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U. S. Department of Agriculture
★ AUG 2 1937 ★

COOLEY'S GARDENS



Ornogr

1937 SILVERTON, OREGON

*Just out -
Extra!*



**BRAND NEW IRISES FOR YOUR
GARDEN, NEVER BEFORE
OFFERED FOR SALE . . .**

Treasure Island, a grand deep yellow of giant size; Rebellion, vivid red progeny of the famous Burning Bronze; Ormohr, a new Wm. Mohr seedling with the blood of Bruno in its veins; Elkhart, a masterpiece in fiery chestnut red, whose father and mother we know as King Tut and Ethel Peckham; Solitude, most sombre flower of darkest mulberry; Seadeep, in contrasting tones of blue-black and crisp brilliant true blue . . .

**and a host of other feature
newcomers to our catalog . . .**

At Dawning, huge arbutus pink; Junaluska, bright copper red; Brown Betty, Marco Polo, Golden Treasure, Brunhilde, Corinthe, Beowulf, Rosy Wings, Moonglow, Silver Flare, Sunmist, Amenti, Amitola, Radiant, Cosette, Snow Maiden, Gudrun, Missouri, etc., etc.

And if you will please

Read this

We shall both be spared
any misunderstanding about

TERMS, TIME OF SHIPMENTS, ETC.

Shipments: Will be made on bearded irises beginning about June 20th. If you wish your order sent later, or on any specific date, we shall carry out your instructions. Early shipments permit plants to become established before winter sets in, but rhizomes are not as large in July as they would be in August. We prefer to ship around July 10th as an ideal time.

ORIENTAL POPPIES WILL NOT BE SHIPPED UNTIL THE PROPER PLANTING SEASON, AROUND SEPTEMBER 1st, OR SLIGHTLY LATER.

Positively no stock shipped during the spring months.

Transportation: Prepaid express or parcel post, whichever we deem most expedient. Be sure and state your express office, if different from postal address. We pack in dry excelsior in well ventilated cardboard cartons and guarantee safe delivery to point of address. All shipments are insured. Remember, we PREPAY all costs—the prices quoted herein are for delivery to your door.

NO ORDER ACCEPTED FOR LESS THAN \$1.00

Terms: Cash with order, either check, draft or money order. Enclosing cash in your letter may result in loss. 25% will hold until shipping date.

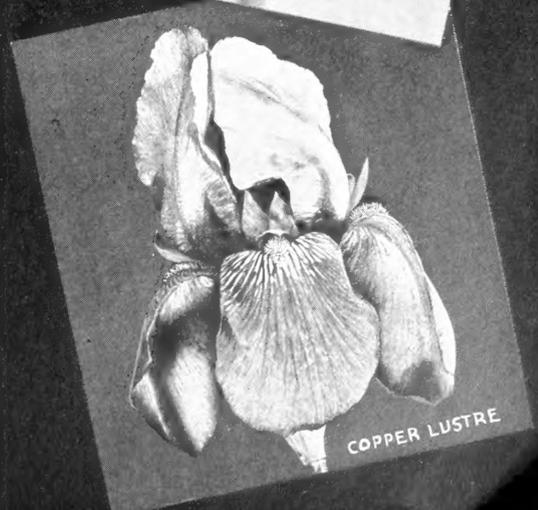
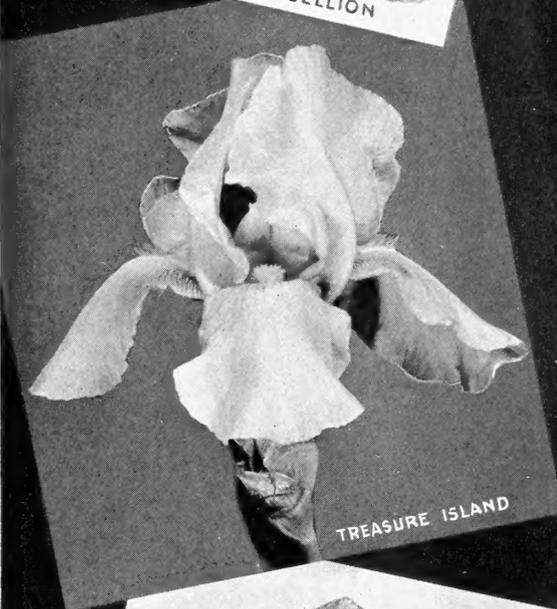
Discount: You may select additional plants to the value of 10% of your order if it totals \$3 or more. THIS DOES NOT APPLY TO COLLECTION OFFERS, however.

We Guarantee all bulbs and plants to be true to name, first size, free from disease and pests, and to reach you in live and healthy condition. We do not guarantee them to live or grow in your garden under conditions over which we have no control.

Our iris rhizomes are NOT IRRIGATED, NOT FERTILIZED, and we have NEVER HAD AN IRIS BORER!

Cooley's Gardens

SILVERTON, OREGON



Treasure Island

KLEINSORGE, 1937

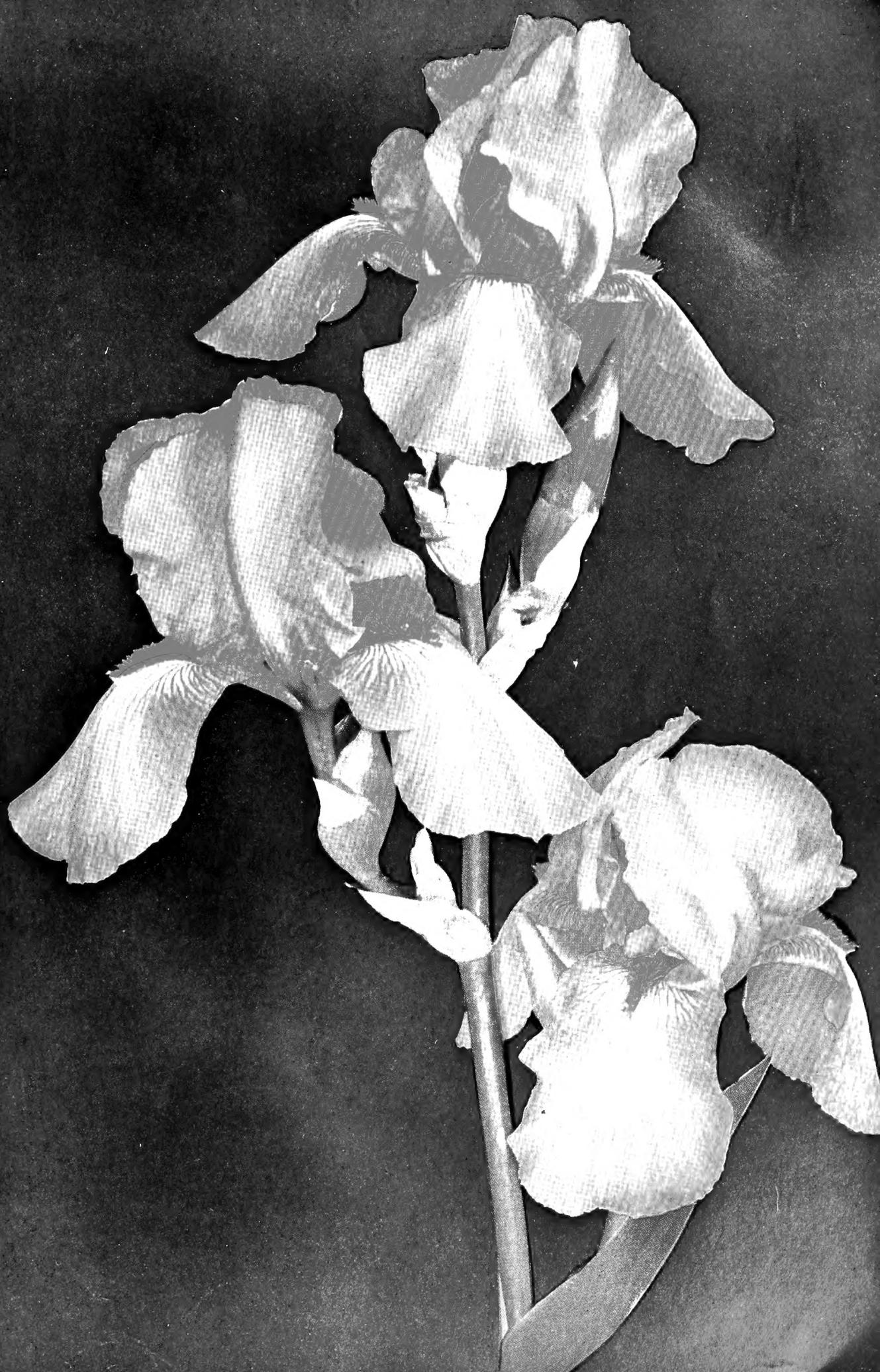
Yes, it's here — a truly gigantic flower of bright, clear, rich yellow. Tall stems, not a trace of Dykes blood in its parentage, hardiness beyond question.

Treasure Island is nearest to ideal of any of the new yellows we have seen, because there is neither the tell-tale purple flecking which eventually crops out in those of the Dykes strain, nor the oft-times tender constitution accompanying them. Still other fine new golden hued introductions possess a suffusion of olive on the haft, but not so with this one. The illustration on the opposite page is an exact reproduction in every detail except size, which is reduced to fit the page.

And now here is good news . . . Mindful of the high merit of many new things in this field, and with the desire to secure as wide distribution as possible, we offer this super-introduction that could and should command an initial price of \$20 or \$25 at the very special low introductory figure of

\$10 Each

Only one to a customer, and we guarantee the same price in 1938. It will be sold only to those who agree to maintain this price next season.





Golden Light

Minnesota as well as New England and California. The large blossoms are of firm smooth texture, produced on splendid stems. Shown in color on page 25.

AMIGO **Each \$8.00**

Remember the old B. Y. Morrison? In this new introduction from the Longfield Iris Farm we have a flower of similar type, with light lavender standards and very deep hyacinth violet falls, edged the color of the standards and margined white. Of Dominion form and pansy-like texture.

AMENTI **Each \$10.00**

A Sass introduction of 1936. Grayish vinaceous standards, light mauve falls, pale yellow beard. This is a lovely pastel described by one admirer as a different Pres. Pilkington. The flowers are large, on finely branched stalks.

AMITOLA **Each \$10.00**

Another Sass variety of last season, something along the lines of Rameses in coloring, but coming from the originators of that Dykes Medal winner it can be relied upon to be a real and distinct novelty. We have very few rhizomes of it.

ANAKIM **Each \$1.50; 3 for \$3.50**

Gigantic lavender, so outstanding in its color class as to defy all predecessors. Despite its colossal size, the flowers are graceful in effect, well carried on stems over four feet tall. The extremely broad falls are a noticeable feature. One of the parents of the new Wm. Mohr seedling, Ormohr. Photograph on page 37.

ANNE MARIE CAYEUX **Each 75c; 3 for \$2.00**

The smooth, soft tones of this iris are indescribable. The introducer says "a blending of the sky's colors at sunset and those of a pigeon's throat." The flowers are very large, of a thick and leathery substance. The whole effect is wonderfully beautiful—soft rosy heliotrope blended with grayish amber, beard orange. See page 27.

ASHTORETH **Each \$1.00**

A delicate yellow of large size and fine form, with very rich yellow buds. This is an excellent and dependable garden subject, liberal in flowering habit, surpassed only by the most recent novelty yellows.

AT DAWNING **Each \$7.50**

Appropriately named huge flower of arbutus pink and brilliant rose, light yellow at the throat. There is a pearly suffusion in the standards. Stalks are very strong and hold the flowers well aloft on excellent branches.

Our three favorites among the new creations of Chancellor Kirkland were Copper Lustre, Junaluska, and this: At Dawning. Among his hundreds of fine seedlings showing a coppery influence and varying in tone and shade from almost pure copper through coppery rose and pink to deep coppery crimson, these three were in our opinion most distinct and unusually fine in every way. We have splendid stock and enough of it to assure your getting only extra quality rhizomes.

Beauty on Parade

**Here Begins a List of the World's
Finest Irises, Described in Detail,
Currently Priced—**

ALLIES **Each 25c; 3 for 50c**

A French autumn flowering iris that has the habit of flowering intermittently throughout the summer as well as in spring and fall. Color is a combination of red-brown and fawn, a bit on the order of Dauntless. Rhizomes usually small but the flowers are of large size and the plants free blooming.

ALLUWE **Each 75c**

A new type variegata blend from Hans Sass. Standards of yellow with a peachy suffusion, falls very long, of a ruddy tone shading into gold at the edges. Extra late, very tall.

ALTA CALIFORNIA **Each 75c; 3 for \$2.00**

Standards clear yellow, falls deep yellow, faintly bronzed. One of the tallest of all irises, very popular among the new yellows, a reliable performer in

AUTUMN DAWN Each \$1.50; 3 for \$4.00

Fall bloomer of blended old gold and pink—certainly an advance in this type. In California, where it originated, it blooms almost continuously from August through the winter, commencing again in April. Height, two feet. Very rapid increaser, in no way tender.

BALDWIN Each 30c; 3 for 60c

One of the largest varieties, of a peculiar shade of manganese violet. A sort of heliotrope color, with monster blooms, freely produced.

BALLET GIRL Each \$8.00

Pure blush pink, soft and daintily colored, with large rounded flaring falls. Its daintiness and grace are indeed suggestive of a dancing girl. Above average size in the pink class, this clearly colored introduction from H. P. Sass and Robert Schreiner is bound to win popularity on account of its exquisite coloring and unusual charm.

BEOWULF Each \$12.50

True maroon red, carrying neither the usual purple nor the oft-times coppery tone peculiar to red iris. Of full Dominion velvetiness, with standards and falls both carrying the uniform deep maroon color. A seedling of Grace Sturtevant, produced by Robert Schreiner and introduced in 1936. Large, early blooming, well branched.

BLACKAMOOR Each \$1.00

Dusky dark purple, with a metallic sheen and blue beard. The great flowers are very long in appearance, and the odd lustre gives them a certain individuality seen in no other sort. Free blooming with purple tinged foliage. Very fine.

BLACK WINGS Each \$1.25

Those who have been looking for a black iris will find that the quest almost ends here. The actual color is midnight blue, with a frosty lustre on the velvety falls. A big flower, easily grown, and one of the most popular varieties in commerce. Runner up for Dykes Medal, 1935. Photograph on page 37.

BLUE BANNER Each 35c

A fine tall iris in two shades of blue, the standards very bright and frilled, the falls deep velvety blue with a narrow band of brilliant blue matching the standards. An outstanding blue effect in the garden.

BLUE VELVET Each 35c; 3 for 75c

Few irises have been more favorably received than has this velvety giant in royal shades of richest blue. For several seasons past the price of this variety has remained quite high, but we now have a large stock of exceptionally fine plants.

BOADICEA Each 50c

Soft yellow flushed light clear pink in both standards and falls, overlaid sky blue in the center of each fall. A flower of bewitching effect, ruffled like Midgard, and an extra free bloomer.

BRUNHILDE Each \$5.00

Very dark uniform violet blue self, including an unusual blue beard. A most regal iris that will be particularly welcome because of its color intensity and unusually smooth finish. The flowers are of perfect flaring form, the stalks low and widely branched, carrying up to 20 buds. Beautiful under artificial light. A Carl Salbach introduction of 1934.

BROWN BETTY Each \$3.50

Here is an iris that instantly stands out in the garden as something different. The coloring is a medley of warm Mikado brown, Prussian red and Argyle purple, overlaid with tones of copper. The blooms are large, with semi-flaring falls.

BUECHLEY'S GIANT Each \$1.25; 3 for \$3.00

With the perfect form of Frieda Mohr, and the clean blue-lavender of Lord of June, this new iris is one of the most colossal flowers we have. The stalks are extra heavy and tower to great height, with foliage in proportion. Compared with Mabel Taft, another giant iris, this has a silky finish rather than velvety, different form, and is lighter in tone.

BURNING BRONZE Each \$6.50

A dark but blazing metallic red, a flower of great size, and one of the superfine seedlings grown by America's foremost hybridist, Dr. Ayres. This spectacular flower created a sensation when shown at the AIS meeting in Freeport in 1933, and some critics pronounced it the finest red iris in existence. It differs from most others in its bronzy finish. H. M. AIS 1933. See page 16.

BUTO Each 20c; 3 for 50c

A very dark, solid purple, from the Sass Brothers. One of the darkest of all irises, and a very early one. Flowers are of large size, rounded in shape, and without any veining or reticulation. A very free blooming iris on medium height stems.

Planted with the yellow Desert Gold, which blooms at the same time, a most striking garden effect is created.

BYZANTIUM Each \$5.00

A tan-brown overlaid with gold; along the midrib of the standards is a delicate penciling of iridescent blue, adding a note of charm and refinement to the whole. Does not lose its delicate color in hot sun. This is one of Dr. Ayres' newest, and stock is of course very scarce.

CABALLERO Each \$5.00

Medium deep rosy red, somewhat of the coloring of Rose Dominion, with very velvety falls and a satiny sheen over the entire bloom. Wide petaled, gracefully flaring, the huge flowers are majestically poised on stems of strong and vigorous growth. Heavy grape fragrance. This is a Nicholls introduction of 1935.

CALIFORNIA GOLD Each \$7.00

The deepest large flowered yellow, being a seedling of Grace Sturtevant and unquestionably hardy. Does not fade, and shows no paling in standards, falls, or beard. Said one iris enthusiast, gazing upon one of its full blown golden blooms for a full minute, "It isn't so. There is no such iris". Shown on page 18.

The Iris of the Century

Copper Lustre

KIRKLAND, 1934

Something new under the sun, never before an iris like it, not another comparable to it since first it opened in the Chancellor's garden.

Glistening and shimmering like a nearly new penny, it commands the immediate attention of every visitor, for in addition to glowing and novel color it possesses size, height, excellent branched stalks, and lush foliage . . . all these features are combined with complete hardness.

This novelty was first shown to us in Chancellor Kirkland's own garden in Nashville, Tennessee, in 1935. The following spring we flowered it in our gardens and again viewed it elsewhere, with the result that we were so impressed with its beauty and individuality that we arranged with the introducer to acquire all of the stock remaining in his hands. We are indeed proud to offer this stock at a new low price so that a greater number of iris fanciers will be enabled to own it.

Each \$12 Three for \$30





Rebellion

KLEINSORGE,
1937

Glowing blood red, the standards suffused with bronze and rose. A pollen child of "Burning Bronze" which Dr. Kleinsorge used in hybridizing long before its introduction. In *Rebellion* we have a flower of faultless form and habit, vivid coloring, substance which sheds water like a duck's back. Easily worth twice the price, but in an Iris world where reds and near-reds are crowding each other for attention, we introduce this at . . . \$10.00 each

Elkhart

LAPHAM, 1937

When we tell you that Mr. Lapham obtained this new iris from King Tut crossed with Ethel Peckham you will be interested . . . and when you learn that this cross produced a number of very fine seedlings, and that this particular one is not only outstanding but declared by Mr. Lapham to be the best thing he has ever turned out, you will want to own it!

A very deep fiery chestnut; red in certain lights, brown in others, with a vivid beard. Large, rounded in shape, well branched. Will be featured in color in our 1938 catalog.

Each \$10.00

Solitude

KLEINSORGE, 1937

Nothing gay or flashy about this flower — but for those who admire richness of color we offer it as a distinct and beautiful novelty in deep blackish mulberry, with beard in harmony. It is very tall, the large blooms being freely produced.

For three seasons past we have featured this sombre iris in our display grounds, and the annual parade of visitors always finds it attractive and appealing. It is well named . . . a restful diversion from the fantasy of color loosed upon the garden by most of its fellow irises.

A large stock moves us to introduce it at the very low price of

\$2.00 each; three for \$5.00

Ormohr

KLEINSORGE,
1937

A Wm. Mohr seedling that stands almost 40 inches tall, with giant flowers of a uniform gray-lavender veined violet. There is a faint rosy glow over the entire blossom. . . . Unlike its famous parent, it produces seed readily and Dr. Kleinsorge now has seed from a number of interesting crosses planted in his garden. Wm. Mohr itself is so adverse to taking pollen successfully that only three or four instances of its so doing are known.



ORMOHR is derived from crossing Wm. Mohr with Anakim, and this latter variety came about by crossing Loetitia Michaud with Bruno. Thus we now have in the new Ormohr a result that is not only difficult and rare, but one that combines a quarter Bruno blood . . . something that in itself holds great promise.

The plant has proven its ruggedness in a trying winter with low freezing temperatures, snow, ice and late spring frosts, entirely without protection. It bloomed prolifically, as the illustration shows. The flowers are not only larger than Wm. Mohr but much better balanced in form. Shown on cover.

A wonderful acquisition for the plant breeder or seeker of novelties. Very few rhizomes, each \$25.

CLARA NOYES**Each 35c; 3 for 75c**

This lovely warm blend from the Sass gardens has been a sensation in the iris world for the past few years. The coloring is a medley of peach and apricot tones, suggesting the rich and brilliant blendings of the rose "Talisman." A beautiful novelty which is always a complete sell-out each season. Small rhizomes always. See page 38.

COLUMBINE**Each 40c; 3 for \$1.00**

Introduced as a white Aphrodite, one of the parents. As clean and clear as a crystal, with lovely form, slender branching stems, this free flowering white is distinct from all other white irises, and as a result it was awarded the silver medal at the English Iris Society's exhibit in London in 1930. Columbine is a very fast multiplier.

COPPER LUSTRE**Each \$12.00**

Absolutely unique, a magnificent iris from the hand of Dr. Kirkland, who gave us Desert Gold, Black Wings, and a number of very recent novelties certain to make a fine impression on the iris growing public. Copper Lustre positively glows in its bright copper, gold, and pinkish tan blendings. It is a huge flower, with lush foliage, and in the garden of its originator was the center of attraction and comment when the American Iris Society met in Nashville. H. M. AIS 1935. See page 9.

CORALIE**Each \$5.00**

A blend of pink and red that approaches raspberry color in effect, with a dazzling note added in the bright golden beard. With this fine variety Dr. Ayres has scored honors again, for Coralie was awarded an H. M. by the AIS in 1932 and in 1933 was given the Dykes Medal. Such recognition stamps it as a certain leader for many seasons to come. Very limited stock.

CORINTHE**Each \$15.00**

First time catalogued in America! A new French introduction from Cayeux that was awarded a special Certificate of Merit in Paris in 1934. The flowers are of immense size and beautiful coloring, with broad arching standards of rich silky bishop's violet. The falls are broad and spreading, of richest velvety bishop's violet. A strong grower, reaching four feet in height. Very few rhizomes.

CHROMYLLA**Each \$1.25**

With its soft smooth finish, heavy substance, and uniform lemon chrome coloring, Chromylla has maintained a steady popularity as one of the leading new yellows. Our stock is rather limited and late orders probably cannot be filled.

COSETTE**Each \$3.00**

Newly introduced by the Sass Brothers in 1936 Cosette is offered as a fine, large, broad petaled white intermediate with every good point. The new Snow Maiden is of different form and probably still

earlier, but in these two varieties we feel that real advancement has been made in the early flowering group. Both are rapid increasers.

CROWN JEWEL**Each \$2.00**

A redder Clara Noyes, giving a burnt-orange mass effect. Valuable on account of its vivid coloring, being neither large nor tall, about thirty inches. An easy grower and rapid increaser.

Depute Nomblot



*Far
West*

CROWN PRINCE Each 85c; 3 for \$2.00

Finest and richest of Dominion variegatas, with deep orange-yellow standards and falls of dark and velvety red-brown, solid to the edge. A superb iris on the Pacific Coast, it reaches real perfection in New England and the Northern tier of states. Produced by Dr. Kleinsorge, and one of our own well received introductions. See page 21.

CRYSTAL BEAUTY Each \$6.00

A new white from the Sass Brothers, said by some to be the cleanest white yet produced. It has been highly praised by critics in the Iris Bulletins. Few plants.

CRYSORO Each 50c; 3 for \$1.25

A very deep yellow intermediate, one of the richest yellow shades in iris. Free flowering, it has established a reputation of blooming quite persistently in the fall.

DAUNTLESS Each 40c; 3 for \$1.00

Probably the most popular and widely known of all so-called red irises. Although we now have several newer introductions that surpass it, none the less Dauntless remains near the top, and there has never been sufficient stock to supply the demand. The blooms are of great size, on tall heavy stems, and last over a long season. The coloring is rich velvety red, with very little of the blue or purple undertone. A former Dykes medal winner. See page 38.

DAY DREAM Each 40c; 3 for 90c

One of those "peachy-apricot" blends in shades of pink and yellow. For some reason, this variety has never been exploited as have many less deserving sorts. Day Dream is not just a lovely color medley—it is a very tall, well branched, vigorous growing iris, with large flowers; one of those things that will bring exclamations of delight from your garden visitors.

DEPUTE NOMBLOT Each 60c; 3 for \$1.50

One of the world's greatest irises, a French introduction that has proven extremely popular everywhere. Standards light glowing rosy-purple, overlaid bronzy gold. Falls very wide, spreading, purplish garnet-red shading to lighter rosy bronze at the edge. Deep orange beard. Over four feet tall, especially well branched. A Dykes Medal winner in France. Photograph on page 13.

DESERT DAWN Each \$1.00

Glorious yellow and lavender blend, the gold of the center extending almost to the tips of the standards and falls, which are pure lavender. A great improvement on Candlelight, with less lavender, larger blooms, and a stronger stem. Extra late.

DESERT GOLD Each 60c; 3 for \$1.50

Among the earliest of the tall bearded group. An extremely large, fine formed, smooth clear yellow. Standards are nicely domed, pure light yellow. Falls are extra broad, pure yellow with very rich yellow beard. It certainly is deserving of a position among the best new introductions. Plant a clump in front of several clumps of Santa Barbara—they bloom together, and what a picture! H. M. AIS 1931; A. M. 1932.



Jean Cayeux

DOGROSE Each 85c; 3 for \$2.25

A very beautiful, superb pink iris, with very large oval shaped flowers in a uniform shade of soft rose-pink, with deep gold beard. The stalks are almost shoulder high, and it is a profuse bloomer. This variety will show up to best advantage after it has become established a full year. Winner of a silver medal in England. Small rhizomes. Shown in color on page 25.

DOLLY MADISON Each 20c; 3 for 50c

Blend of mauve and grey, with very bright orange and yellow center. It is of large size, with fine stems, hardy anywhere. Without doubt one of the best irises ever originated and one of the most popular in this country. See cut on page 34.

EASTER MORN Each \$1.25; 3 for \$3.00

Remindful of all that is pure, like the candles and lilies at an Easter service. A creamier and heavier white than Purissima, with a rich golden center, flaunted on giant stalks that spring from broad sword-like foliage of vivid green. A flowering specimen of this in one's garden is a sanctuary for all visitors.

EGYPT Each 50c

A grand iris of immense size and great substance, enduring wind and rain, as well as a strong sun. Broad standards, stiff and erect, of a livid bronzy-violet. Falls very large, long and drooping, of deep velvety maroon-purple, with black sheen. Bright gold beard.

Novelty

You Select

6 for \$25



ANY TWO FROM EACH
OF THE FOLLOWING
THREE GROUPS—

ANY TWO . . .

Junaluska
Happy Days
California Gold
Gloriole
At Dawning
Spokan

ANY TWO . . .

Coralie
Lady Paramount
Burning Bronze
Eros
Neon

ANY TWO . . .

Sandia
Kalinga
Trail's End
Jean Cayeux
Golden Light
Ethel Peckham

Kindly observe the conditions of this offer . . . Do not select more than two from one set and please don't request that we accept an order for less than six.



Burning Bronze

Co



KALINGA

lection



California Gold -
It's the real thing - a
very deep pure metallic
yellow with glorious
standards.

This is lady
Paramount - palest of
the new sensational yellow
irises.

Here we have Happy Days, that huge
deep yellow that rivals El Capitan in size

EL CAPITAN **Each 35c**

Here is one of the best and most popular irises ever originated, a gigantic light manganese violet bicolor, a frequent winner at the shows, and a real stunner in the garden.

ELEANOR ROOSEVELT **Each 75c; 3 for \$2.00**

Deep fluorite purple self, with very rich falls. The opening flower is almost black, and the heavy blue beard tends to increase the depth of color. This is the leading fall-blooming iris in commerce today, because it increases very fast, is most reliable in flowering habit, and is one of the most beautiful irises in the garden regardless of its added value as a bloomer.

ELKHART **Each \$10.00**

Newest introduction from E. G. Lapham, a velvety deep fiery chestnut of perfect shape and habit. See page 11.

ELOISE LAPHAM **Each 40c; 3 for 90c**

This delightfully ruffled flesh pink iris has received two successive awards. It appears to have the delicate smoothness of kid, and its rapid increase and great freedom of bloom will be sure to make it a great favorite. About the size and shape of Midgard; of medium height. See page 38.

ELSINORE **Each 25c; 3 for 50c**

A flower but little known, and one which is deserving of greater popularity. Of only medium size, its dainty blossoms of pale primrose-yellow are delicately edged and stained violet, and are produced abundantly. Something different. Try it.

EL TOVAR **Each \$6.00**

A gorgeous variegata blend, in rich brown-yellow and blackish maroon, with a yellow glow at the heart. This iris is one of the foremost of all new introductions of the past three years, having been awarded an H. M. of the AIS in 1932 when first exhibited. Nothing like it. Height 3 feet.

EOTHEN (Out of the East) **Each 60c; 3 for \$1.50**

Soft ivory-yellow, entirely overlaid buff, producing an effect of rich antique ivory. Typical Dominion shape, the falls flaring widely, and with domed standards. Large blooms, freely produced, make this a marvel in the garden picture.

EREBIAN **Each 60c; 3 for \$1.50**

A self of rich, dark, bordeau red lightened by a heavy gold beard. The big dusky flowers are freely produced on very tall and well branched stalks. This iris was produced by Dr. Loomis of Colorado Springs, who gave us the popular Blue Velvet. H. M. AIS 1930.

EROS **Each \$4.50; 3 for \$10.00**

Very tall salmon colored self, possibly the nearest to this color ideal that has ever been offered. The throat is lit with gold, giving it a brilliance and warmth especially telling in garden effect. Stock is scarce, and we have only a few rhizomes for sale this year.

ETHEL PECKHAM **Each \$3.50; 3 for \$9.00**

Large, perfectly formed flowers of a blazing red-dish tone. This iris, put on the market in 1932, has created a stir equaled by few introductions in the

past twenty years. The reason is that many irises with quite red falls possess standards of tan or violet or lilac, but Ethel Peckham is a red self—the largest, most brilliant, and most nearly red of all irises. One stalk of bloom in the garden will draw instant attention! H. M. AIS 1932.

ETHELWYN DUBUAR **Each \$1.00; 3 for \$2.50**

A new outstanding pink, produced by E. G. Lapham, of Elkhart, Indiana, and introduced in 1933. A heavy flowering variety, it evoked the following comments in the AIS Bulletin for October, 1933: "The largest flower of any pink I have seen. A 'best seller' in my garden. A larger flower than Pink Satin." Deep pink in general effect, with lemon beard. Height 3 feet. See page 40.

EUPHONY **Each 25c; 3 for 50c**

The standards are mustard yellow, waved and fluted, stained with light brown at the tips. Falls are squarely held, mustard yellow, flushed with blue in the central portion and overlaid soft brown. This is a lovely and bright color harmony, and the great freedom of bloom of this variety makes it a heavy favorite. See color reproduction on page 34.

EVOLUTION **Each 65c**

Pale copper-bronze self, with heavily frilled standards. The falls are also copper-bronze, but are overlaid blue and capped with a brilliant orange beard. This is of French origination, and is one of the most worthwhile irises we have had from that master, Cayeux.

FAR WEST (Kleinsorge, 1936) **Each \$15.00**

Shown on page 14, a warm and mellow blend of salmon and golden sand, of coral and henna, with a soft glow at the heart. Originated in the West, and containing that multitude of tints seen in the western sky at sundown. Of bold and sturdy growing habit, the big blooms are well spaced on fine stalks reaching 40 inches in height.

The likeness of this flower is achieved by a new process and we guarantee its absolute accuracy, although some reduction in size was necessary.

FRIEDA MOHR **Each 25c; 3 for 50c**

Dependable anywhere, despite the fact that it was originated in California and contains tender blood, it is perfectly at home in Ohio, Minnesota, and New England, as well as in the moist climate of the Pacific Northwest. The color is a lively shade of violet-pink, standards slightly lighter than the falls. Its huge size and great height make it a leader in any color class. See color illustration on page 34.

FRIVOLITE **Each 75c; 3 for \$1.75**

The general effect is one of brilliant shrimp-pink, with golden glints. This French introduction is offered as a great improvement upon the fine variety Marquisette, being a deeper shade. A very lovely and unique novelty, at its best when established a year. It increases rapidly. See page 24.

FROST QUEFN **Each \$1.00; 3 for \$2.50**

Frosty white, exceptionally free bloomer, and of perfect form. This has proven very dependable as a re-bloomer in Kansas, Nebraska, and Tennessee, as well as on the Pacific Coast. A succession of new bloom stalks follow each other throughout the fall.

on
this
page—



*President
Pilkington*

and
on this
one —

*Crown
Prince*

and the
next —





Mabel Taft — The Giant Among Irises

GILEAD **Each \$1.00; 3 for \$2.50**

A beautiful golden blend, tinged with bronze. The ground color is soft buff, overlaid amber, the falls somewhat deeper than the standards. These same lovely golden brown tones are found in the new French iris "Jean Cayeux", although the form is different. Gilead is one of the finest of all American introductions, and possesses a unique color distinction. H. M., AIS 1932.

GLORIOLE **Each \$9.00**

Described as an "ice blue self", this introduction by Merton Gage was the outstanding new iris in New England during the past three seasons. Critics in that section waxed very enthusiastic when it was first shown, and it was immediately awarded an H.M. of the Iris Society. Of huge size, the pale blue petals are entirely overlaid with frosty crystal-like particles. Wonderfully formed and surely a most noble flower. Few plants. A. M. AIS 1935.

GOLDEN FLARE **Each \$1.50**

Flame colored! And that is no exaggeration. It is many shades deeper than Talisman, with much more orange and a salmon-rose dominating background. As a garden subject it creates a flash of brilliance equaled by few sorts. Medium in size, with slender stems; a color jewel that will captivate you.

GOLDEN HARVEST **Each 35c; 3 for \$1.00**

Standards olive yellow, tinted blue at the base; falls citron yellow, tinted blue near the haft. This introduces a bright and cheerful note in the fall garden, and is the one yellow autumn flowering iris that is obtainable at a low price.

GOLDEN HELMET **Each \$10.00**

A huge King Tut, with very ruffled standards and ox-blood red falls. The public has long wished for a flower of large size with the bright red falls of the old favorite King Tut, and we have it here, with brighter standards and attractive ruffling to enhance it.

GOLDEN LIGHT **Each \$3.00**

A seedling of Euphony, with the distinctive form and size of that lovely ruffled variety. The difference lies in the rich orange-cinnamon color of this new variety — something new in the tan group. Very bright and of wonderful carrying quality. 40 inches tall. Shown on page 6.

GOLDEN TREASURE **Each \$17.50**

Solid deep cream, but with an outpouring of rich golden orange all about the central portion of the flower. This gives it a distinction so striking that it will be immediately singled out in a planting of hundreds of varieties. We saw this as a seedling in 1935 and regarded it as the finest un-introduced iris we saw that year. Produced by Robert Schreiner in St. Paul, Minn., it is most vigorous and grows to 40 inches tall.

and on
this page...

We picture some
of the superb va-
rieties now avail-
able in our \$5.00
selection as out-
lined on the next
two pages—



Legend



Venus de Milo



Frivolite

here is
our annual
\$5
collection

Any **10**, Your Choice, for **\$5⁰⁰** POST-PAID

This feature offer of our catalog has come to be looked upon as the ace event of the year by iris fanciers. It always constitutes a list of the novelties of yesterday, now brought within the means of the average gardener. The flood of orders received last season is full evidence of the popularity of this collection and moves us to again suggest that you name two or three second choices if your order is sent in late.

Any **25**, Your Selection, for **\$12⁰⁰**

Alta California
Anne M. Cayeux
Crown Prince
Dogrose
Desert Gold
Depute Nomblot
Dauntless
Eleanor Roosevelt

El Capitan
Evolution
Frivolite
Frost Queen
Picador
Wambliska
Legend
Largo



Red
Dominion



DO YOU SAY

"Too Far Away"?

In justice to yourself, your garden, and to us, cast aside this mental prejudice—just once—that we may prove to you the unimportance of distance.

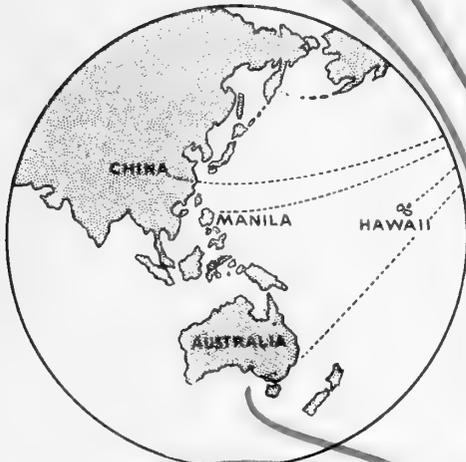
Experience the thrill and surprise of opening an expertly packed box of the finest iris plants you've ever seen, so fresh you will hardly believe it possible they could have come so far!

And then—next spring—RESULTS. That is what counts most of all . . . that is what is making Cooley's Oregon grown irises . . .

Famous around the World!

AND THERE IS THIS ABOUT HARDINESS

Too many folks associate the idea of tenderness with the entire Pacific Coast . . . Remember, OREGON IS NOT SEMI-TROPICAL! THE CLIMATE ALMOST PARALLELS THAT OF THE BRITISH ISLES. Each winter our gardens are plunged into winter dormancy by freezing temperatures. On February 1st, 1937, we had THREE FEET OF SNOW on the level . . . Our success has resulted from the successes of customers in New England, Canada, Minnesota, and other points far and wide, where our stock has proved itself hardy beyond question.



24 Currie St.,
Adelaide, So. Australia.

Dear Sir: I received the parcel of Irises last week and every rhizome was in good condition and I thank you for the extra. October Opers. Yours,

J. Schuler

Rte de Janeiro, 5th Oct. 1935,
Niteroy, Brazil.

Gentlemen: The roots and bulbs arrived in perfect condition notwithstanding the fact that they were packed up for nearly four weeks. I was really pleased to see the beautiful strong roots, and to verify that the material sent is just as sturdy and healthy as you describe it in your catalog.

I shall plant them in my garden in Therezopolis, a summer resort some 3000 feet high, where the climate is cooler and where I hope to see them flower. I am so pleased with the plants that I intend to send you a picture of them when in bloom. Yours truly,

Luiz Schar

255 Grosvenor St.,
London, Ont., Canada.

Gentlemen: I might say the Iris I got from you last year were the best I have seen, and although we had a very cold winter, it being from 15 to 30 below zero during February, they all bloomed and each had two to three stalks. Yours truly,

B. Lothergill

Newton Park P. O.
Port Elizabeth, South Africa.

Dear Sirs: My order of Irises arrived by post in excellent condition indeed even though they had to travel over many thousands of miles of land and water. Your catalog leads me to look forward most eagerly to their flowering here. Yours faithfully,

Mrs. F.E. Montie

CULTIVATION OF BEARDED IRISES

By G. L. PILKINGTON,
Hon. Secretary of the Iris Society
of England.

IT SHOULD be unnecessary to point out what must by now be generally an accepted fact, namely, that these Irises are essentially sun-lovers. Furthermore, that they should be planted in positions where good drainage exists, and should not be expected to give the best flowering results when placed in dense herbaceous borders where the sun can seldom penetrate to the rhizomes. If they can be grown in a sunny border by themselves so much the better; if not, then let them at least have a position in the front of the herbaceous border. They are not particular as to soil, and are far better not top-dressed with patent manures, bone-meal, etc. The use of lime is often quoted as being essential, and is often very much overdone in consequence.

I have always found that a dressing of ground limestone dug into the Iris border at the first planting supplies all that is needed in this respect, and is, moreover, practically everlasting, in that it dissolves very slowly indeed, and therefore cannot be given in excess.

Another important factor in the cultivation of these Irises is the transplanting. Opinions vary as to the best time for this operation, but I am inclined to think, after trying all times, that it makes little difference to the next year's blooming whenever it is done, provided that the ground is in good order for the work, and that it is not left until too late in the autumn.

Late-planted Irises seldom get a hold before the real winter sets in and are, in consequence, often "heaved" out of the soil by frosts, and make a poor show the following summer. There is no rule for dividing and transplanting Irises, such as "every third year," as is often stated.

The condition of the plant must decide this. Some of the more rampant growers should be divided and transplanted every other year, and if this is done it will be found that they rarely suffer from rhizome rot. The vigorous growers, if allowed to remain undisturbed for a period as long as three years, make such a dense clump that the sunlight cannot penetrate, with the result that not only do they bloom sparsely, but often they are attacked by disease in the form of rhizome rot. This is particularly so in the case of Irises of the "Dominion" race.

A liberal use of superphosphate of lime, which can be incorporated in the soil

whilst replanting the divisions, does much to ward off the attacks of this disease. "Doubtful" rhizomes of varieties which are too valuable to throw away should have all the soil removed from them, be dipped in a mauve solution of permanganate of potash, and then left in a dry, airy place for a month or six weeks before transplanting.

If they are going to rot they will do so in spite of all these precautions. If they survive they can be replanted with every prospect of success.

Owing to the vagaries of our weather I frequently have Irises on my hands waiting for suitable weather and soil conditions to replant them for a month or more at a time, and though the rhizomes dry up entirely and the leaves die down considerably I have never found that the

plant suffers in the least. Root-action goes on whilst the rhizome is in a dry state, and the plant goes ahead very quickly as soon as it is replanted. I would far rather adopt this principle than "heel in" the plants pending replanting, which generally results in the breaking off of new fibrous roots which the plant has made during the period of waiting.

One other point about planting. The rhizomes should not be planted deep, but should be placed just below the level of the soil surface and the roots spread out to insure firm planting and room for expansion. The rhizome will soon work to the surface again, but if planted on the surface in the first instance it is not so easy to get the plant firm in the ground, which is essential.

—"Gardening Illustrated."

ABOUT IRIS BORERS

The two main pests of German Iris are borer and rot, the rot usually getting in after borers have injured the roots. Borers hatch from eggs laid by a little moth on the leaves. The tiny borer bores into the leaf near the top and eats its way leisurely downward until it is fully grown by the time it reaches the rhizome. If you watch for it, you can head it off by squeezing or cutting off and destroying the leaf.

CULTURE OF ORIENTAL POPPIES

There is nothing more brilliantly attractive—more strikingly noticeable in any garden—than a clump of Oriental Poppies.

Many times I had bought plants, only to have them die, and many times I had planted seed—but with very little success—simply because I did not know how to care for them. Finally I bought plants in the dormant season and set them out. After becoming established in their new home they made wonderful growth in the Fall.

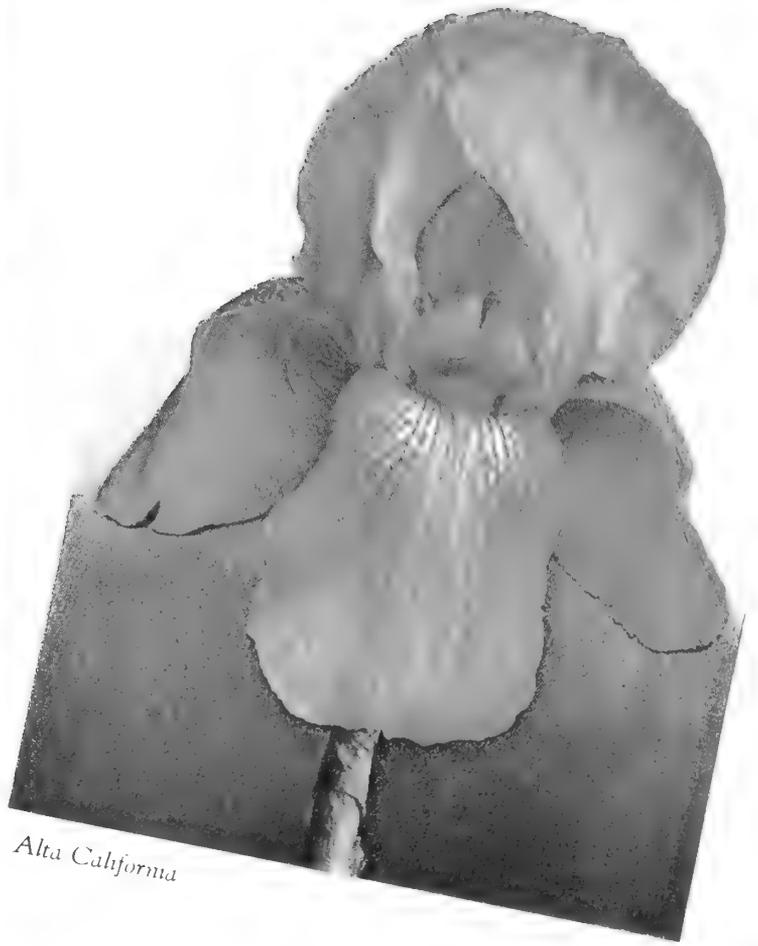
Oriental Poppies are quite hardy, and stay green most of the winter under a light covering, which they should have. When spring comes the plants make rapid growth and very soon big fat buds appear. In a few days, these buds burst into a radiant brilliance, to my joy and satisfaction.

Do not buy Poppies in the spring and expect them to do their best. Buy them in their dormant season, in August or early September—carefully plant them—let them get their roots firmly established—the little feeding roots active and ready for quick work in the spring, and you will have glorious Poppies in your garden, and a thrilling satisfaction in your heart.—From "The Flower Grower."

See Oriental Poppy Section, pages 44-45-46.



Sensation



Alta California

Mabel Taft
 M. F. David
 Mrs. H. Hoover
 Ningal
 Noweta
 Nurmahal
 Pink Opal
 Persia
 Pres. Pilkington
 Red Dominion
 Spring Maid
 Tapestry
 Tiger Tiger
 Venus de Milo
 Valor
 Winneshiek
 Zaharoon
 Zuni
 Blue Velvet
 Clara Noyes



Tapestry



Dogrose



Largo
 in the Garden



What - you don't have Winneshiek! Well, now take a tip from us - here is an iris, with individuality - big ruffled flowers of inky darkness lit with pearly edges!

GRACE STURTEVANT Each 35c; 3 for \$1.00

Almost black-brown when first opening, this velvety Dominion seedling holds first position in its color class. The chocolate falls are figuratively set on fire with the leaping brilliance of the orange-red beards. It is one of the most popular among visitors to our display gardens, and deservedly so. We now have a large stock of fine big rhizomes. See page 38.

GUDRUN Each \$3.00

Heavily textured enormous white, from the well known Mrs. Dykes in England. The flowers are very long, with falls that spread outward at the tips. Beard is brilliant orange. This is a warm, or creamy white, with a slight gold sprinkling over the entire bloom. A one time winner of the Dykes Medal. Limited number of rhizomes; order early.

HAPPY DAYS Each \$7.50

A solid uniform bright yellow, in size as large as the giant El Capitan, and acclaimed by every iris critic who has seen it. Compared with California Gold, Happy Days is a brighter yellow, with a slight undertone of orange, as against the deep greenish-gold of the former. They do not compete with each other, being entirely different and similar only in that they both are ultra modern extra fine yellows. H. M. AIS 1935. See page 18.

HEARTHSTONE COPPER Each 50c

Something very unusual, so bright as to be almost startling. Standards are bright old gold, shading down to the fiery red falls. The flowers are only medium size, and form is not especially good, but for lively color it is a considerable novelty.

HENRI RIVIERE Each 25c; 3 for 60c

The huge waxen standards are solid lemon yellow, the broad waxen falls are delicate mauve, edged canary yellow and blending into canary yellow at the throat. An exquisite pale blend, the predominant note being bright yellow. This iris is of very large size, produced on vigorous stems.

HERNANI Each 40c

Among the brightest and most free flowering of the red group. The standards are rosy red, the falls are very brilliant garnet-red and are held horizontally. Planted with such pinkish toned varieties as Frivolite it presents a most striking pure red effect.

IMPERIAL BLUSH Each \$1.50; 3 for \$4.00

A new creamy pink, tall, with very large blossoms, of delightful perfume. The stems reach 40 inches in height. A Sass production, vigorous and very free flowering. This does not carry any of the yellow glow of most other pink toned irises.

INDIAN CHIEF Each 25c; 3 for 60c

Well named, for while classed as one of our superior reds, it carries a bronzy overcast, being regarded by some critics as a red blend. At any rate, Indian Chief is one of the most popular of the newer things, and a credit to Doctor Ayres, its introducer. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched. See page 39.

INDIGO BUNTING**Each \$2.00**

Something different in clear blue, a rather deep shade, nicely formed, with an odd brownish suffusion near the haft. Flowers are freely produced, making it excellent as a garden or landscape subject. Good blues are in keen demand and this is one of the best in addition to being very new.

ITASCA**Each \$8.00**

Raised by Dr. R. E. Kleinsorge, Silverton, Oregon. A positive self of the darkest, yet most vivid, deep amethyst. It carries no veining whatsoever, and the great depth of tone is intensified by a heavy brown beard, underlaid with blue. The texture is like silk, and the flowers are rounded in shape, with nicely branched stalks 30 to 36 inches high. Robert Schreiner, seeing this in flower in the originator's garden, declared it to be one of the greatest and most distinct irises turned out in recent years. See page 32.

JEAN CAYEUX**Each \$3.00; 3 for \$8.00**

Certainly one of the most beautiful irises we have ever flowered in our gardens. Likewise, it is one of the most unusual in color—a soft, smooth, light buff, described by some as "coffee colored" and by others as Havana-brown. The form is perfect, as the accompanying illustrations shows, and the size is larger than average. It is splendidly branched, over three feet tall, and flowers over a long season. Jean Cayeux has been awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest iris of the year. It is listed in Schreiner's "100 Super-Iris." See page 15.

JERRY**Each \$2.00; 3 for \$5.00**

Raised by Mr. E. G. Lapham, Elkhart, Indiana. We take particular pleasure in being numbered among the joint introducers of this perfectly formed, extremely brilliant red iris. Mr. Lapham has a splendid reputation for quality in his previous introductions, and enthusiasts will find that Jerry is very close to the reddest thing ever turned out in an iris. Not only that, but the large rounded flowers are as near perfection as could be desired. Height three feet, rapid of increase, hardiness unquestioned. We recommend it whole-heartedly.

JOYCETTE**Each \$2.00; 3 for \$5.00**

Red, that is, as red as any iris we have and with both standards and falls in identical tones. This is a fine grower, with tall sturdy stalks and extra large flowers. Some critics declare this better and redder than Ethel Peckham; they are somewhat similar, Joycette undoubtedly being the taller of the two. No doubt but that this ranks with the leading introductions to date. We have a wonderful stock of it.

JUNALUSKA**Each \$7.50**

One of the finest novelties in commerce today, a unique blend of red, copper, and rose. A member of the trio of especially worthwhile things produced by the Chancellor of Vanderbilt University, Dr. J. H.



A blending of countless pastel shades and tints (pedal and ocell) and smokey blues and greys — indescribable and lovely beyond words — such a flower is Anhe Marie Cayeux, shown above.

Kirkland, the other two being Copper Lustre and At Dawning. This flower possesses tremendous garden value with its glowing copper-red effect, and leaves nothing to be desired in the way of size, height or form.



Meldoric

MELDORIC was one of the first irises introduced which contained the combined blood of *Dominion* and *Mesopotamica*, producing a flower of intense velvety texture on huge stalks and with rampant foliage. It was a sensation in the garden of Doctor Ayres, the originator, and still remains the peer of dark irises when well grown.

KALINGA **Each \$3.50; 3 for \$9.00**

Huge cream self, outstanding not only as an exhibition spike, but as a garden specimen as well. The broad, spreading, ivory textured blooms generally come out in groups of three or four simultaneously, and each stem will carry from twelve to fifteen flowers, with perfect spacing. An offspring of Dolly Madison, its hardiness is beyond question. Four feet in height. Illustrated on page 17. H. M. 1936.

KEEPSAKE **Each 75c**

New type of dwarf iris introduced last year by the Longfield Iris Farm, originated by Paul Cook. This one is of brightest yellow, with slender, graceful stems bearing from one to three flowers, 12 inches tall. Fountain like foliage, with an amazing number of flower stems per plant. Limited stock.

KING JUBA **Each 60c**

Clear golden standards and brilliantly contrasting falls of velvety red, the latter especially wide and heavy of texture. A red and yellow effect as compared with the orange and brown of Crown Prince.

KING KARL **Each 25c; 3 for 50c**

A dotted and sanded plicata in apricot tones, with specks of brown and red, giving it a unique and attractive effect. A large flower; late.

KING MIDAS **Each 35c; 3 for 90c**

One of the first of the tall bearded irises to flower. Of a soft and bewitching tone of golden buff overlaid garnet brown. The heavy beard is deepest orange, and the entire center of the bloom is illuminated with intense golden lights. Perfect in every detail. Medium in height.

KING SOLOMON **Each 50c**

Stock of this we imported from England, heralded as a giant and improved Dominion. It is a monster flower, of very dark bluish purple, but not of the typical Dominion shape.

KING TUT **Each 40c; 3 for \$1.00**

One of the inherent qualities of the many new Sass irises is the element of rich red-brown in the various color schemes. This has been accomplished through the use of King Tut in the various crosses, and in spite of his almost countless progeny, the King still remains the most brilliant of all, blazing in the sunlight like a live ember. Easy to grow, a free flowerer. Every iris grower should have it.

KLAMATH **Each 50c**

A great, heavily textured, perfectly formed flower in tones of deep mulberry, bronze and brown. Not brilliant, but remarkably rich and sombre, suggesting a rare antique or valuable old tapestry.

LADY PARAMOUNT **Each \$5.00**

The sensational new seedling of the famous variety W. R. Dykes. A really magnificent flower in clear primrose yellow, with firm silken texture. It is one of the most stupendous in size and foliage in our collection.

We have several reports of excellent success in Nebraska, Ohio, and New England, where this iris was grown the past season. Not nearly so deeply

colored as either California Gold or Happy Days, it is nonetheless one of the most beautiful varieties we have ever flowered, and will take its place among the best. See page 18.

LARGO **Each 75c; 3 for \$1.75**

A harmony of wax yellow, mustard yellow, and citron yellow, perfectly branched and lasting over a long period. Falls are delicately overlaid mauve. The photograph on page 25 clearly indicates the great freedom of bloom of this iris. Especially telling in bright sunshine.

LEGEND **Each 65c; 3 for \$1.50**

A huge flower of the Cardinal type; rich deep claret falls, seemingly of pure velvet, and standards of deep blue, slightly bronzed. The color combination is a bit like that in Sir Michael, although Legend is considerably darker all around. The flowers are enlivened by a heavy gold beard. Here is one of the largest and most majestic irises in commerce today, with every possible good point, and the price is reasonable for such a new introduction. From the Wareham collection in Cincinnati. One of Schreiner's "100 Super-Iris". Shown on page 23.

LODESTAR **Each 35c**

One of the last to flower, this bright combination of glittering yellow standards and very dark brownish falls is a real "high light" in any garden. Flowers are of perfect formation, lavishly produced. Height about two and a half feet. Very small rhizomes always.

LOS ANGELES **Each 35c; 3 for 90c**

Sister seedling of the wonderful plicata San Francisco. A giant in size, snowy white, with faint edgings of lavender-blue. Splendid stalks were on exhibit in the St. Paul iris show, and it was growing and blooming lustily in the Schreiner garden in that city, indicating that it is really quite hardy when once acclimated.

LUCREZIA BORI **Each \$15.00**

Giant new yellow which created lively comment at the Nashville Iris Show a couple of years ago. The thick petalled blooms are decidedly flaring in form, with heavily curled standards of richest yellow. Falls are also very rich yellow, with a warm olive cast on the haft. Growth is extremely vigorous, the stalks reaching 3½ feet.

MABEL TAFT **Each 75c; 3 for \$1.75**

Wonderful giant blue, with velvety falls. A candidate for "the world's largest iris", the stalks towering to almost five feet in some instances, and with the largest foliage of any bearded iris we have. The group of about a dozen clumps pictured on page 22 was a real attention getter in our display garden.

MAGENTA **Each 40c**

Very deep amethyst-violet, a shade not comparable to any other iris. Very free blooming, with flowers better than average size. This is another variety which makes a grand showing on a two-year clump, and especially when planted adjacent to pink or yellow.

MARCO POLO Each \$12.50

For several years we have heard of the spectacular red seedlings grown by Robert Schreiner in St. Paul. Last season he introduced two of them—Marco Polo and Beowulf. This one is the more brilliant red of the two, with lustrous rose standards and vivid crimson velvety red falls. There is no venation on the haft and a bright orange beard contributes a touch of high color. Very few rhizomes.

MARQUISSETTE Each 25c; 3 for 50c

An odd tone of "shrimp pink". This is slightly similar to Frivolite, except that it is several shades lighter and lacks the golden sheen of this newer sort. Marquissette is most effective when established as a two-year clump.

MARQUITA Each \$2.00; 3 for \$5.00

A well named iris in brilliant ivory yellow, with ochraceous maroon veinings on the falls. The standards are ivory deepening to sulphur at the base, and so large that they constitute the major portion of the flower. Falls are of the same color, but entirely lined maroon. This very late novelty was one of the two or three most popular things among our visitors last season.

MARY GEDDES Each \$1.75; 3 for \$5.00

In the forefront of American introductions during the past two or three seasons, and for that matter, one of the finest and most distinct irises of all time. The color is light ochraceous salmon, the falls stained deeper. In our garden it has always exhibited 4-way branching habit, and is one of our longest lasting varieties. Very little stock available anywhere in the country. Awarded an A. M. at Wisley, England, in 1933. Dykes Medal, 1936.

MARY SENNI Each \$1.50

Huge mauve blend, a sort of ashes of roses combination, with golden beard to relieve the sombreness. Produced by the great Frenchman, Millet, this iris was named for the foremost iris critic in Italy. We do not have any other iris near this color in our entire collection, and stock is offered by very few growers.

MEHAMA Each \$2.00

A blend of pink and yellow, with an underlying cast of pale blue. A self in effect, although the standards are slightly lighter and reflect the glints of dust-like golden particles. A very large iris, quite early, on stems from 30 to 36 inches tall. With the sun on it, or through it, Mehama is one of the most enchanting things in the garden. See page 43.

MELCHIOR Each 35c

The deep velvet-maroon flowers leave nothing to ask for in either size, shape, or all-round iris perfection. My own color description would be "a self of velvety-garnet, with beard of bronze-yellow." Melchior was introduced in England as an improved Mrs. Valerie West, but with us it is distinctly different, and we personally regard it as one of the world's very best.

MELDORIC Each \$1.50; 3 for \$3.50

Huge blue-black self, one of the richest and most striking irises ever introduced. First offered for sale

in 1930 it has been so in demand that there has never been enough stock to fill the orders for it. Neither a rapid increaser nor a free flowerer, it rewards the owner with spikes of bloom that are well worth waiting for. If this iris were as consistent a performer as some varieties it would almost certainly have been a Dykes Medal winner.

M. A. PORTER Each 40c; 3 for \$1.00

A very large and perfectly formed flower of velvety texture, deep violet in tone, with very heavy gold beard. Rampant grower, with giant foliage and heavy well branched stalks. Although not well known, we recommend it as being of special merit and certain to please. From E. G. Lapham, who gave us the new Elkhart, the brilliant red Jerry, and the incomparable pink Ethelwyn Dubuar.

MIDGARD Each 20c; 3 for 50c

When this lovely beauty was first shown, it created a furore, because the yellow-pink blended flowers introduced a new color note, and the ruffled petals were an added touch of distinction. It has proven to be one of the most reliable varieties for severe climates, besides being a very free bloomer and rapid multiplier. No iris since the introduction of Morning Splendor has been so universally popular. Especially lovely under artificial light, and unsurpassed for massed planting on the landscape. See page 34.

MINISTRE FERNAND DAVID Each 75c

A masterpiece in deep, rich, dark purple. This recent French introduction received much praise when first seen in Mrs. Pattison's garden at Freeport, Ill. A huge, well shaped flower, that has been awarded many certificates and prizes abroad.

MIRASOL Each 40c

A very fine large yellow, containing some Mesopotamica blood, but reasonably easy to grow. The flowers are of large size, well formed, slightly rounded, and there are no markings to detract from the solid golden yellow color. Rich yellow beard. Three feet in height.

MISSOURI Each \$4.50

Clear, clean blue, of sensational size. There has never been sufficient stock to supply the demand for this iris, declared by some observers to be the last word in its color. Very few plants.

MOHRSON Each \$5.00

Seedling of the famous iris Wm. Mohr. For almost a decade hybridizers have been trying to secure seedlings from this strange and enchanting flower, and at last we are able to offer two. Mohrson is much taller than its parent, of a deep violet color, very heavily veined still darker. A number of stalks were sent via airplane to the Nashville meeting of the Iris Society, and created quite a stir. We were so impressed with it that we invested in considerable stock, and can supply excellent plants this season. H. M. AIS 1935.

MORNING GLORY Each 50c

A much brighter flower than Morning Splendor, a fine grower, and exceedingly effective as a garden clump. The glittering golden beard enhances its brilliancy.



Kalmga

MOONGLO

Each \$5.50

Very lovely and unusual blend of heavy substance. Standards are pale yellow, falls the same flushed Chinese violet. One admirer says "the golden glow of the moon all tangled up with the rosy clouds of sunset." Large flowers, ivory-like texture. A new Longfield novelty highly recommended.

MOUNTAIN SUNSET

Each \$1.50; 3 for \$4.00

An indescribable medley of fawn and old gold, equally suffused in the standards, and the falls entirely overlaid with varying shades of violet. Novel in shape as well as in color; a blend of pastel tints that invites close inspection. Very late, medium in size, thirty inches tall. See page 36.

MRS. HERBERT HOOVER

Each 75c; 3 for \$1.75

One of the new pink or near-pink varieties. The standards are old rose, lightly tinged with bronze, and are broad and ruffled. Falls are a deeper rose, with midrib of turquoise blue. The center of the flower is lit with a most brilliant beard and style arms. Exceptionally free flowering and rapid of increase. Stems are tall and well branched. In a class with Frivolite and Marquissette; between the two in general color effect.

MRS. VALERIE WEST

Each 30c; 4 for \$1.00

The rich brown-reds of Bruno and the plush crimson of Cardinal combined into one gigantic flower - the crowning achievement of the great Bliss, who gave us Dominion and the long line of its famous progeny. The broad foliage is handsomely curved, lending a distinctive note, and the heavy stalks are widely branched. The enormous blossoms are produced in great profusion, completing all the desirable features anyone could ask for in a truly world famous iris. We have accumulated one of the largest stocks of this variety in existence, and offer it at an attractive price. Shown on page 35.

NARAIN

Each \$7.50

A brand new blue introduced by Quality Gardens in 1936. Has a silky texture, cream throat, and blue beard tipped soft yellow.

NARANJA

Each \$15.00

The leading introduction from Sidney Mitchell during the past season, and the first iris of huge size with a definite orange tone. Taller even than Happy Days, and practically as large. The falls are ochraceous orange, with a yellow heart, and the standards are bright empire yellow, the beard orange-yellow.



Itasca

NEBRASKA **Each 35c**

Deep golden yellow, with prominent veinings of reddish brown in the falls. A good sized flower, slightly ruffled. Extremely late.

NEON **Each \$4.00**

"The bright and shining light of the garden." Thus does the originator, Carl Salbach, describe it. The standards are bronzy gold, the falls bright and velvety carmine red, rich and glowing. The beard is fiery golden orange.

A perfect example of candelabrum type branching, with 48-inch stalks carrying a heavy quota of blooms and buds. Has been tested and found hardy under severe wintering.

NINGAL **Each 75c; 3 for \$2.00**

One of the recent productions of Dr. Ayres, of Cincinnati. A most lovely and unusual blend, unlike anything now in commerce. The standards are pure bronzy buff, extra large, and nicely domed. The flaring falls are of a smooth, warm buff, overlaid with iridescent very pale blue. This blue shading is deepest near the center and gradually fades to pale buff at the margin. Gigantic in stature, being up to 46 inches tall.

NOWETA **Each \$1.00; 3 for \$2.50**

Here is one of the latest sensations from those popular hybridizers, the Sass Brothers. A melting creamy pink, exceptionally ruffled, much more so

than Midgard, and larger than this popular variety. Stock of Noweta is still very scarce, and as was the case last season, it is likely to be a sell-out before summer is far along. Everyone who sees it wants this frilly, pinky, fluffy-ruffled dainty newcomer.

NURMAHAL **Each 85c; 3 for \$2.00**

One of the magnificent seedlings introduced by Col. Nicholls of Ithaca, N. Y. Standards deep brown, with a hint of violet, very large, circular and domed. Falls very deep black-brown with a red undertone. Yellow beard. Of the Grace Sturtevant type, but a larger flower with better substance and much finer standards. A wonderful new iris that is sure to attract instant attention.

OCTOBER BLAZE **Each \$5.00**

A fine big glowing red, along the lines of Indian Chief, but it is a persistent autumn bloomer. Much brighter in color than October Opera and larger in size.

OCTOBER OPERA **Each \$2.00; 3 for \$5.00**

A new color in autumn flowering sorts, a rich wine-red. It is brighter than the old Opera, much larger, and is also taller. This is a fine grower, and in the fall in our garden it was covered with flowers. Of course it also blooms in the spring, with the intermediates.

OMAHA **Each 25c; 3 for 50c**

A beautiful coral-red self, with orange beard, producing a very striking contrast. Blooms are extra large and of lovely rounded form. The color effect is deep and brilliant pink, rather than red, and the petals have a glistening and fragile appearance, although on the contrary they stand up perfectly. Height about 30 inches.

OPALINE **Each 35c**

A very lovely blend of soft pink and yellow. A single stalk gives but a faint idea of the beauty of this flower; as a clump it is truly stunning. Our stock is limited, but we can equally recommend "Day Dream", a flower of the same type and color effect.

ORMOHR **Each \$25.00**

Sensational Wm. Mohr seedling, introduced this year. Shown on the cover and described on page 12.

OXHEART **Each \$2.00**

Deep rich strawberry red-purple self, with beard to match. The large circular falls are velvety and without reticulation. A great favorite in the Nicholls garden, where it originated. A strong grower, with delightful grape fragrance. Three feet tall.

PAULETTE **Each 75c; 3 for \$2.00**

Giant pale blue, a better Loetitia Michaud. From Millet, the originator of the famous and lovely Loetitia, and considered as his finest iris. Of enamel-like lustre, on very tall stems, and with flaring falls.

PERSIA **Each 60c; 3 for \$1.50**

One of Dr. Ayres' masterpieces. Blended shades of pale blue, lavender, grey, and bronze, with a smoky veil enveloping the entire flower. Massive blooms in great abundance, with many tall and splendidly branched stalks. A well named variety that will prove an asset in any iris garden.

PHEBUS Each 50c: 3 for \$1.00

Clear lemon yellow, an exceedingly rapid increaser, and one of the most popular of the newer yellow irises. Fine rounded flowers, over three feet tall, with much branching. A good companion to Pluie d'Or, with its contrasting shade.

PICADOR Each 85c: 3 for \$2.00

Standards of tarnished gold, falls brilliant carmine red. A bold, strong growing and perfectly fashioned iris reaching four feet in height. Classed as a variegata it is really a blend of gold and crimson, so good that we stocked up heavily on it anticipating that our customers would welcome this opportunity to secure such an outstanding flower at so low a price.

PINK OPAL Each 75c: 3 for \$1.75

A sister seedling of Pink Satin, of much greater size and half again as tall. The blossoms are lilac-pink, self colored, and abundantly produced, although the tall stems are short branched. However, the blooms appear all along the stalks, so that the lack of branches is not apparent in the garden picture. Very beautiful, and a bargain at the price.

PINK SATIN Each 75c: 3 for \$2.00

Jacob Sass raised dozens of excellent pink seedlings, and this one was deemed as most outstanding of all. The color is a very delicate and smooth, yet glistening and brilliant, pink without the usual rose or purplish cast. The stalks are tall and slender, with blooms of large size. Very rapid of increase, and of course perfectly hardy.

PLUIE D'OR (Golden Rain) Each 25c: 3 for 50c

A beautiful iris, on slender, perfectly branched stems well over three feet tall. Fine rounded flowers of solid golden yellow, with deep yellow beard. Winner of the Dykes medal in France, it has proven an outstanding variety of this color both in Europe and America, reliable as to hardiness, rapid of increase, and very free flowering.

PRESIDENT PILKINGTON Each 65c: 3 for \$1.50

A very lovely pastel blend, which at one time bore the appropriate name of "Apparition". When Mr. Mead saw it blooming in France, he described the color as "a lavender-blue elephant tone", suffused with bronze. A huge flower, the stalks splendidly branched to 4 feet tall.

Standards are pale buff, with faint bluish and slightly rosy cast. Falls, wide and flaring lavender-blue with buffy yellow suffusion paling at the margins. Beard golden yellow. See page 20.

PURISSIMA Each 40c: 3 for \$1.00

If you live in the Pacific Northwest, in California or in the South, by all means add this glorious white to your collection! Nothing that grows can compare with it when flowered under congenial conditions. Growers in colder and wetter sections of the country can also succeed with it, but it must have winter protection except in warm climates. A normally flowered stalk of Purissima is a never-to-be-forgotten sight.

RADIANT Each \$2.00

Standards of burnished golden bronze, falls of glowing copper red, as bright in comparison with

other iris of today as King Midas was rich among the iris available when it was first released. Of medium size and height, perfect form, inestimable garden value. Incidentally, it bloomed last autumn in our gardens, but perhaps this will not occur regularly. Very few rhizomes for sale.

RAMESES Each 40c: 3 for 90c

A symphony in rose, pink and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard. This fine hardy iris was originated in Nebraska by the Sass Brothers, and was so universally outstanding that it received the Dykes Medal in 1932. The big flowers are very freely produced, late, on 36-inch stalks. See page 39.

RED DOMINION Each 75c: 3 for \$2.00

Luxurious red velvet, the shade of a glass of fine wine with the light through it. The opening buds are almost black, and the full blown flowers possess a depth and richness unequalled in any other red iris. One of Dr. Ayres' masterpieces. See page 24.

RED ORCHID Each 40c: 3 for \$1.00

Very early flowering intermediate, glowing like a coal of fire in the morning and evening light. Deep red in effect, violet-carmine technically, it is so recent as to be hardly known as yet but is certain to be popular when the public has seen it in flower. Height 28 inches.

RED ROBE Each \$1.00: 3 for \$2.50

An enormous bloom of perfect shape and habit. Standards deep petunia-violet, domed. Falls deep red-violet, uniformly colored to the edge. Yellow beard. The flower is of splendid rounded shape, a brilliant, glowing iris that lights up in the garden like a huge ruby. H. M. AIS 1932.

REDWING Each 30c

One of the Sass varieties in bright reddish-brown. A perfectly formed flower of splendid size, three feet in height, of unquestioned hardiness and reliability.

RHEINGAUERLE Each 35c: 3 for \$1.00

A pink of the utmost beauty and distinction. To see it is to want it. Petals are edged with silver.

RHEINTOCHTER Each 50c

There is a dearth of irises with white standards and blue falls, but this ranks at the very top. The falls are edged with white, lending a gay note. This is the tallest as well as the largest in this color group, and in addition is a vigorous grower.

ROSY WINGS Each \$2.00

Among the two or three top-most introductions seen for the first time last year. A blend of rose and copper, with excellent form, flaring falls, large size, 40-inch stems. One of the few new colors developed in iris in recent years. Very few rhizomes for sale.

RUBEO Each \$1.00: 3 for \$2.50

An outstanding red from California, of huge size, excellent branching habit, and four feet in height. Standards are deep glistening rose, falls deep maroon of heavy velvety texture. The finest red among Mohr-Mitchell introductions.



Dolly Madison



Midgard



- Allies
- Buto
- Dolly Madison
- Elsinore
- Euphony
- Frieda Mohr
- Henri Riviere
- Indian Chief
- Marquisette
- Midgard
- Mrs. Valerie West
- Omaha
- Opaline
- Pluie d'Or
- Rameses
- Redwing
- San Francisco
- Santa Barbara
- Surprise
- Wm. Mohr

Bargains for Beginners

Any **12** for **\$2⁰⁰**

All **20** for **\$3⁰⁰**

Late in the season we must reserve the right to substitute in case of shortages in the above from list on page 39.

Frieda Mohr

(Right)



Wm. Mohr



Euphony



San Francisco
— four foot white
with penciled edge
of lavender blue.

Mrs. Valerie West
— greatest of
all the famous
Dominion seedlings.



Mountain Sunset

Ten Spot Collection

10 for
\$10⁰⁰

You are entitled to expect

**... A LOT FOR
TEN DOLLARS!**

Well, we have gathered together some of the choicest irises that the world has ever looked upon, propagated a good supply of extra quality rhizomes, and assembled them here in this annual "Ten Spot" offer.

Time was when **ten dollars and up** would have appeared on the price tag of most any **one variety** in the list, but now you are at liberty to pick out any ten you like for that price. There are real blue-bloods in this list.

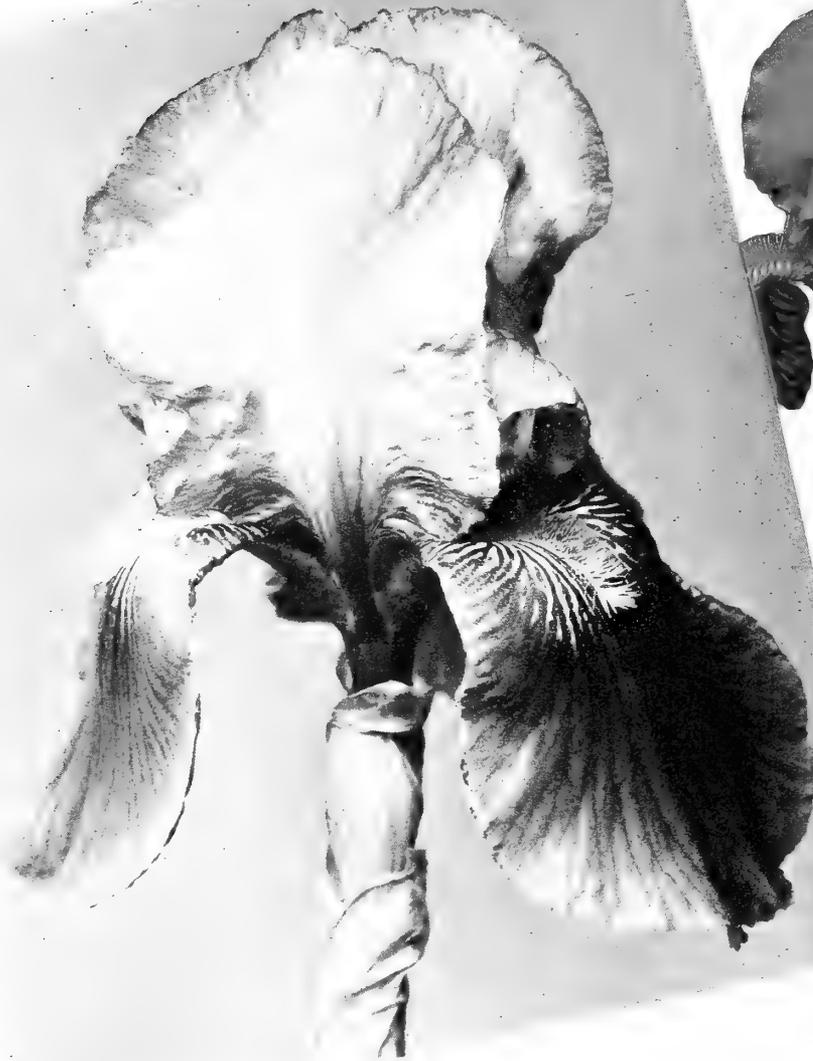
Anakim	Gilead	Mountain Sunset
Ashtoreth	Golden Flare	Red Robe
Autumn Dawn	Jerry	Rubec
Blackamoor	Imperial Blush	Sierra Blue
Black Wings	Jean Cayeux	Theodolinda
Buechley's Giant	Marquita	Yakima
Easter Morn	Meldoric	Shah Jehan
Ethelwyn Dubuar	Mehama	Solitude

Anakim



**Black
Wings**

Sierra Blue



The Giant Red Dauntless



Clara Noyes

Some of us can't have every-
thing. But there are few in-
deed who will not declare
this list of well known irises
of established reputation
just about the best bargain
for a small cash outlay
that could be wished for.



Grace Sturtevant

Eloise Lapham



THRIFT Collection

Any **10** for **\$3⁰⁰** . . . or Any **25** for **\$6⁰⁰**

Your Selection

HERE is that opportunity to add real value to your collection at trivial cost. We have built up stocks of thousands upon thousands of husky, well rooted rhizomes of these fine things, grown on new soil. A wide array of color and type is yours from which to select. Late in the season better make a second choice or two.



Indian Chief

Baldwin
Blue Banner
Blue Velvet
Clara Noyes
Columbine
Day Dream
Dauntless
Egypt
El Capitan
Eloise Lapham
Eothen

Erebian
Euphony
Frieda Mohr
Golden Harvest
Grace Sturtevant
Hernani
Indian Chief
King Midas



Sir Michael

King Tut
Klamath
Los Angeles
Magenta
M. A. Porter
Melchior
Mirasol
Mrs. Valerie West
Nebraska
Phebus
Purissima

Rameses
Rheingauferle
Sacramento
San Diego
Senlac
Sachem
Sensation
Sir Michael
Talisman
Tuscany Gold
Wm. Mohr
Zuni

Zuni



Rameses



Ethelwyn Dubuar

SACHEM

Each 40c

A glorified King Tut, grown by Dr. Loomis. Glorious in richest tones of red-brown, of heavy velvety texture. Falls are especially brilliant.

SACRAMENTO Each 40c; 3 for \$1

A plicata of the San Francisco type, but with reddish brown dots and reticulations instead of the usual blue or lavender. Ground color is a creamy white. A very tall variety, the large flowers being produced on well branched stems. It is probably even more dependable in unfavorable climates than are many of the other California productions.

SANDIA Each \$2.50; 3 for \$6.00

Bright deep pink blend, unusual with a smoky veil. An Ohio iris critic, nationally known and whose opinion everyone respects, wrote us that it was one of the three or four finest things he saw in 1935. The blooms are large, and the stems grow to 40 inches in height.

SAN DIEGO Each 40c

Monster blue, a seedling of Mme. Gaudichau, with the Mesopotamica qualities of height and large size. The color is a uniform shade of deep blue, with rich yellow beard.

SAN FRANCISCO

Each 35c; 3 for 75c

A four-foot white with penciled edge of lavender blue. Has been awarded the Dykes Medal of the American Iris Society, and still stands at the head of all plicatas, unsurpassed in size and grandeur. Plentiful stock now permits us to offer it at a most attractive price. Shown on page 35.

SANTA BARBARA

Each 20c; 3 for 50c

Here we have an iris which approaches perfection in the shape and size of its flowers, and in addition is possibly the finest and clearest lavender-blue so far produced. The exhibition rating of 91 is well deserved.

SEADEEP

Each \$10.00

Introduced this year by F. A. Thole, of Seattle, Wash. We saw this as a seedling last season, at which time we thought it the very finest blue bicolor in the world. It is a seedling of Santa Barbara crossed with Buto, and it combines

the clean blue of the former in the standards with the rich blue-black of the latter in the falls, but unlike either it is just a little frilly in its segments. Tall stems, excellently branched, an abundance of huge flowers, everything to make it the complete perfect iris.

SELENE Each 60c

A pure white of large size and lovely form, and of extra heavy substance. Introduced by Mr. Connell, the man who gave us the famous Dauntless. This variety was named for "The Moon Goddess".

SENLAC Each 40c; 3 for 90c

Introduced by the Orpington Nurseries in England, this richly colored iris stands out as the reddest yet to come from that country. With blooms larger than the best of the Dominion race, it carries its brilliant claret-red flowers on strongly branched stems, and is so highly regarded in England that it is rated at 91.

SENSATION Each 50c; 3 for \$1.00

A clear and crisp self of cornflower blue, clean cut in form, extra large, perfect in every way. There has never been a season thus far that we have not run out of stock of this variety. This year we have an especially fine and extensive planting of it. Sensation, the peer of all the blue irises, is shown in color on page 25.

SHAH JEHAN Each \$2.00

Said to contain more colors than any other iris in commerce, this serenely beautiful flower in oriental smoky shades almost eludes any attempt to describe it accurately. Standards are creamy buff faintly edged lavender, the falls very rich velvety chestnut merging into purple, thence gradually fading out to a margin that repeats the color in the standards. Beard is very rich orange. A very late variety, tall, of large size.

SHINING WATERS Each \$1.50

Clear and clean blue, like the reflection of an azure sky in crystal waters. There are many iris critics who declare this to be the finest of all blue toned irises. The wax-like texture of the petals has a startling contrast in the orange beards. It grows to four feet tall, with many very large blossoms per stalk. A. M. AIS 1935.

SHIRVAN Each \$2.00

With the same glowing soft brown and yellow tones found in the rare rug of this same name, this iris possesses an exquisite velviness and brilliance equaled by few flowers. Some of our finest pansies rival it, but seldom do we find an iris so alive and yet with such depth of tone. A seedling from the hand of Dr. Loomis, the originator of the famous Blue Velvet. Of medium height. Stock limited.

SIERRA BLUE Each \$2.00; 3 for \$5.00

A soft, clear, enamel-like blue. This iris was recently awarded the Dykes Medal of the American Iris Society for 1935. It is of tall and stately habit and carries many buds to the stalk. Together with Shining Waters, Mr. Essig has given us two of the most outstanding blue irises ever introduced. Sierra Blue is the deeper of the two. See page 37.

SILVER FLARE Each \$5.00

A white so delicately flushed with lavender as to give a silvery effect. The silver mingles with the pale gold of the haft and the old gold venations. Large flowers of exceptionally heavy substance, with flaring falls. Plant it with pale blue, yellows, and pinks for best effect. This is one of Miss Sturtevant's recent things.

SIR MICHAEL Each 40c; 3 for \$1.00

Unquestionably the finest blue and purple bicolor in the world. Standards are clear blue, falls deep rich mahogany, with a beard of red-gold. Regarded as the finest iris ever to come from England and a sensation wherever shown. In our own wet Northwest, in dry and sunny California, and in Nebraska, Ohio, and the colder Minnesota and New England, we found it blooming equally well. A super iris, if ever there was one. See page 39.

SNOW KING Each \$15.00

The gigantic new Sass white, regarded by many as the ultimate in this class. We have not bloomed it as this is written. Only two or three rhizomes to spare.

SNOW MAIDEN Each 50c

A new white intermediate of very low growth, 10 inches, clean and lovely, with a faculty for producing an almost unbelievable quantity of bloom. Like a drift of newly fallen snow.

SOLITUDE Each \$2.00; 3 for \$5.00

Very deep mulberry self, even the beard being dark and sombre. Introduced this year, see page 11.

SOUTHLAND Each \$5.00

The Sass Brothers have given us most of our autumn flowering irises, and now we are indebted to them for this fine big yellow. The color is deep lemon chrome, with flowers of large size and thick heavy substance. Flaring falls and domed standards, the stems low branched. Vigorous in growth, two feet tall.

SPOKAN Each \$10.00

A solidly colored deep chestnut-red, of great size—one of the very largest—with an odd coppery suffusion throughout. Once you see this iris you will make a solemn resolve to eventually own it. In the McDade garden, amongst a maze of novelties from far and wide, Spokane commanded the attention of every visitor.

SPRING MAID Each 85c; 3 for \$2.00

Clear rose pink, with honey yellow flush through the center. Flower stalks are almost four feet high, strong, and well branched. The lovely fresh coloring, large size, and exquisite form, combine to make it one of the finest in our list. H. M., AIS 1932.

ST. LOUIS Each \$2.00

Glossy velvety purple, with harmonious beard and mellow, pleasing haft. Of fine oval form, it is a self in color, with an abundance of flowers and excellent stems. Introduced by Robert Schreiner in 1934, it is numbered in his selection of "100 Super Iris".

SUNMIST Each \$4.00

An immensely popular new thing from Col. Nicholls, a sort of cream and yellow blended bicolor. Standards are glittering pure white, falls creamy white with deeper central portion and golden beard. Tall, with slender stems and good branching habit.

SURPRISE Each 35c; 3 for \$1.00

Monster blue, flushed heliotrope, on stems up to four feet in height. The intense orange beard is a salient feature. This is our own introduction, and we are proud of the fact that it has been well received in all sections of the country. Bold foliage, almost evergreen.

TALISMAN**Each 40c; 3 for \$1.00**

To those who know the Talisman rose, it need only be suggested that this iris is worthy of the name. The whole flower is a rich golden yellow suffused with peach-pink, more deeply in the falls than in the standards. There is an electric blue flush down the center of the falls, and the haft is reticulated bronze. Three feet tall; deliciously scented. From the Orpington Nurseries in England.

TAMPA**Each 75c**

Along with Keepsake, Tampa was introduced last season by the Longfield Farm as a new type dwarf. Very red for a dwarf, on slender 14-inch stems, the flowers about 2 inches each way. They are lavishly produced above foliage that is in itself graceful and a fit subject for the rock garden. Limited stock.

TAPESTRY**Each 75c; 3 for \$1.75**

A subtle blend of monster size, smoky mulberry in general color effect, with the center of the fall intensely colored, passing out to the smoky tones of the standards. This variety calls to mind Dr. Ayres' famous "Persia", but the dominant note is dull red instead of dull blue. TAPESTRY is a favorite of Mrs. Ayres, who admired it especially as a cut flower in the house. Shown in color on page 25.

THEODOLINDA**Each \$1.50**

A gigantic plicata comparable to the famous pair from California—San Francisco and Los Angeles. However, this new seedling is a product from the gardens of Dr. Ayres of Cincinnati, and is therefore perfectly hardy anywhere.

TIGER-TIGER**Each 85c; 3 for \$2.00**

A red iris with tan standards, the falls appearing more nearly true red than any other iris we have seen. A heavy blooming Wareham seedling with very large well formed blossoms. It bears our sincere recommendation.

TINT O'TAN**Each \$8.00**

A very striking flower in combinations of bronzy tan and straw yellow. Crests are unusually long, of bright brown, and the flowers are well held on stems reaching 40 inches in height. Probably the most popular iris among Dr. Ayres' 1934 new ones. Only a few rhizomes available.

TRAIL'S END**Each \$4.00**

With standards of dull yellow overlaid soft orange-red, and falls of orange-red embellished with a golden beard, the introducer tells us that this brilliant iris calls to mind the berry of the bittersweet, after it has been touched by frost! The imagination needs but little prodding to envision the landscape value of such a flower. Of medium size, but on 38-inch stalks, well branched. A great favorite at the Freeport Iris Show. H. M. AIS 1933.

TREASURE ISLAND**Each \$10.00**

You couldn't have missed it! Shown in an absolutely accurate color-photograph it heads our list of introductions for this year on page 4.

TUSCANY GOLD**Each 40c; 3 for \$1.00**

An odd shade of old gold, purely a self, with very flaring falls and heavy texture. Planted with the bronzes and blues, it created much comment in our garden last spring. Our stock is limited.

VALOR**Each 85c**

This remarkable flower was one of the sensations in the East last season, and every critic who saw it flower was enthusiastic over it. Col. Nicholls, of Ithaca, N. Y., the introducer, thinks it his highest achievement thus far. In general effect Valor is a deep blackish blue violet bicolor, similar in some respects to Sir Michael, but a larger flower and with domed standards. One of the tallest of all varieties; very fragrant. H. M. AIS 1932.

VENUS DE MILO**Each 75c; 3 for \$1.75**

This pure white, of a warm creamy tone, is now generally accepted throughout the nation as the very finest, all-round, most dependable under all conditions, of any white iris that grows. Last season our large stock of many hundreds of rhizomes was sold out by mid-season, and because of so much favorable comment we anticipate a heavy call for it again this summer. One of the greatest successes from Dr. Ayres, of Cincinnati. A. M. AIS 1935. See page 24.

VERT-GALANT**Each 85c; 3 for \$2.25**

Brilliant coppery red, with copper-fawn standards. A giant sort that has the habit of putting up from two to four huge stalks from each rhizome. The falls are edged with the lighter fawn color of the standards, and the haft is beautifully marked with cream and brown. This variety is not only a striking exhibition flower, but it has extra good carrying quality, and the four-foot spikes dominate the garden. Another Dykes Medal winner.

VISION**Each \$6.00**

We say without hesitation that this is far and away the very finest variegata in the world. There are many variegata blends, such as El Tovar and Crown Prince, which contain much brown and deep orange, and which are magnificent irises. But Vision carries no blending of tones whatsoever, a contrast of brightest clean yellow standards and very velvety red-brown falls, margined yellow.

In connection with this flower, the thing that takes your breath away is its giant stature, wide and perfect spacing of the blooms, and the perfectly flaring falls. It reminds one of banners carried aloft in some colorful procession.

WAMBLISKA**Each 60c; 3 for \$1.50**

The huge white self, raised by Jacob Sass of Omaha, Nebraska. Few irises in existence are larger in size, and it flowers abundantly on four-foot sturdy stems. A faint blue flush at the base of the standards gives it a cool appearance, rather than the warm effect of creamy whites like Purissima, Michelline Charraire, etc.

WINNESHIEK**Each \$1.00; 3 for \$2.50**

A gigantic blue-black, ruffled, and with a pearly edge on the falls. Here is an iris which suddenly sprang into prominence when it was exhibited in Lincoln, Nebraska, at the American Iris Society meeting, three years ago. Every critic fell for its unusual style, broad segments and rich color—and so will you! See page 26.

ORIENTAL



Matteau

III Asterpiece

Proserpine

POPPIES

Tr
ischer

Queen Louise

Olympia

Lord Lambourne

Delight

ORIENTAL POPPIES for Barbaric Splendor

AMUN RA **Each \$1.50**

Red-orange, 28 to 30 inches high, flowers 8-9 inches across. Outstanding quality.

CAVALIER **Each \$1.50; 3 for \$4.00**

Larger than the enormous variety Wurtembergia, perfectly formed, and lasts extra long in flower. The color is glowing cerise. Few plants.

EDNA PERRY **Each 75c**

A very bright and lovely pink of good form.

ENCHANTRESS **Each \$1.50**

Soft lilac-rose, a near approach to lavender. Opens perfectly, holds its color remarkable well for this shade. A true novelty of exceptional merit. Only a very few plants.

HENRI CAYEUX **Each 75c**

Deep old rose, shaded into wine color. An unusual and very beautiful poppy quite unlike any other. Should be grown in a spot protected from hot afternoon sun.

JEANIE MAWSON **Each 75c**

Melting peach-pink, very lovely and quite different from all others in its most attractive coloring. Large and fine.

KING GEORGE **Each 50c**

Large fringed flowers of brilliant scarlet, petals deeply cut like a parrot tulip. Medium height, fast increaser.

LORD LAMBOURNE **Each 50c**

Fringed, like the foregoing but with heavy black blotches and a slightly different shade.

MASTERPIECE **Each \$1.00**

Lilac color, marvelous flower, but should be grown with slight protection from the sun to prevent fading of the delicate color.

MENELIK **Each 50c**

A definite orange, without much of the scarlet tone, with black spots.

MRS. FISCHER **Each \$1.00; 3 for \$2.50**

Extra large, very deep red poppy on the tallest stems of any in our collection. It will easily reach 4 feet regularly, with uniformly perfect flowers, silky in texture, one of the very best at any price.

MRS. PERRY **Each 50c**

A very lovely salmon-pink.

OLYMPIA **Each 25c; 3 for 50c; \$1.75 doz.**

A fluffy double poppy of soft orange, with gray stamens in the center. Very free bloomer, and the

only double variety in the list. Increases very rapidly by runners, so plant away from other varieties.

PEARL PINK **Each \$2.00**

Very fine and distinct; a delicate shade of light pearly pink, vigorous and prolific. Appears like one large tulip within a larger one. Its delicate color cannot stand the strong reds and bright salmons, and to see it at its best, should be planted with blue iris or an early delphinium. Stock limited. Medium height.

PERFECTION **Each \$1.00**

Large deep flowers, entrancing shade of pink with immense black spots at base.

PERRY'S BLUSH **Each \$1.00**

Blush white, beautifully formed and a profuse flowering variety. Stock of this is quite scarce.

PROSPERINE **Each \$1.00**

Most brilliant Chinese red, the center alive with black stamens. Of great size, flowering over a very long period. Shown on page 44.

QUEEN LOUISE **Each 75c**

A melting strawberry pink flower of good finish, with prominent black and red base spots. To 40 inches tall.

RED LACQUER **Each \$1.50**

A new deep dark red, of strong appeal. Stiff erect stems to 44 inches tall. Blooms 7 to 9 inches across. Well named.

SPLENDOUR **Each \$1.50; 3 for \$4.00**

(Howe, 1933). This new and entirely distinct novelty was catalogued for the first time last season. Brilliant, huge, entirely novel in color, this blend of peach and apricot, entirely overlaid salmon, is unlike any poppy we have ever seen. Very late, and a vigorous grower.

TRILBY **Each \$1.00; 3 for \$2.50**

One of the last to bloom. Dark, lustrous, deep red, the petals having a plaited appearance. Very large, and one of the finest of all poppies.

WATTEAU **Each \$1.00; 3 for \$2.50**

Pure flesh-coral; covered with flowers. No blotch on petals. This is one of the rarest and loveliest in our list.

WURTEMBERGIA **Each \$1.00**

Enormous cerise scarlet; very tall growing. An outstanding flower, attaining almost unbelievable size.

THE FRESHMAN COLLECTION

Six for \$2⁵⁰

- | | |
|----------------|--------------|
| LORD LAMBOURNE | QUEEN LOUISE |
| PERFECTION | WURTEMBERGIA |
| OLYMPIA | WATTEAU |

THE POST-GRAD COLLECTION

Six for \$5⁰⁰

- | | |
|--------------|--------------|
| MASTERPIECE | TRILBY |
| MRS. FISCHER | CAVALIER |
| SPLENDOUR | HENRI CAYEUX |



It's a Gift

This catalog is yours with our compliments, and we are happy to have you own a copy. Each year we endeavor to improve upon it, and to make it as attractive and as authoritative as anything in its field. " " "

but—

like most of the good things in life, it costs a lot of money . . . we'll go further than that, and tell you exactly how much it costs: 40c per copy, \$400 a thousand . . . Now our files show that several thousand people on our mailing list have never favored us with a single order. Some of them are simply flower catalog collectors, others want to compare descriptive matter and prices, while still others have had only a momentary interest in gardening and have long since

taken up golf, gone into the chicken business, or moved into a tenth floor apartment. Thus, we are annually spending a considerable sum of money that is wasted on deaf ears and blind eyes. Economy and sound business demand that we do something about this.

and so—

the time has arrived when we are obliged to place a limitation on the number of seasons that we can send our catalog gratis to those who do not respond in any manner. Henceforth we shall withdraw from our files the names of all those who have not ordered after the second catalog has been mailed to them.

To our host of customers and friends, who through loyal and continued patronage have made possible this and prior catalogs, we extend warm and sincere appreciation.

COOLEY'S GARDENS

SILVERTON
OREGON



