

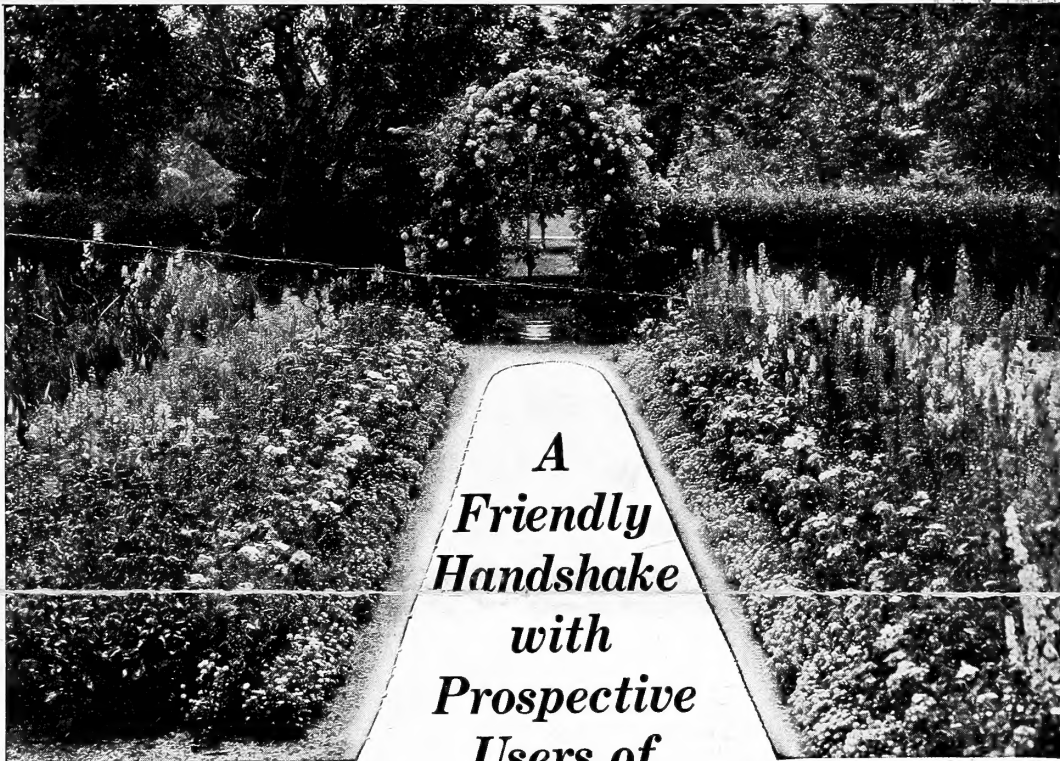
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 U. S. Department of Agriculture.



*A
 Friendly
 Handshake
 with
 Prospective
 Users of*

Choicest Nursery Products for American Home Gardens

SOON balmy airs of spring will tempt the home gardener to get busy and dig. But greater even than the joy of digging and planting for greater gardens is the act of planning and scheming how to get still greater joys out of the garden.

In connection with any garden plan—whether the garden be devoted to fruits or ornamentals, the Lovett Catalog asks the privilege of acting as your guide or friendly advisor. We do not claim to grow everything. Neither do we believe that we “know-it-all.” But you can not be in a business for nearly half a century and not accumulate considerable experience. It is this experience that we are putting at your disposal through our new catalog.

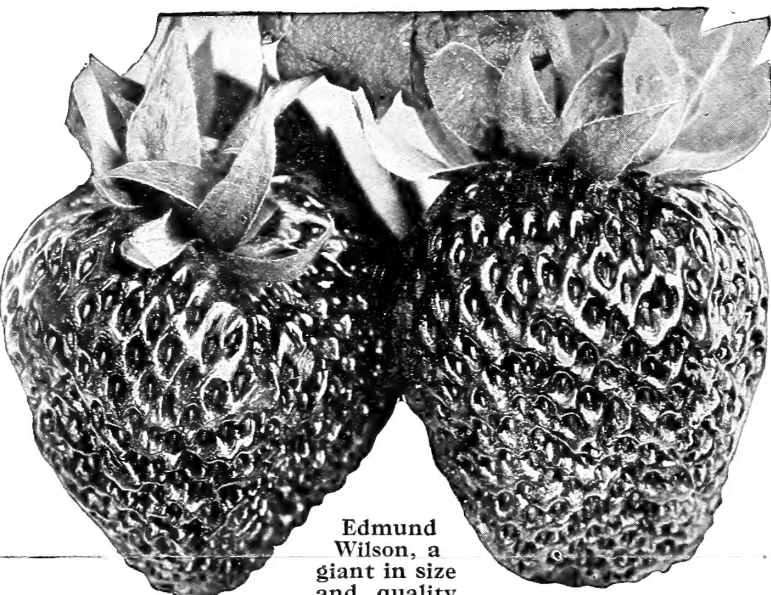
This year in particular we are reasonably proud of this latest publication of ours because we have made unusual efforts to make it worth

while and interesting. Not only have we added a good many new illustrations, but the descriptions have been thoroughly edited, the lists revised until we are sending out what we believe to be the most comprehensive guide to small fruits, such as Strawberries, Blackberries, Raspberries, Currants, Grapes, etc., besides a selected line of both standard and dwarf fruit trees, not overlooking an extensive collection of hardy plants, Roses, and other ornamentals, useful for improving the home surroundings.

This catalog will be mailed to you upon request. Please mail enclosed postcard today. In the meantime we call your attention to a few of our choicer specialties offered within. Every plant is the choicest that a combination of climate, cultivation and skill can produce. We solicit your favor on the basis of satisfactory services rendered to thousands during almost fifty years of doing business.

Lovett's Nursery, Little Silver, New Jersey

Worth While Berry Plants



Edmund Wilson, a giant in size and quality

You will find the berry plants offered on this page not only to be superior varieties, but also a superior plant product—the kind of plants that will bear bountiful crops under fair average conditions. We call your special attention to the Champion Everbearing Strawberry, also the Texas Everbearing and Joy Blackberry.

The Van Fleet Hybrid Strawberries

No other strawberries have had such wide and thorough endorsement by horticulturists as have these Hybrids, produced by Dr. Walter Van Fleet, the world's greatest hybridizer. These varieties are most vigorous and sturdy in plant growth, are exceedingly prolific, of very large, exquisitely beautiful berries, and what is best of all, excel in high quality, rivaling in aroma and lusciousness the native wild Strawberries.

Early Jersey Giant *A Van Fleet Hybrid*

The earliest fruiting variety of which we have any knowledge. Produces the finest, largest berries of any early sort. Simply of superb flavor and the berries are not only large but of beautiful color. The plants are strong, healthy growers and the large blossoms are "perfect." Dozen, 75¢; 100, \$2.00; 1,000, \$15.00.

Edmund Wilson *A Van Fleet Hybrid* (See illustration above)

Of great size and most excellent quality. Very dark in color (almost maroon), it is not a good variety to grow for market; but where quality is the first consideration, it is indeed par excellence. Ripens in mid-season. Can offer this variety in dozen lots only. Dozen, \$1.00.

John H. Cook *A Van Fleet Hybrid*

A second early variety and is valuable principally on account of its being an enormous cropper, and further, because the fruit is of high quality. Extremely popular not only with private gardeners, but with commercial growers as well. We can offer dozen lots only. Dozen, \$1.00.

SPECIAL OFFER: In order to encourage liberal planting of the three remarkable varieties of Strawberries described above, we will supply twelve each of the three sorts (Early Jersey Giant, Edmund Wilson, and John H. Cook), for \$2.50, or twenty-five of each (seventy-five plants in all), for \$4.50.

Champion Everbearing Strawberry

Apparently a seedling of Superb, and like it in many respects, though it is much more productive and the fruit is larger. Though going through one of the most trying seasons last year,

long periods of drought making life a trial for all Strawberries. Champion Everbearing came through with flying colors. Dozen, \$1.00; 100, \$5.00.

About Lovett's "Pot-grown" Strawberry Plants

Lovett's Pot-grown Strawberry plants are vigorous young specimens grown in pots, and shipped with earth about the roots. Such plants will take hold at once, make a thrifty growth and bear a liberal crop of nice berries the first season, which, of course, cannot be expected from ordinary field-grown plants.

Our pot-grown strawberry plants were never better and we never offered a choicer plant product than that available for this spring's business.

We have good stocks of over a score of the choicest standard kinds, besides the leading 6 Everbearing varieties—all reasonably priced on page 6 of our catalog.



Texas Everbearing—without a peer!

St. Regis Everbearing or Ranere Raspberries

Undoubtedly the most dependable of all the Everbearing sorts known to date!

Introduced by us in 1910 and by sheer merit has forged ahead by leaps and bounds, until it now stands at the top of the list of red varieties. The berries, though not of largest size, are bright red and of excellent quality. It ripens very early—in advance of all other red varieties—and the canes, in addition to being very drought-resistant, are exceedingly prolific.

Besides giving an immense crop in summer, it also gives an autumn crop, continuing to produce perfect berries in generous quantity until the ground freezes. Yields a moderate crop of berries the first season if planted in early spring. Selected sucker plants, dozen, \$1.00; 100, \$3.50; 1,000, \$25.00. Transplanted plants, dozen, \$1.50; 100, \$6.00; 1,000, \$50.00. Heavy fruiting plants, dozen, \$3.00; 100, \$15.00.

Joy Blackberry

Unites superlative quality, ironclad hardiness, and great productiveness

We have never known any other variety, either Blackberry or Raspberry, with such an inherent propensity to bear fruit as the Joy Blackberry. It has endured a temperature of twenty-four degrees below zero unharmed; and is apparently immune to "Orange Rust," "Double Blossom" and all other diseases of the Blackberry.

The berries are large and almost as thick through as they are long—a characteristic of the variety—and are coal black. In rich, luscious flavor, it surpasses all other Blackberries. It ripens in midseason.

Select root-cutting plants, dozen, \$1.50; 100 for \$7.50. Transplanted plants, dozen, \$2.00; 100, \$10.00.

Texas Everbearing Blackberry

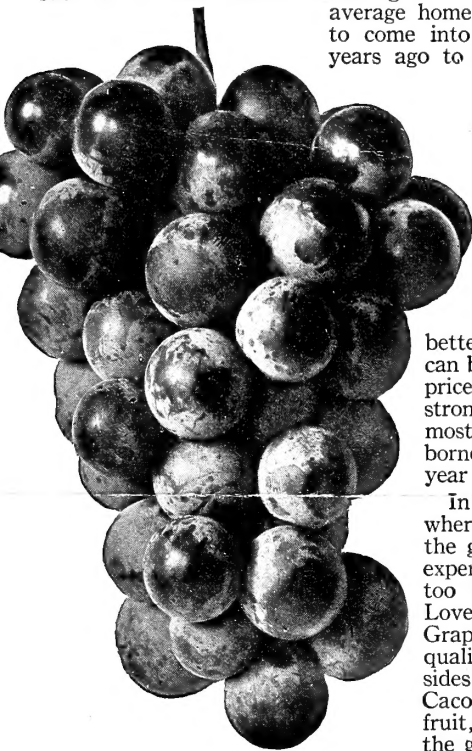
See illustration above. Bears continuously from early August until late autumn, a truly everbearing sort. Prolific in production of jet black, sweet juicy berries, which are without core and often measure an inch and a half in diameter. Dozen, \$1.00; 100, \$5.00; 1,000, \$45.00. Transplanted, dozen, \$1.50; 100, \$7.50; 1,000, \$60.00.



Lovett's Pot-grown Strawberry Plants
Save—All Round

Grape Vines Ready-to-Bear

We want to be frank about it and say that you must not expect tremendous crops the very first summer from our bearing age vines such as we offer below. Knowing the impatience with which the average home gardener waits for plants to come into bearing, we prepared three years ago to provide plants of the kind



which partly eliminated the necessity of waiting. We set aside several acres of the best land in our Nurseries and planted them with grape vines—of good varieties, with thousands of plants. For three years we have cultivated, pruned and judiciously handled these until we are satisfied that no better grape vines than these can be secured anywhere at any price. They are heavily rooted, strongly caned specimen plants, most of which have already borne clusters of fruit this past year in the nursery row.

In a small garden especially, where space is a big factor, and the gardener can not afford to experiment widely, we cannot too highly recommend either Lovett's Caco or the Champagne Grapes. Both make excellent quality grape juice or wine, besides being excellent table fruit. Caco especially, in quality of fruit, almost if not fully equals the greenhouse product.

Lovett's Caco Grape

Caco inherits the valuable characteristics of both Catawba and Concord, its parents, in a remarkable degree. A perfectly hardy grape pronounced to equal, in high quality and melting texture, the finest varieties grown under glass.

In appearance the most beautiful of hardy grapes; berry large, wine-red with abundant bloom. Bunch of good size, compact and of good form. Ripens in advance of Concord; so rich in sugar it is excellent in flavor two weeks in advance of being fully ripe. Vine a very strong, vigorous grower, healthy and prolific. The fruit sells in open market, by the crate, at double the price of other varieties.

The cardinal qualities of Caco are: Extreme rich, sugary flavor, beauty of fruit beyond words to describe, and what is more important extreme vigor of vine. Prices of Caco Grape Vines: 1 year, each, 75¢; dozen, \$7.50. 2 years, each, \$1.00; dozen, \$10.00. Heavy fruiting age vines, each, \$2.00, dozen, \$20.00.

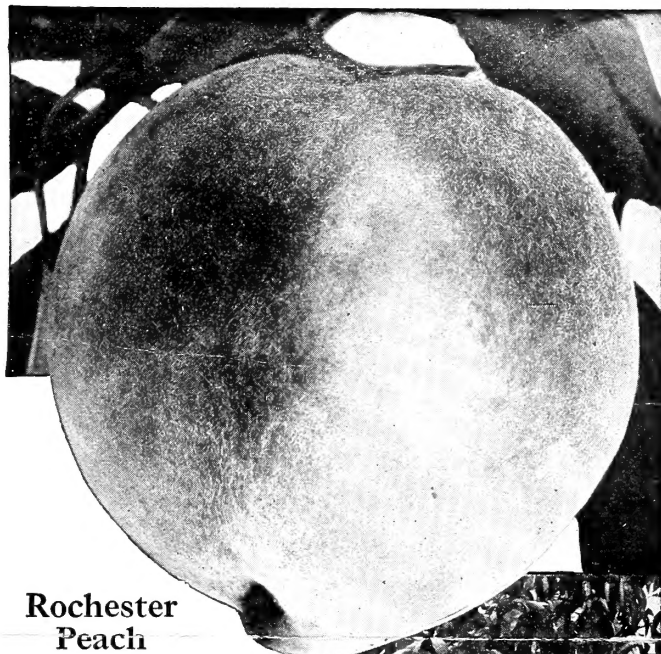
Champagne

So hardy that it has never been known to be winter killed. Produces immense crops of amber colored grapes. Bunches are of medium size, individual berry very large. It is of extra high quality and so free in sugar that "in the old days" a delicious wine was made from this variety without the addition of any sugar. 1 year, each, 50¢; dozen, \$5.00. 2 years, each, 75¢; dozen, \$7.50.

Washington Asparagus

This variety is the result of many years' work by Prof. J. B. Norton, in an endeavor to create a strain of asparagus that is rust resistant.

Prof. Norton, in referring to this variety, recently wrote: "Our seed fields are now composed of those individuals that produce large, straight shoots, dark green in color, with a heavy purple over-tone. This makes this strain especially suited for 'green asparagus.'" 1 year, dozen, 75¢; 100, \$2.00; 1,000, \$18.00. 2 years, dozen, \$1.00; 100, \$3.00.



Rochester Peach

This very valuable extra early yellow Peach is, we believe, the finest variety we have ever seen. It is simply immense in size, beautiful in appearance, of superb quality and without a defect of which we have any knowledge. You can gather great crops, as shown alongside, within a very few years after you plant our sturdy trees. Each, \$1.00; dozen, \$10.00.

Lovett Apple

The most beautiful apple we have ever seen. It ripens with us the early part of August and is fully up to McIntosh in quality (we like it better); it is also an exceedingly strong grower. The fruit, above the average size, is produced in greatest abundance. Each, \$5.00; dozen, \$50.00.

Grow More Dwarf Pear Trees

Just think of being able to raise nine fruit trees where ordinarily you can plant but four! Moreover, dwarf Pear trees come into bearing very much quicker than the standard varieties, while the product is just as large and the crops are much easier to gather. Truly, dwarf Pear trees are the ideal fruit for the suburban garden and small estate and you will find our stocks of varieties named below exceptionally fine.



Dwarf Pears

Plant 10 feet apart each way. These start bearing almost immediately, frequently the same season as planted. We offer the following varieties: Angouleme, Anjou, Bartlett, Clapp's Favorite and Seckel.

Splendid trees, all two years old or older, each, \$1.50; dozen, \$15.00.

Greater Rose Gardens for America

Deep within every human being dwells the desire to have a "prettier place." There are two families of flowers that will beautify any place: Roses and old-fashioned hardy plants. Roses are valuable for many purposes, their chief uses being as climbers to cover pergolas, arbors, and to shade porches and as garden roses for bouquets or to beautify the garden.

Among the garden roses none excel the Hybrid Tea Rose in blooming qualities while for northern sections the Hardy Perpetuals are found to be hardier and more satisfactory. (We offer below a lovely trio of climbing Roses, a splendid collection of both Hybrid Teas and Hardy Perpetuals, besides an old-fashioned hardy garden).

Incidentally, you will like the combination of Lily of the Valley, and English Violets mentioned below. For creating charmingly attractive corners or for putting color into any nook or rockery, this combination is unbeatable.

The Lovely Trio of Lovett Sisters' Climbing Roses

These are all the result of efforts of the famous hybridizer, Dr. Van Fleet, to whom we are indebted for some of the choicest new creations in Roses.

Alida Lovett—In habit it is quite like the popular Van Fleet, but with larger and more beautiful mildew-proof foliage, while the color of the flower is brighter. Both buds and flowers are large; are of ideal form, are held on stiff stems a foot and a half to two feet long, and the color is a lively bright shell pink with shadings of rich sulphur at the base of petals—a combination that is both novel and beautiful.

Blooms for a long season. Quite fragrant. Price, from field, each, \$1.50; dozen, \$15.00. From pots, each, \$2.00; dozen, \$20.00.

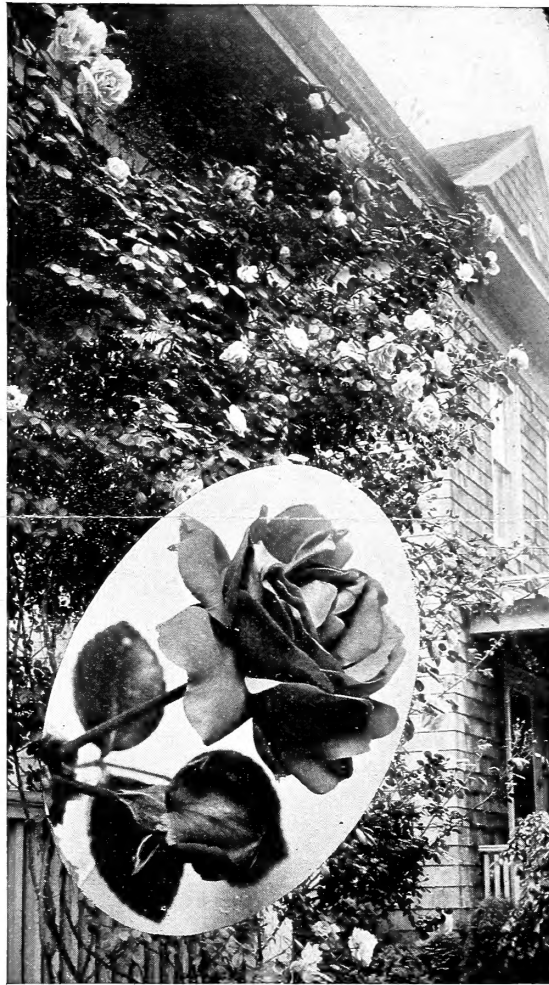
Bess Lovett—There is no other climbing rose we have ever seen that at all approaches, much less rivals, this grand rose in perfume. Flowers are lavishly produced, are of good size, double, full and cupped form.

The color is a clear, bright red. The roses, which are very lasting, are also very beautiful in bud and are borne on long stems. Price, field-grown, each \$1.00; dozen, \$10.00. From five-inch pots, each, \$1.50; dozen, \$15.00.

Mary Lovett—The superb pure white climbing rose. Flowers are held on long, strong stems and are delightfully sweet-scented. It frequently blooms in late summer and autumn as well as in June and is exceedingly free flowering. The flowers are very lasting if left upon the plant or when cut. Price, field-grown plants, each, \$1.00; dozen, \$10.00. From 5-inch pots, each, \$1.50; dozen, \$15.00.

An Old-Fashioned Hardy Garden for \$5.00

With a view to introducing our "Hardy Perennials" to as many new patrons as possible we have decided to supply for only \$5.00, fifty husky plants (not more than five of a kind) all of which will bloom this year and for many years to come. This collection will be made up of the very best sorts, including Aquilegias, Larkspurs, Hollyhocks, Poppies, Phloxes, Irises, Canterbury Bells, Coreopsis, Shasta Daisies, Hardy Chrysanthemums and many other good sorts. Fifty Plants—\$5.00.



Alida Lovett, with Bess Lovett in oval insert



Greater Rosegardens for All America—a worthy slogan for a great cause

A Glorious Sextette of Hybrid Perpetual Roses

Frau Karl Druschki (White American Beauty)—Perhaps finest White Rose ever introduced. Long buds and magnificent snow-white blooms are freely produced.

Gen. Jacqueminot (Jack Rose)—Shapely buds and handsome blooms of bright velvety crimson. Delightfully fragrant.

Anne De Diesbach—A lovely shell-pink; long pointed buds, very large compact, double flower, sweetly scented.

Magna Charta—Bright rosy-pink, very fragrant. One of the hardiest.

Marshall P. Wilder—Deep, rich, flowering red; extra large, semi-globular.

Paul Neyron—The largest of all rose blooms; bright clear shining pink, and finely scented; very double.

Price, any of above, 85¢ each, \$8.50 per dozen.

SPECIAL OFFER: One each of above superb collection will be mailed for \$4.50 postpaid.

A Glorious Dozen of the Choicest Hybrid Tea Roses

Etoile De France or Star of France—A brilliant shade of clear red-crimson velvet, centering to vivid cerise. Of striking beauty as an outdoor bloomer and bedder with bronzy-green foliage.

George C. Waud—Glowing vermilion with orange-red suffusion. The flowers are large and highly tea-scented.

Hoosier Beauty—Glowing crimson-scarlet with darker shadings; buds of good length and splendid shape.

Killarney Brilliant—Way ahead of old Killarney. A deeper pink. **Killarney Double White**—One of the best white-flowered sorts.

Lady Ursula—Strong flower with large flesh pink blooms.

La France—Beautiful bright silvery pink with pale lilac shading.

Mad. Caroline Testout—Brilliant, satiny rose, deepening at center and bordered with silvery-rose; immense broad petals.

Mad. Edouard Herriot (or Daily Mail)—A coral red shaded yellow at base, passing to shrimp red. \$1.50 each, \$15.00 per dozen.

Mrs. Aaron Ward—A distinct Indian yellow, shading lighter towards the edges.

Ophelia—Salmon flesh shaded rose with chamois center. **Radiance**—A brilliant rosy-carmine.

Prices, any of above, \$1.00 each, \$10.00 per dozen, exception as noted otherwise. **SPECIAL OFFER:**—We will send one each of above 12 superb hardy garden roses for \$10.00.

A Charming Combination of Two Lovely Hardy Plants

Lily of the Valley and English Violets. The chaste white of the one, combined with the modest, yet effective blue of the other, form a picture of striking beauty.

The Violet—Double English—The popular double, hardy variety. Very double, dark purple and exceedingly fragrant flowers. Prefers partial shade. Each 20¢; dozen, \$2.00.

The Lily of the Valley—We offer the American-grown plants of the giant-flowered variety. The plants with large, luxuriant, glossy dark green leaves and small bell-shaped deliciously fragrant flowers in racemes are a great addition to any garden. Succeeds best in partial shade, in rich soil. Each, 15¢; dozen, \$1.50; 100, \$10.00. Strong clumps, each, 30¢; dozen, \$3.00; 100, \$22.00.

COMBINATION OFFER: We will forward one dozen clumps of Lily of the Valley and one dozen English Violets, for \$4.00 by express.