more, \$1.55 each.**

### Tallyho



All-America Winner for 1949. The face of the petals is a delightful shade of old rose, but the reverse is a brilliant cardinal red! In addition to its unique coloring, Tallyho features buds and flowers of beautiful form, a plant of great vigor, and last but not least, a rich spicy fragrance. See page 11. Plant Pat. No. 828. **\$2.00 each; 3 or more, \$1.75 each.**

### Sutter's Gold




The most acclaimed rose introduction of 1950—All-America and International Award Winner. An exceedingly vigorous plant which displays perfect long yellow buds shot with orange, and big golden yellow flowers with more rich fragrance than any other yellow rose. See page 9. Plant Pat. No. 885. **\$2.25 each; 3 or more, \$2.00 each.**

## All-Armstrong Five

The complete "Big 10" will give you an outstanding rose garden, but if your space is limited, here are five of the best roses you can grow. One each of the Armstrong originations listed above will be sent postpaid at the proper planting time for only

**\$8<sup>60</sup>**

California orders, please add 3% sales tax.



**Sutter's Gold**



# ARMSTRONG BIG 10

## Eclipse

This is a rose well worth having in your garden if only to furnish you with bouquets of spicily fragrant, exquisitely beautiful buds. Of clear yellow, they are slender, urn-shaped, and often more than two inches long. The plant is a very vigorous one, rather erect in habit, and always well covered with dark green leathery foliage. Not all of the open flowers are as perfect as are the buds, but you'll overlook that when you see the many lovely buds, each one on a long, strong stem. Plant Pat. No. 172. **\$1.75 each; 3 or more, \$1.55 each.**



Eclipse


## Fandango

The gay orange-red buds and flowers atop the big strong plant will give you a more brilliant show of garden color, and do it over a longer time, than most any rose we know. See page 10. Plant Pat. No. 894. **\$2.00 each; 3 or more, \$1.75 each.**



Fandango

## Peace

 No such amazing combination of strong stems, fine lasting qualities, and huge yet perfectly formed, delicately colored roses ever existed before. Perhaps the chief beauty of Peace is the great range of colors through which it passes. The ovoid bud slowly opens to a glorious 5-inch bloom with shades of canary-yellow, pale gold, cream, pearly white, and apple blossom. Although the bloom is exceptionally large, double, and long-lasting, the dainty coloring makes it unusually lovely. The plant is vigorous and spreading. After winning the sole All-America Award for 1946, Peace has become one of the top roses in America today. Originated by Meilland (France). Plant Pat. No. 591. **\$2.50 each; 3 or more, \$2.20 each.**



Peace

## First Love

This Armstrong introduction for 1951 features long tapering urn-shaped buds of dawn-pink, just about as perfect as anything you have ever seen. See page 8. Plant Pat. No. 921. **\$2.25 each; 3 or more, \$2.00 each.**

## Show Girl

Undoubtedly this rose has the largest, yet most perfect buds to be found in rosedom. The big open flowers are mighty attractive too, and the bush is a big strong one which does well everywhere. See page 12. Plant Pat. No. 646. **\$1.75 each; 3 or more, \$1.55 each.**

**The Big 10** — — — — **\$17<sup>25</sup>**

California orders add 3% sales tax.

Show Girl



First Love





Charlotte Armstrong

# Armstrong

## Better Roses Through Research

Here at Armstrong Nurseries, we have long believed that better roses than existing kinds could be created by aiming high, by applying every latest development in the science of genetics, and by combining both with a lot of painstaking work. The success achieved in this program is proved by the overwhelming popularity of the Armstrong introductions described on the next five pages.

We are mighty proud of the fact that more Armstrong roses have been awarded All-America honors than have those of any other hybridizer in the world.



**Dainty,  
Delightful  
First Love**



### Charlotte Armstrong "Queen of Them All"



Introduced in 1941, when it won the only All-America Award, Charlotte Armstrong has steadily climbed the ladder of fame, until now it stands unchallenged at the very top among the world's finest roses. If you are planting it for the first time, you will marvel (as we still do) at the beauty of the lovely, long, carmine-red buds, with their perfect streamlined form, and at the magnificent open blooms of rich cerise. The open flower is usually 3 or 4 inches in diameter, with about 30 petals, high-centered, remaining a beautiful rich color until the last petal drops. No printer's inks can illustrate the richness of its color.

A plant of Charlotte Armstrong will become one of the largest in the rose garden for it is extremely vigorous, semi-spreading to upright, usually producing its slightly fragrant flowers singly and always on long stems. The foliage is leathery, semi-glossy, deep green, and highly resistant to mildew. The plant keeps producing long-stemmed beauties all season.

Charlotte Armstrong is an all-climate rose, and we get the same enthusiastic reports of its behavior from growers in the North, South, East, and West. Originated in the Armstrong Research Dept. by W. E. Lammerts. Plant Pat. No. 455.

**\$2.00 each; 3 or more, \$1.75 each.**



# Rose Creations

From the World's Leaders in the  
Creation of All-America Rose Winners

## First Love

If you would like (and who wouldn't) dozens of exquisitely graceful and distinctive long, tapering buds in a delightful shade of pale dawn pink, then this is sure to be the "first love" in your garden. In certain weathers, the delicate color is tinted with lovely pastel shades of salmon, orchid and rose. The flowers, with their mild, pleasant tea fragrance and gracefully pointed petals (about 25), open very slowly, have a crisp long-lasting substance.

The plant is very vigorous, fairly upright in habit with every flower borne singly on a long, slender stem, ideal for cutting. Free-branching and free-blooming, it is a delight to grow, but your biggest delight will be in cutting the exquisite buds. Originated at the Armstrong Nurseries by H. C. Swim. Plant Pat. No. 921.

\$2.25 each; 3 or more, \$2.00 each.

## Bravo

Here is a big, bold, red rose which will completely steal the show at the peak of its bloom in your garden. We have never seen anything to equal its brilliant cardinal red color, nor a rose which will hold color as it does—even in the hottest weather. The rather plump bud of average length opens to a spectacular big, broad flower with beautifully ruffled petals arranged in perfect symmetry.

Don't expect much fragrance, and don't expect a big plant like that of Charlotte Armstrong or Sutter's Gold—this one has given everything to color and form. The plant grows to medium height and has a rather bushy habit. When it blooms in your garden, you'll exclaim, "Bravo!" many times over. Originated at the Armstrong Nurseries by H. C. Swim. Plant Pat. No. 983.

\$2.25 each; 3 or more, \$2.00 each.

**Bravo**  
The Brilliant  
New Red



## Sutter's Gold

The First American Rose to Win Top  
National and International Awards

Armstrong  
Original



## Sutter's Gold



This was the first rose from any country to make almost a clean sweep of the top national and international rose awards. In addition to an All-America Award for 1950, Sutter's Gold won the Foreign Gold Medal at the famous Bagatelle Trials in Paris, France, and following that won top honor, the Gold Medal, at the Geneva Rose Trials in Switzerland.

The great charm of this rose is in the sheer perfection of its long, pointed, yellow buds which are richly shaded with orange and red. They open to a high-centered golden yellow flower (about 24 petals) with a tea fragrance richer than in any other yellow rose. Occasionally, in adverse weather, the flowers tend to open a bit quickly, but this is its only fault.

Few roses can boast a plant so strong and vigorous. Growing rather tall and upright, it is always covered with an abundance of large glossy leaves which are highly resistant to foliage trouble. From everywhere come the same enthusiastic reports on Sutter's Gold—a big husky plant, long stems, and plenty of beautiful buds. Originated at Armstrong Nurseries by H. C. Swim. Plant Pat. No. 885.

\$2.25 each; 3 or more, \$2.00 each.

Quantity rates apply to 3 or more of the same variety only.





## Fandango

For brilliant eye-catching color, continuity, and quantity of bloom, we think Fandango is unbeatable. Deep scarlet in the bud, the opening flowers are an unbelievably gay and bright Chinese red and they remain attractive until the last petal falls. The good-looking buds open rather quickly to a large ruffled flower (16 to 25 petals) with a crispness to match its brilliance. True, there is loss of petalage and size during very hot weather, but the big, tall, vigorous plant is usually covered with brilliant bloom before other kinds start and after they stop. Originated in the Armstrong Research Department by H. C. Swim. Plant Pat. No. 894.

**\$2.00 each; 3 or more, \$1.75 each.**

## Juno

In no other rose are large size, clear color, perfection of form and long-lasting substance combined to such a degree. It will give you magnificent individual flowers for cutting—real exhibition roses—big, yet perfect in every detail. The color is clear, bright pink without other shadings. The flower ages to a soft silvery pink, but never loses its soft rich coloring. We can't have everything in a rose, so don't expect lots of flowers and don't expect a big tall-growing bush. It is a sturdy plant of medium size, with stout heavy stems abundantly clothed with large leathery foliage. Every bloom it produces is delightful and lacks only fragrance to be sheer perfection in a rose. Originated in the Armstrong Research Department by H. C. Swim. Plant Pat. No. 895.

**\$2.00 each; 3 or more, \$1.75 each.**

Nocturne



## The 1949 AARS Winners

### Forty-niner



Undoubtedly this is the most brilliant of all bicolors. It is so startling in its contrasting colors and the colors are so bright, that it is hard to believe that they could both be present in the same flower. Inside, the petals are a vivid Orient red, changing to cherry red with age. Outside, they are chrome to straw yellow. The colors are paler in some weathers. The buds are delightfully formed, opening into a large, well-shaped, pleasantly fragrant flower of 25 to 40 petals. The vigorous plant is tall and upright, and the stems are long, straight and sturdy, with few thorns. An All-America Winner for 1949, it was originated in the Research Department of Armstrong Nurseries by H. C. Swim. Plant Pat. No. 792.

**\$2.00 each; 3 or more, \$1.75 each.**

### Tallyho



Tallyho combines most of the desirable rose characteristics with a color entirely new. Inside, the petals are a delightful shade of pink (technically Tyrian Rose), while the reverse side is a brilliant crimson. The tall robust plant has proved to be very hardy (proved in areas like Minnesota). It branches continually, throwing out long straight flower stems, each crowned with a beautiful ovoid bud which opens to a magnificent, large, high-centered, fully double flower of exquisite shape. The fragrance is spicy and full-bodied. Originated in the Armstrong Research Department by H. C. Swim. Plant Pat. No. 828.

**\$2.00 each; 3 or more, \$1.75 each.**

Forty-niner



Juno





# Rose Creations

## Two 1948 AARS Winners

### Nocturne



Recent national rose polls rate Nocturne among the three or four best red roses in the country today, and it's easy to see why. Beautifully shaped long dark buds open to big many-petaled mildly fragrant flowers with plenty of long-lasting substance. The color is a deep velvety crimson with darker pools of maroon, the colors becoming lighter and brighter in warm weather. The bush is big and sturdy with stems long and strong and the foliage luxuriant. Nocturne is a rose which seems to do well everywhere. Originated in the Armstrong Research Department by H. C. Swim. Plant Pat. No. 715. **\$1.75 each; 3 or more, \$1.55 each.**

### Taffeta



Taffeta is a rose which will intrigue you with a different array of color with each change in the weather. Carmine rose in the bud, it changes to begonia rose with underlying tones of salmon, and even orange in the open flower. A perfect slender bud opens to a large flower with about 21 delicately frilled petals and a very pronounced fragrance. The plant is larger than average, vigorous and upright, with the new growth mahogany red changing to dark, glossy green. Taffeta does not have the same resistance to mildew as Charlotte Armstrong, but it does wonderfully well in all sections of the country. Originated in the Armstrong Research Dept. by W. E. Lammerts. Plant Pat. No. 716. **\$1.75 each; 3 or more, \$1.55 each.**

Taffeta



### Tallyho



### Mirandy



The top All-America Winner for 1945, Mirandy features big ovoid buds of deep red. The flower displays new beauties of form as the petals unfold, eventually becoming a huge full bloom (50 petals) of dark glowing red with the most delicious full-bodied fragrance you have ever inhaled. Mirandy is best in sunshine and warm weather. In the cool foggy areas of the Pacific Coast, the flowers do not always open perfectly, but when they are right, they are unbeatable. Plants medium in height, vigorous, and free-branching. Originated in the Armstrong Research Dept. by W. E. Lammerts. Plant Pat. No. 632. **\$1.75 each; 3 or more, \$1.55 each.**

### Valentine *A New Floribunda*

This new Armstrong introduction for 1951 fills a long-felt need in the Floribunda class. Now for the first time we have a slow-growing Floribunda in a truly brilliant shade of red. You will find it fully described on page 21. Plant Pat. No. 1029. **\$2.00 each; 3 or more, \$1.75 each; 25 or more, \$1.60.**

**Quantity rates apply on 3 or more of the same variety only.**

### Valentine



Mirandy







Applause

# Armstrong Rose Creations Cont'd

## Applause

One of very few American roses to have been so honored, Applause was the Gold Medal Winner at the Bagatelle Trials in Paris (1948). Dazzling light red in the bud, the open flowers are somewhat lighter but in all stages the color is rich and pleasing. Flowers are large, high-centered (40 petals), mildly fragrant, and last exceedingly well when cut. A little above medium height, the plant is very vigorous and the large leathery leaves are quite resistant to mildew. It will have twice as many branches as most other kinds, and twice as many flowers, too. Originated in the Armstrong Research Department by H. C. Swim. Plant Pat. No. 829.

\$2.00 each; 3 or more, \$1.75 each.

## Debonair

A profusion of perfect, jaunty, Mimosa Yellow buds open to high-centered, many-petaled flowers of clear Primrose Yellow—brim full of old-fashioned rose fragrance. You will like the fresh luxuriant appearance of the vigorous upright bush for its glossy mildew-resistant foliage is among the most handsome to be found in roses. Debonair keeps on producing dozens of its perfect tight-rolled buds throughout the season. Its stems are not long, but they are plenty long enough to cut, for each one is sturdy and straight. Plants medium height. Originated in the Armstrong Research Dept. by W. E. Lammers. Plant Pat. No. 677.

\$1.75 each; 3 or more, \$1.55 each.

## Show Girl

If you want to enjoy the most beautiful, the most perfect, and the longest deep pink rose buds you can imagine, be sure to plant this Armstrong Rose. We think it is one of the finest pink roses of all for cutting because of the magnificence of the buds and the lasting quality of the flower, with its big heavy-textured petals. No matter where you grow roses, Show Girl will flourish—coast or inland, cool or warm, foggy or sunny. Tall, rather slender, with big heavy canes and plenty of lovely flowers borne on long sturdy stems. Just enough fragrance to give it character. Plant Pat. No. 646.

\$1.75 each; 3 or more, \$1.55 each.



## Fiesta

Dazzling is the only word that describes this remarkable rose with stripes and flecks of bright yellow on a background of rich vermilion. The bizarre yet attractively colored flowers are never alike. Fiesta is a modest grower, low and spreading. It will require a little extra water and fertilizer to get vigorous growth and the finest blooms, but the gayly colored flowers are worth it—they make a great show on the plant, or as cut flowers. Slightly fragrant. Plant Pat. No. 389.

\$1.75 each; 3 or more, \$1.55 each.

## Blooming Roses in Containers

Throughout the late spring, summer, and fall, many of the fine roses described in this catalog may be had growing and blooming in 5-gallon containers at prices somewhat increased over those in this catalog. Because of weight and bulkiness it is not practical to ship these plants, but you will find them displayed at any of our five Southern California salesyards.

Debonair

Show Girl



Fiesta



# These Are the Plants for You!

The picture below shows some of the plants we will be delivering in late 1951 and early 1952. Photographed early in June, 1951, they have nearly six months to grow and at digging time they'll be twice this size! When you plant them in your garden these big, husky, well-rooted bushes will start faster and bloom quicker. Our customers tell us that these bushes set out in the spring will invariably out-perform less mature plants which have been set out in the fall.



**In Rose Plants There Is  
No Substitute for Quality  
These Are Better  
... And Here Is Proof**

**From Bristol, Tennessee**

"The roses I ordered from you arrived in good condition and are the best plants I have ever received from a grower."

**From Hogansville, Georgia**

"The rose plants you sent me last February have produced some of the finest blooms I've ever seen. I attribute the splendid results to the good stock and splendid root system of each plant."

**From Columbia City, Indiana**

"I don't know of anything that has brought me as much pleasure as these roses."

**From Jacksonville, Florida**

"I ordered roses from your nursery last spring for the first time and have never had such beautiful roses before."

**From Plainfield, New Jersey**

"I just wish you could see these Armstrong bushes. I am delighted."

**From Dallas, Texas**

"I ordered tree roses from three different growers and none of them holds a light to the ones received from you."

**From Winston-Salem, North Carolina**

"The finest roses I have ever grown were produced in my garden by the All-America Collection purchased from you."

**From Rochester, New York**

"I want to tell you about the wonderful results I have had with your plants of Mirandy, Charlotte Armstrong, and Tallyho."

**From Portsmouth, Ohio**

"Your roses far outdid any of our other roses."

**From New Orleans, Louisiana**

"This year I am replacing everything I bought last year with Armstrong bushes except my Armstrong bushes."

**We've Said  
"Floribundas for Lots of Bloom"  
Look at Pinkie!**

Phrases like "unbelievable masses of bloom," "clouds of dainty pink buds and flowers," and "so much bloom that you can't even see the foliage" have been used in our descriptions of Pinkie. Just take a look at the rows of Pinkie photographed in our rose fields and you can easily see that none of these statements is an exaggeration.



**They Grow Anywhere**

Planters all over America are finding that Armstrong California-grown rose bushes give them the best results under most soil and climatic conditions found in this country. Sixty years of accumulated rose-growing skill and a most favorable rose-growing climate, make an unbeatable combination for producing the big, husky, free-blooming plants, famous everywhere for their quality.



# Armstrong Bush Roses

## The Best Standard Kinds From Everywhere

True, many fine new and improved roses have been introduced in recent years, but the well-known varieties listed below are still favorites in many gardens. Space does not allow us a full color picture of every rose which we grow, but you may be sure that your order for the latest All-America Winners for 1952, or for the old-time Radiance will bring you a garden tested kind and a superbly grown Armstrong plant.

### Frau Karl Druschki

Old though it is, "Frau Karl" is still one of the best of the whites. The long-pointed snow-white buds open to handsome flowers of immaculate white with plenty of big, substantial, waxy-textured petals. Give it lots of room, for the vigorous bush, with its handsome dark green foliage, will sometimes grow as much as 6 feet in a single season! Does well everywhere. **\$1.25 each; 3 or more, \$1.10 each.**

### K. A. Victoria

K. A. Victoria has long been considered one of the best of white roses because it blooms so freely and continuously regardless of the weather. Beautifully formed buds and magnificent, high-centered, fully double flowers of pure ivory white. **\$1.50 each; 3 or more, \$1.30 each.**

### McGredy's Ivory

The flowers of this Irish beauty are creamy ivory-white with the waxen petals turning to a clear snowy white as the flower opens. The buds are just about as perfect as any you will ever find and the graceful high-centered open flowers possess a delicate damask perfume. A vigorous plant of medium height with dark glossy foliage. **\$1.25 each; 3 or more, \$1.10 each.**

### Radiance

Under all conditions of soil or climate, this robust disease-resistant variety never fails. Popular for over 40 years because it never fails to give you plenty of beautiful silvery-pink fragrant flowers on extremely long, strong stems. **\$1.25 each; 3 or more, \$1.10 each.**

### Red Radiance

Exactly the same as its sister, Radiance, except that the flowers are rich cerise-red. **\$1.25 each; 3 or more, \$1.10 each.**

### Signora

You seldom see this variety without breath-taking buds and well-formed flowers of intense scarlet-orange, shaded with tangerine and cerise. The fine robust plant produces very freely and no matter what the weather may be, each bud and flower is perfect—perfect in all stages. Plant Pat. No. 201. **\$1.75 each; 3 or more, \$1.55 each.**

### Snowbird

A small to medium sized rose, but one that is a real asset to any rose garden. Almost never is it without exquisite, long, flaring white buds and snowy, many-petaled, high-centered flowers. Our guess is that it will outbloom any other white rose in your garden by at least two to one. **\$1.50 each; 3 or more, \$1.30 each.**

### Texas Centennial

Often referred to as the "Red President Hoover." Just like that variety, it is an extremely tall, vigorous kind producing a plant 3 to 4 feet in height, with heavy strong stems and magnificent large full buds and flowers. The color is a bright glowing carmine red, fading to a softer rose-red as the flowers age. Give it plenty of room in your garden and then be prepared to pick some of the largest, most magnificent flowers you have ever seen. Plant Pat. No. 162. **\$1.75 each; 3 or more, \$1.55 each.**

## No Matter Where You Live — You Can Enjoy Better Results With Armstrong Roses

### Planting Time

No matter when we receive your order we will ship your roses at the most favorable time for planting in your area. The approximate shipping time will be noted on the invoice which you will receive in acknowledgement of your order. Even when late shipment is necessary, your roses will be kept in a very modern cold storage plant under constant observation and you can be sure they will reach you in perfect condition. We will ship your roses just as soon as we feel that adverse weather conditions have passed in your particular area and you will be able to plant them upon arrival. In general, we recommend the following regional planting times, although planting times may vary somewhat from this schedule depending upon the locality.

**Northeastern & North Central States.** Planters in these colder sections enjoy best results by setting out fully mature plants in the spring (late March to early May).

**Mid-Atlantic States.** Localities vary, but generally late February, March and early April are favored.

**Midwestern States.** Depending upon the duration of freezing conditions, from mid-March to early May.

**Gulf States.** Planters in Florida and the southern parts of the Gulf States usually set out roses in November or December for best results. Spring planting too has proved very successful with many.

**Southern States.** In warmer areas roses may be planted in late November, but in localities removed from the Gulf of Mexico, it is best to plant a little later (January to March) because of the danger of sudden sharp cold spells.

**Southwestern States.** In parts of Arizona, New Mexico, Nevada, Texas, and California—the more arid and desert regions of the Southwest—roses should be planted early (December and January). In the mountainous sections planting should come later (February to March) depending upon the altitude and likelihood of late frosts.

**Pacific Coast.** January and February are the favored months, but good results may be had by planting through March as well. In the warmer drier areas, it is best to plant early.

There are some 50,000 rose varieties known today and our job is to carefully select the best for color, form and garden performance. Sixty years of experience and the aim to produce the best plants grown anywhere is the combination which makes Armstrong roses the best plants for you.

### And—They Cost No More!

With the exception of tree roses, all bare root rose plants are shipped to any point in the United States or its possessions at our expense. You pay only the catalog price of the roses you order. (Additional 3% sales tax if you live in California.) We reserve the right to choose the method of shipment.

### Free Planting Instructions

With every shipment of Armstrong Roses you will receive complete planting instructions. You are almost certain to be successful with your rose growing if you will follow the few simple rules covering planting and care.

### Our Guarantee

If you care for your bare root roses as suggested in our Planting Guide, and providing there are no damaging factors beyond our control, we guarantee every Armstrong rose to grow and bloom in your garden.

### You Save by Ordering 3 or More of Each Variety

You can save substantially by ordering 3 or more roses of the same variety. Similar savings are realized when you purchase any of the collections listed in this catalog.

### Roses in Containers

From May through September big, husky, Armstrong-grown rose plants are available in 5-gallon containers at prices higher than for the bare root roses priced in this catalog. Weight prevents shipping them, but you will find a complete selection at our salesyards.



# Armstrong Bush Roses

## The Best of the World's Modern Roses and Fine Old Favorites

You can order any of these Armstrong bare root roses with confidence, because every rose variety that we list has had to prove its merit under tests before it is offered to you. You can also be assured that the plants you receive will be the largest, huskiest and finest plants it is possible to grow. What's more, the most modern facilities are employed in the storage, care, and packing of Armstrong plants. You can expect to get big, plump, fresh plants delivered right to your door wherever you live.

### Visit Our Display Garden

If you live in Southern California, or if you are planning a trip here, you are cordially invited to visit the Charlotte Armstrong Memorial Rose Garden at any time from April through November. Adjacent to our Ontario Salesyard, this lovely garden has just been completed. In it you will find over 1,200 plants of the finest rose varieties in a lovely garden setting. You are cordially invited to bring your family and friends. We are happy to welcome any individual or group interested in roses.



**Capistrano**

#### Capistrano



This magnificent big pink rose was an All-America Selection for 1950. Big, long, beautifully formed buds in a sparkling shade of clear rose pink open to extremely large full flowers (about 30 petals) with a pleasant mild fragrance and plenty of long-lasting substance. The beautiful clear color is retained until the last petal drops. This variety has one of the largest and most sturdy plants to be found in rose-dom, with long, heavy, straight stems and large leathery foliage. Plant Pat. No. 922.

**\$2.25 each; 3 or more, \$2.00 each.**

#### Countess Vandal

A rose which is just about as fine as anything we know of in the salmon-pink class. The Countess continually produces many long, tapered buds of salmon-pink shaded with copper and gold. The flowers are fine for cutting because they are richly fragrant, always come on long, sturdy stems, and are nearly always available. Buds and open flowers are usually perfect, no matter what the weather, and they keep exceptionally well. The vigorous bushy plant with its large leathery foliage thrives and blooms consistently in all rose growing sections.

**\$1.50 each; 3 or more, \$1.30 each.**

### Quantity Rates

You can save substantially by ordering 3 or more roses—and you'll get a lot of pleasure from several plants of one variety. Three different varieties cannot be sold at the quantity rate. You save substantially on the collections, too, but please do not ask for substitutes.

#### Countess Vandal



#### Crimson Glory



#### Crimson Glory

For the Southwest, we think there are several better red kinds, but many growers in the East and Midwest still rate this at the top among reds. The beautiful flaring urn-shaped buds open into magnificent flowers of velvety crimson with black and maroon shadings. The velvety petals seem to reflect light like a glowing ember, and the fragrance is rich and full-bodied. The plant is vigorous, low, and spreading, and flowers freely. Plant Pat. No. 105.

**\$1.75 each; 3 or more, \$1.55 each.**

**Join a Rose Society.** If roses are your hobby or you want to know more about them, join a rose society:

**American Rose Society.** Write Dr. R. C. Allen, Sec., Box 687-K, Harrisburg, Penn. Annual dues, \$4.50.

**Pacific Rose Society.** (Primarily for Southern California residents.) Write Mr. Fred W. Walters, 1044-A Olive Lane, La Cañada, Calif. Annual dues, \$2.50.





**Horace McFarland**

## You Pay No More

You may as well enjoy Armstrong quality no matter where you live for it costs no more. All bare root roses are packed and shipped to reach you in perfect condition anywhere in the U.S. And—it is all done at our expense. (Small packing charge for tree roses.)

## Christopher Stone

Such a vivid color could not long go unnoticed in any garden. The glowing brilliant crimson-scarlet flowers, with deeper shadings, never have a trace of blue and do not fade in the hottest sun. Not all of the buds are perfect in form, but they have a long-lasting substance and a delightfully spicy fragrance. Fully blown, this rose is as beautiful as any rose you will ever find. **\$1.25 each; 3 or more, \$1.10 each.**

## Dainty Bess

Single roses are quaintly charming whether you see them in a garden or in a vase arrangement, and Dainty Bess is deservedly the most popular of them all. The large five-petaled flowers are a warm pink overlaid with a flush of suntan, punctuated with maroon stamens. The tall strong bush is an almost continuous source of blooms which last a long time after they are cut. The flowers form in clusters of three or more. **\$1.25 each; 3 or more, \$1.10 each.**

## Etoile de Hollande

This magnificent red rose is ranked among the best in its color class. The medium-sized buds of velvety maroon open beautifully and cleanly to a marvelous flower of glowing crimson with darker shadings. Each petal holds its brilliant color until it drops. A heavy, delightful old-rose fragrance adds to its charm. The medium-tall bush is strong, free-branching and healthy, with the leaves large, green and fresh looking. **\$1.50 each; 3 or more, \$1.30 each.**

## Fred Edmunds



This is a rose which never fails to attract attention because of the brightness of its unusual and enchanting orange color. Vivid orange buds open to large flowers (about 20 petals) in a captivating shade of apricot-orange. The form is not always perfect, but the color and a delicious fruitlike fragrance more than make up for this. The plant is low-growing but vigorous, and the glossy foliage is exceptionally attractive. A rose which is at its best in the cooler sections, it was awarded All-America honors for the Pacific Coast. Plant Pat. No. 731. **\$1.75 each; 3 or more, \$1.55 each.**

## Golden Rapture

With this variety in your garden, you can cut some of the loveliest long-pointed buds of solid yellow that you have ever seen, morning after morning. You will never cease to admire the sheer perfection of form and, in favorable weather, the brilliance of color in both bud and open flower. The plant, with its shiny foliage, grows to medium height and never fails to carry plenty of buds and flowers with a mild old-rose fragrance. **\$1.25 each; 3 or more, \$1.10 each.**

### Golden Rapture

See also Climbing Golden Rapture, page 22

## Grande Duchesse Charlotte



## Dainty Bess





# Bush Roses

## Girona

You will derive a lot of pleasure from growing this multicolored Spanish beauty because of its great vigor, the extremely handsome buds and flowers, and the fine fragrance. The large yet graceful buds open to magnificent, full, double flowers in beautifully varying tones of pink, yellow, and carmine. They have a lot of substance and keep exceptionally well when cut. The bush is a big, tall-growing, free-blooming one which does well in all rose-growing areas. **\$1.25 each; 3 or more, \$1.10 each.**

## Grande Duchesse Charlotte



An All-America Award Winner in 1943, this rose is outstanding for its unique color and its intriguing perfume. The interesting buds are a rich claret color (you may call it brick-red) which changes as the flower ages to a lovely Begonia Rose. The flowers are not always perfect in form, but they are always beautiful because of that rich color, never before seen in a rose. You'll enjoy this rose in your garden when you see the big, strong, free-branching plant with its uniquely colored flowers and sniff the rich fruit-like fragrance. Plant Pat. No. 774. **\$1.75 each; 3 or more, \$1.55 each.**

## Horace McFarland



An All-America Winner for 1945 and a good solid rose in every respect. The long-pointed, orange-pink buds are extraordinary for their length and beauty of form. In the bud the color is more orange than pink, and as the big fully double flower opens it becomes a deep apricot-pink with lighter shadings of salmon and coral-pink. The plant is tall, upright, and vigorous, with long straight stems and broad leathery foliage. Moderately fragrant. Plant Pat. No. 730. **\$1.75 each; 3 or more, \$1.55 each.**

Girona



## Special Offer



### 6 Great Roses

### At a Price to Fit Every Budget

If you want a selection of really fine roses at an unusually low price, here it is. These six famous roses have proved their merit all over the country, and you can be sure they will thrive and flower freely in your garden. Soon after you plant you will be picking gorgeous blooms in a variety of brilliant colors—you really will have a complete little rose garden. By the way, what more welcome gift could you find for the friend or relative who is just starting to landscape that new home?

- Christopher Stone
- Countess Vandal
- Etoile de Hollande
- Girona
- Mrs. E. P. Thom
- Picture

**All 6**  
**Postpaid for \$6<sup>25</sup>**  
 (California planters add 3% sales tax)

Etoile de Hollande



Christopher Stone



Fred Edmunds







Heart's Desire

## Heart's Desire



This 1942 All-America Winner has long-pointed buds of bright luminous red without other shadings. The flowers are always borne on long stems, and keep longer than most other kinds after they are cut. But the most outstanding feature of the rose is its superb fragrance. A few blooms will perfume an entire room. Occasionally there is a weak neck or a globular flower, but few can resist the clarity of color and the wealth of fragrance. Plant Pat. No. 501.

\$1.75 each; 3 or more, \$1.55 each.

## Katherine T. Marshall



Winner of an All-America Award in 1944, this variety has been chosen by All-America Selections as one of the top ten AARS Winners. The flowers are a warm clear pink without other shadings. There are not many petals (about 22), but all are big and heavy-textured, forming a magnificent bud and half-open bloom, with a rich fragrance. It has some of the biggest, most luxuriant and handsome foliage to be found among the newer roses, and an exceptionally robust plant. Plant Pat. No. 607.

\$1.75 each; 3 or more, \$1.55 each.

## Lowell Thomas



This All-America Winner for 1944 is one of the finest of all yellow roses. The big robust tall growing plant flowers freely, and every bloom is borne on a heavy stout stem. Long, tightly furled buds open into large high-centered flowers (35 to 40 petals) of bright canary yellow. Planters report this is one yellow rose which does well in all areas, and in hot weather or cool. Plant Pat. No. 595.

\$2.00 each; 3 or more, \$1.75 each.



Mme. Chiang Kai-shek

## Mission Bells



Katherine T. Marshall

## Lowell Thomas





# Bush Roses

## Mme. Chiang Kai-shek



The top All-America Winner for 1944, and unquestionably one of the finest light yellow roses of all time. Great long buds of primrose yellow open into huge flowers with 24 to 30 crisp petals of light creamy ivory. The vigorous, slender bush will become one of the tallest in your garden, and will delight you with a long procession of spicily lemon-scented buds and flowers, with every one on an individual long straight stem. Plant Pat. No. 664. **\$1.75 each; 3 or more, \$1.55 each.**

## Mme. Henri Guillot

You will marvel each spring at the splendor of this rose. The tight bud becomes succeeding more graceful as it opens into a large 25-petaled flower of brilliant flame-pink to raspberry-pink. The luxuriant glossy foliage clothes the big spreading plant right down to the ground. You'll find the richly colored flowers on top of tall straight stems unbelievably gorgeous and deliciously fragrant. We know you'll be rating this, just as we do, among your favorites. Plant Pat. No. 337. **\$1.75 each; 3 or more, \$1.55 each.**

## Mission Bells



The pointed, well-shaped buds of this All-America Award Winner for 1950 are a deep glowing salmon-pink, opening to full high-centered flowers of clear shrimp-pink. Richly fragrant, the flowers are medium to large in size. The vigorous plant will grow quite tall in your garden and will nearly always be in bloom. Plant Pat. No. 923. **\$2.25 each; 3 or more, \$2.00 each.**

## New Yorker

The vigorous tall-growing bush will produce a continuous succession of huge, high-centered flowers of clear dazzling red. Delightfully fragrant and long lasting with big heavy textured petals—it is a red, red rose which stays red until the last petal falls. Plant Pat. No. 823. **\$2.00 each; 3 or more, \$1.75 each.**

## Mrs. E. P. Thom

Yellow roses may come and go but Mrs. E. P. Thom continues pleasing gardeners and outselling newer yellow roses every year. You will know why when you see the long-pointed buds of clear canary-yellow and the large flowers, fully double, lovely in form, and delightfully fragrant. It is often at its best when other kinds have passed the peak of spring bloom. Vigorous plant of medium height. **\$1.25 each; 3 or more, \$1.10 each.**

## Picture

There are no adequate adjectives nor color plates good enough to do justice to the perfect pink buds and flowers of Picture. Even if they could give you some idea of the color, they would still fail to suggest the warmth of the rich salmon undertones. Each flower is heavily petaled, substantial and long-lasting, and the strong vigorous plants produce continuously from the spring to fall. Mildly fragrant. **\$1.25 each; 3 or more, \$1.10 each.**

**Quantity Rate: The rate for 3 plants applies on 3 of the same variety only.**

## New Yorker



Picture

## Mme. Henri Guillot



## "Roses for Every Garden"

This 218-page book by Dr. R. C. Allen deals with the selection and proper care of roses in practically all climates and soils. We consider it to be just about the best guide for either the experienced rose grower or the beginner. Shipped postpaid anywhere in the United States for \$3.50.

## Mrs. E. P. Thom





# Armstrong Bush Roses

## Better Plants of the Best Varieties for You to Grow



Sweet Sixteen

### President Herbert Hoover

This popular old favorite is still considered by many planters to be one of the best multicolors. The long buds are beautifully formed and open slowly into gigantic blooms of cerise, pink, flame, scarlet, and yellow, which possess a most delicious fragrance. It is a magnificent grower, four feet in one season being quite ordinary, and it is not a question of how long you want the stems to be, it is only how long you wish to cut them. Give it plenty of room because it will use it. **\$1.25 each; 3 or more, \$1.10 each.**

### Rubaiyat



The All-America Winner for 1947, this Irish beauty produces a long shapely bud of scintillating rose-red or crimson, usually becoming paler in the open bloom. Both buds and flowers are extra large and carry a delightful fragrance. This variety displays its best color and most perfect form in cool climates, but everywhere the tall vigorous plant keeps up a never-ending succession of blooms. **Plant Pat. No. 758. \$1.75 each; 3 or more, \$1.55 each.**



Rubaiyat

### San Fernando



From over the Hollywood Hills in the sunny San Fernando Valley comes this fine All-America Selection for 1948. The perfectly shaped long buds are a rich currant-red, opening into fine, long-lasting, unfading flowers (20 to 25 petals) of intense scarlet. A rich heady perfume adds to its charm. The vigorous plant is upright and well foliaged. **Plant Pat. No. 785. \$1.75 each; 3 or more, \$1.55 each.**

### Sweet Sixteen

Dainty pink, with tints of rose and a dash of gold—a soft rose complexion in the delicate colors of youth and beauty. The long, tight buds, half-open blooms and large flowers with 16 to 20 crisp petals are magnificent in their perfection. From spring until fall you will enjoy a long succession of sweetly fragrant buds and flowers borne on long straight stems. The plants are tall, rather slender and do especially well in coastal or cool weather regions, where Sweet Sixteen is exceedingly lovely in form and color. **Plant Pat. No. 631. \$1.75 each; 3 or more, \$1.55 each.**

### Talisman

This vividly colored rose is probably better known as a florist's cut flower than any other. The buds are exquisitely formed, orange-scarlet and golden-yellow in color, and are borne on long stiff stems. The open flowers are richly fragrant. Talisman was one of the very best roses of its day and it has great sentimental value for many planters. However, we think that Taffeta and other newer roses in this color range are superior. **\$1.25 each; 3 or more, \$1.10 each.**

### The Chief



Large size and vigor are inherited from its parent, President Hoover. The gigantic bud of this All-America Winner for 1940 combines intense flame and copper tones, with the open flower showing flame, coral and copper. The full-blown flowers have a sweet fragrance, are fully double, and are at their best in warm weather. These long-stemmed beauties are borne on a spreading vigorous plant, to 4½ feet, which is resistant to mildew. **Plant Pat. No. 456. \$1.75 each; 3 or more, \$1.55 each.**



The Chief



President Herbert Hoover







**San Fernando**



**Talisman**



## Armstrong Tree Roses

For lending the garden a touch of formality, few plants can equal colorful tree roses. Standard or tree-shaped roses are grown by budding the desired variety into a tall straight stalk at a height of 36 inches. The bushy head usually produces more flowers and larger ones than the bush type of the same variety.

**Shipped Bare Root** During the months of January, February, and March, dormant bare root trees may be safely shipped for immediate planting to Pacific Coast areas, warmer areas of the Southern States, and portions of the East Coast. Because tree roses are extremely hard to handle and because special costly cartons are required, to make sure that you receive them in the same fine condition in which they left the nursery, we make a 50c charge for packing and mailing each tree rose. **Prices on all bare root, dormant Tree Roses, including Floribundas, \$5.00 each; \$45.00 per 10. Ten assorted Tree Roses sold at the 10-rate. (Add 50c per tree for shipping charges.)**

### **Bravo**

Huge perfect blooms of brilliant cardinal-red.

### **Charlotte Armstrong**

Long, blood-red buds and brilliant cerise flowers. Our finest rose.

### **Debonair**

Exquisitely formed primrose-yellow buds and flowers.

### **Fandango**

Lovely buds and breathtaking flowers of dazzling fiery orange-red. A heavy bloomer.

### **First Love**

Long, slender buds of delicate, pale pink. A real beauty.

### **Forty-niner**

Cardinal-red with the reverse of petals straw yellow.

### **Helen Traubel**

Our latest All-America creation. Lovely apricot pink.

### **Lowell Thomas**

Rich golden yellow. Does well in all areas.

### **Mirandy**

Fragrant many-petaled flowers of glowing dark red. Magnificent in warm weather.

### **Nocturne**

1948 AARS Winner. Streamlined buds and glorious flowers of cardinal red, with darker shades.

### **Peace**

Huge, perfectly formed flowers of yellow, buff, cream and pink.

### **Picture**

Sparkling, warm pink buds and open flowers.

### **Show Girl**

Great, long buds of deep rose-pink. Spectacular everywhere.

### **Snowbird**

Perfectly shaped, fragrant, white buds open into many-petaled blooms.

### **Sutter's Gold**

1950 AARS Winner. Perfect buds of yellow splashed with orange. Richly fragrant.

## Floribunda Tree Roses On 24-inch Stalks

These many-flowered Floribundas, budded on 24-inch stalks, are something distinctive and unusual for your garden. Use them to border your rose garden or as specimens. Also wonderful as potted or tubbed plants. See price above.

### **Fashion**

The unusual color, a blending of apricot and gold, has made this 1950 All-America Winner a top favorite everywhere.

### **Goldilocks**

A cloud of dainty double flowers of clear yellow throughout the season.

### **Pinkie**

The enormous quantities of petite, pink, perfectly formed buds and 2-inch open flowers will never cease to amaze you on a tree rose.

### **Valentine**

This Armstrong creation is continuously covered with buds and semi-double flowers of rich dazzling crimson.

### **Vogue**

All-America Winner for 1951. Plenty of bloom in a new color—cherry-coral.





**Pinocchio**

**Summer Snow**



**Chatter**



# Floribundas

## For Lots of Bloom

Few, if any, flowering plants will give you as much pleasure in your garden as Floribunda roses. More color, more continuous bloom, and even more flowers than annuals or perennials, they will beautify your garden with an almost unbelievable show of color from early spring until late fall. For mass effect they are superb and it is difficult to imagine anything more attractive than a bushy low hedge or border loaded with roses. Remarkably indifferent to soil and climatic conditions, and quite hardy, they are easy to grow. All you need to do is give them an occasional spraying and fertilizing to get spectacular results.

### Chatter

The plant is literally smothered with clusters of fragrant glowing flowers, 2½ to 3 inches across, in a rich shade of velvety crimson. A low, compact bush to about 2 feet in mild climates, lower in colder areas, it is ideal for hedge or border, or in the foreground of taller growing varieties. Plant Pat. No. 739.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

### Fashion



1950 All-America Winner and winner of almost every important international award as well. The color is unique and lovely, a blending of coral and gold with a warm overlay of apricot, a color entirely new in roses. Each little bud is perfect for buttonhole or bud vase, and the open flowers hold their delightful color very well. The vigorous, well-foliaged plant, 2 to 2½ feet, blooms continuously. Plant Pat. No. 789.

**\$2.00 each; 3 or more, \$1.75 each; 25 or more, \$1.60 each.**

### Goldilocks

This is something different—a true Floribunda in a rich shade of golden yellow. The low compact 18-inch bush is continuously bursting with golden masses of perfect little buds and many-petaled, long lasting flowers. The aging flowers hold their color and the delightful abundance of bloom is a breathtaking sight in a garden. Plant Pat. No. 672.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

### Summer Snow

When loaded with bloom, this white Floribunda will resemble an immaculate snowbank in your garden. Often there are 15 or more buds to a cluster and the countless clusters are continuously unfolding new flowers. You'll never lack for plenty of flowers to cut for indoors or simply to admire in the garden. A rather large bushy plant, 3 to 4 feet, makes it excellent for massing, growing singly, or planting in back of lower growing Floribundas. Plant Pat. No. 416.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

### Pinkie



Pinkie has more downright charm, daintiness, and artistic appeal than most any rose we can name. It's an entirely different Floribunda type with a bushy little plant only 15 to 20 inches high. Throughout the entire blooming season, spring, summer, and fall, they are literally loaded with slender little pink buds, as perfect in form as any rosebud could be. The clusters of buds open to clouds of fully double flowers about 2 inches across. Glossy and light green, the abundant foliage forms a perfect background for the masses of spicily fragrant bloom. Pinkie is perfect for use as a low hedge or border planting because of its low, compact habit, but wherever you plant it, the continual mass of bloom will be one of the highlights of your garden and there will always be plenty of buds or large sprays to cut for indoors. Originated in the Armstrong Research Dept. by H. S. Swim. Plant Pat. No. 712.

**\$1.75 each; 3 or more, \$1.55 each; 25 or more, \$1.40 each.**



**Goldilocks**



**Fashion**

**Pinkie**







**Pink Bountiful**

**Pink Bountiful**

Handsome ovoid buds of deep pink unfold into perfect 3-inch flowers of buff and salmon-pink, resembling a small Hybrid Tea. They are large for a Floribunda yet delicate, and with their rich fragrance they are marvelous for cutting. A tall vigorous plant, 3 to 4 feet in height. Plant Pat. No. 601.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

**China Doll**

Can you imagine a bushy rounded rose plant just 18 inches tall, carrying 240 perfect pink roses at one time? We counted the flowers on several normal plants of China Doll, and that was the average number. The rounded clusters made up of flowers 1 to 2 inches across so cover the plant that you cannot even see the foliage, and as one burst goes by another comes on. The color is a bright cheerful shade of china rose, and the dwarf, almost thornless plant, with its glossy mildew-resistant foliage is perfect for a low hedge or border. A glance at the picture to the right will show you what we mean. Plant Pat. No. 678.

**\$1.75 each; 3 or more, \$1.55 each; 25 or more, \$1.40 each.**

**Valentine**

This Armstrong introduction for 1951 brings something brand new into the increasingly popular Floribunda group—a low-growing plant with flowers of bright, glowing crimson. The brightly colored 2½-inch flowers are borne in large clusters which completely cover the plant, and follow each other in rapid succession. Eventually the color does fade, but not until each burst of bloom has given you several weeks of gay color. The rather low yet bushy plant with abundant dark green foliage, and the continual show of bright red flowers make Valentine just right for a 2-foot border or hedge. Originated at the Armstrong Nurseries by H. C. Swim. Plant Pat. No. 1029.

**\$2.00 each; 3 or more, \$1.75 each; 25 or more, \$1.60 each.**

**Pinocchio**

Throughout the season it is literally covered with immense clusters of perfect little roses in the brightest, cheeriest, and daintiest shades of salmon flushed with gold that you can imagine. Each little bud in the cluster is a perfect garden rose in miniature and possesses a delightful fruity fragrance. The plant grows 24 to 30 inches tall, and requires no special care for splendid results. Plant Pat. No. 484.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

**Floradora**

Call it cinnabar-red, orange-scarlet, or scarlet-vermilion—whichever you call it, the color is one of the most attractive to be found in roses. Exquisitely formed buds, perfect for cutting, are carried in sprays of from 6 to 12 and each opens slowly to a fully double 2-inch flower resembling a perfect little camellia. The aging flowers sometimes fade to an unattractive color, but you will want to cut them long before that. The plant is tall and vigorous, 3 to 4 feet in height.

**\$1.50 each; 3 or more, \$1.30 each; 25 or more, \$1.20 each.**

**Vogue**



The newest in Floribundas and winner of All-America Honors for 1952. You will find it fully described on page 3 of this catalog, but we list it here because it promises to be one of the finest roses in the Floribunda class. Its bright, gay, coral-cherry color, its vigor, and wealth of bloom will make it very popular. Plant Pat. No. 926.

**\$2.25 each; 3 or more, \$2.00 each; 25 or more, \$1.80 each.**

**Vogue  
1952 All-America  
Winner**



**China Doll**



**Floradora**



**Valentine**







**Climbing Etoile de Hollande**

# Climbing Roses

Requiring only a limited space and ordinary care, climbing roses will bring your garden aglow with spring color, covering fences and trellises with hundreds of blooms. The climbing Hybrid Teas we list thrive in milder areas. In regions of sub-zero temperatures all except Paul's Scarlet and Mme. Gregoire Staechelin require special winter protection.

## Belle of Portugal

In early spring before other roses are in bloom, this very vigorous climber (10 to 12 feet in a season is not unusual) will be studded with amazingly beautiful salmon-pink buds which are gigantic in size, often 3 or 4 inches in length. It is too busy growing to bloom the first season after planting, but be prepared for spectacular masses of bloom from then on.

**\$1.50 each; 3 or more, \$1.30 each.**

## Billy Boiler

We believe this variety has the most perfect non-fading blooms of any red climber. The robust many-caned plant grows to 12 feet, and on great long stems for cutting are immense perfect flowers. Deep red, with blackish shadings and quite double, the blooms are deliciously fragrant.

**\$1.50 each; 3 or more, \$1.30 each.**

## The Charming Cherokees

We like these old-fashioned single-flowered roses because they fit into informal landscapes so well and are at their best when allowed to ramble over a fence or wall without pruning. The foliage is shiny green and the delicate flowers are produced in great masses in the spring. We have *Pink Cherokee*, *Red Cherokee* and *White Cherokee*.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Cecile Brunner

Few roses can equal the continuous show of dainty, little, rose-pink, salmon-shaded buds in clusters produced by this famous old Polyanthus. One of America's favorites, it is a strong grower and needs no special coaxing.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Dainty Bess

Imagine having a large climbing plant covered with hundreds of dainty, single, suntan-pink flowers, instead of just a few, as on the bush. The long-lasting blooms are superb for bouquets.

**\$1.50 each; 3 or more, \$1.30 each.**

## Climbing Christopher Stone

The big velvety red flowers with their waxy petals and delicious perfume which are so admired on the bush form of Christopher Stone can now be had on a climbing plant. It will transform an arbor or trellis into a gorgeous springtime spectacle. Plant Pat. No. 626.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Etoile de Hollande

We rate this as the finest red climbing rose which we grow. The big, strong-growing, beautifully foliaged plant produces some of the choicest big red buds and open flowers that we have ever seen. Plant this climber for richly fragrant top-quality blooms for cutting.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Golden Dawn

Graceful buds of sunflower-yellow opening to big fully double flowers of lemon-yellow literally cover this handsomely foliaged plant in the springtime. Unlike most climbers it will produce richly fragrant flowers right up to the late fall. Plant Pat. No. 243.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Golden Rapture

The climbing form of this shining yellow rose, long famous for its bud form, has fast become a favorite in many rose gardens. It will produce hundreds of magnificent blooms in the spring, each one reflecting the golden sunshine and all fine for cutting. Plant Pat. No. 508.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing Hinrich Gaede

It is difficult to describe the brilliant flame-like combination of orange and vermilion which give these flowers so much richness and beauty. This Armstrong introduction will not only bloom in the spring but will produce occasional blooms all through the summer. Plant Pat. No. 244.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing K. A. Victoria

K. A. Victoria has long been a favorite because of the free and continuous blooms which it produces. This climbing sport gives you plenty of those same beautifully formed ivory-white buds and magnificent, fully double, high-centered flowers, no matter what the weather.

**\$1.75 each; 3 or more, \$1.55 each.**

## Climbing McGredy's Ivory

This variety is the answer to those who want a large-flowered white. In the spring this climber is covered with dozens of exquisite ivory-white buds which open to deliciously fragrant, big, snowy flowers which you will enjoy cutting.

**\$1.75 each; 3 or more, \$1.55 each.**

## The Brilliant Sunshine Yellow Blooms of High Noon







### Climbing Mrs. Sam McGredy

You will be amazed at the marvelously formed buds and perfect flowers of rich coppery orange—a color unusually striking and exclusive with this variety. The exceptionally vigorous plant has the most luxuriant glossy bronzy green foliage in the rose world, and it is one of the best for continuous blooms. Plant Pat. No. 394.

**\$1.75 each; 3 or more, \$1.55 each.**

### Climbing Night

It is difficult to imagine anything more delightful than a big vigorous plant covered with exquisite deep dark red buds and large, velvety textured crimson flowers, shaded black and maroon. You will certainly enjoy its beauty and the intense cinnamon-clove fragrance will scent your entire garden. Plant Pat. No. 439.

**\$1.75 each; 3 or more, \$1.55 each.**

### Climbing Picture

This Armstrong introduction is one of our most popular climbers. Where you get dozens of blooms on the bush form of this popular pink variety, you will get hundreds of beautiful, long-stemmed, perfectly formed buds on this climber. Each flower is a "perfect picture" in clear rose-pink, and every bloom enchantingly fragrant. Plant Pat. No. 524.

**\$1.75 each; 3 or more, \$1.55 each.**



**Paul's Scarlet is Outstanding on Arbor or Trellis**

### Climbing Pinkie

#### Climbing Pinkie *Something Truly Unique*

We know you will be delighted with it, just as we are, because the bushy yet compact 6 to 8 foot plant with its unbelievable masses of bloom is just right for many places where an ordinary climber would be too large. The glossy light green foliage is heavy and luxuriant, but in the spring you'll have to look hard to see it under the cloud of bloom. Just take a look at the picture above and you'll see what we mean. Every perfect little delicate pink bud and flower is spicily fragrant—just the same as those which won an All-America Award for Pinkie in 1948. We've saved the best for last—in addition to all these features, this is a climber which doesn't stop with the first burst of bloom but keeps right on with cluster after cluster of dainty blooms throughout the season. You'll never want for flowers in the garden or for cutting. Plant Pat. app. for.

**\$2.75 each; 3 or more, \$2.40 each.**

### Climbing Peace

This new climbing sport has the same fine foliage, strong stems, and huge, yet perfectly formed flowers which have made Peace a top favorite. The deep yellow buds slowly open to glorious 5-inch blooms with shades of canary-yellow, pale gold, cream, pearly white, and apple blossom. This is truly one of the most spectacular of roses and the profusion you will see on a climber will never cease to thrill you. Plant Pat. No. 932.

**\$2.50 each; 3 or more, \$2.20 each.**

### Climbing Show Girl

Show Girl is one of the many fine roses originated in the Research Department of the Armstrong Nurseries. This climbing sport will furnish amazing quantities of the longest, most perfectly formed, deep-pink rosebuds that you've ever seen. The plant is vigorous and the long-stemmed blooms are excellent for cutting. Plant Pat. No. 892.

**\$1.75 each; 3 or more, \$1.55 each.**

### Climbing President Hoover

The pink, red, yellow, and buff flowers of this climber are produced in great profusion, each one with a long stem, perfect in color and symmetry. The bush type is vigorous enough, but as a climber it grows by leaps and bounds.

**\$1.50 each; 3 or more, \$1.30 each.**

### Climbing Talisman

It is difficult to imagine anything more striking than a fence or trellis blanketed with the marvelous urn-shaped buds and lovely red-gold flowers of this popular old favorite. This one really puts on a marvelous show each spring.

**\$1.50 each; 3 or more, \$1.30 each.**

### High Noon *A Bright Yellow Everblooming Climber*

Such an intense shade of clear shining yellow cannot be found in any other rose today. High Noon won a Regional All-America Award for the Pacific Coast and Southern States for 1948. It is not a rampant climber, but a bushy 8 to 10-foot pillar of shining green foliage, best displaying its beauty when grown against a post, wall, or arbor. Not only in spring, but throughout the season, a wealth of well-shaped buds and brilliant unfading flowers are produced on long almost thornless stems. High Noon is a spectacular backdrop in any setting. Originated in the Armstrong Research Dept. by W. E. Lammerts. Plant Pat. No. 704.

**\$2.00 each; 3 or more, \$1.75 each.**



### Climbing Texas Centennial

The long, brick-red buds with their huge, rosy, open flowers are even larger, more lovely, and borne on longer stems than on the bush form of this rose. The vigorous plant blooms profusely every spring, giving you innumerable brilliantly colored buds for cutting. Plant Pat. No. 565.

**\$1.75 each; 3 or more, \$1.55 each.**

### Mermaid

Grow it as a climber, as a pillar rose, or as a big rambling bush. It makes a great mass of glossy foliage the year around. Throughout the season it produces big 5 to 6-inch, single flowers, pale sulfury-yellow with a golden center.

**\$2.25 each; 3 or more, \$2.00 each.**

### Mme. Gregoire Staechelin

For sheer exquisite beauty of color and form, this pink rose from Spain is unexcelled. The vigorous plant produces great quantities of bloom which keep opening for several months in the spring. The long buds open to semi-double flowers of delicate pink with a delightful fragrance. Winter hardy almost anywhere.

**\$1.50 each; 3 or more, \$1.30 each.**

### Paul's Scarlet

This old favorite is still one of the most popular of all climbers. The flowers are of an intense vivid scarlet, semi-double, very freely produced in great clusters of from 3 to 20 blooms on long, well-branched canes. The brilliant flowers will not fade even in the warmest weather, but maintain their bright color until the last petal has dropped. You'll have to agree that the mantle of flaming color created by this variety on a fence, trellis or arbor is one of the most spectacular of spring sights. This is the hardest climber we grow.

**\$1.50 each; 3 or more, \$1.30 each.**

### Peace







**Bravo**  
A Brilliant  
Unfading  
New Red



**Save on These . . .**

*Hit Parade Rose Collections*

Here is an opportunity to have the latest and best in new roses for your garden and at substantial savings over what they would cost if purchased individually, too.



**Sutter's Gold**  
The Outstanding Rose  
Introduction for 1950

*"Show Time Collection"*

*Helen Traubel.* Apricot-pink. See page 2.  
*Bravo.* Brilliant red. See page 9.  
*First Love.* Delicate pink. See page 9.  
One plant of each of the above sent post-paid

**\$6.40**  
(Purchased singly would cost \$7.25.)

*"Jackpot Collection"*

*Helen Traubel.* Apricot-pink. See page 2.  
*Charlotte Armstrong.* Red to cerise. See page 8.  
*Sutter's Gold.* Fragrant yellow. See page 9.  
One plant of each of the above sent post-paid

**\$6.15**  
(Purchased singly would cost \$7.00.)

Just like any other order for bare root roses, these collections will be sent anywhere in the United States at the proper planting time, postpaid. (California buyers add sales tax of 3%.)



**Helen Traubel**



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