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# HATS OFF

## TO THE CHARMING SPANISH BEAUTY ★Mme. Gregoire Staechelin!

IT IS an actual fact that one of America's best-informed Rose-growers doffed his hat, almost reverently, when he first saw this most gorgeous of all climbing Roses in full bloom at our Rose-Gardens. Everywhere this climber has made an instant appeal. In three years it has become a universal favorite.

The reasons for such popularity are plain, once this climber has been seen in flower. Its color is unmatched by any other Rose. When the sepals of the long-pointed buds begin to divide, the first color is a deep maroon which will leave an indelible imprint to the last, but as the bud develops into the rare and graceful urn shape, that maroon stripe begins to "run" into a graduated carmine, paling somewhat as the bloom expands into a large, semi-double cup with a "school-girl-complexion" tint. The hardiness of this Rose has been proved by six consecutive winters at West Grove, where zero weather is almost an annual occurrence. Plants survive cold New England winters without dying back, and for this reason we recommend this Spanish beauty for northern gardens. It is one of the earliest to bloom.

Unlike rambler Roses, Mme. Gregoire Staechelin bears 3 to 5 large blooms on each stem 12 to 15 inches long, which makes it excellent for cutting.

The supreme honor of Rosedom, "The Gold Medal of Bagatelle," was awarded this magnificent climbing Rose on June 11, 1927. It was introduced in America by The Conard-Pyle Co. This is the leader of a new and distinct race of hardy climbing Roses. Price \$2.50 each, 4 for \$9.

Use climbing Roses to cover arches, garages, fences, etc. The following are all large-flowering and leaders in their color classes.

### Plant Climbing Roses for Permanent Effects

★ALBERTINE. Midseason. New. Exceedingly vigorous—an aristocrat among climbers. Double flowers, often 4 inches across, with large petals, coppery chamois inside, reverse bright salmon, turning to coppery pink; slightly fragrant. \$1 each.

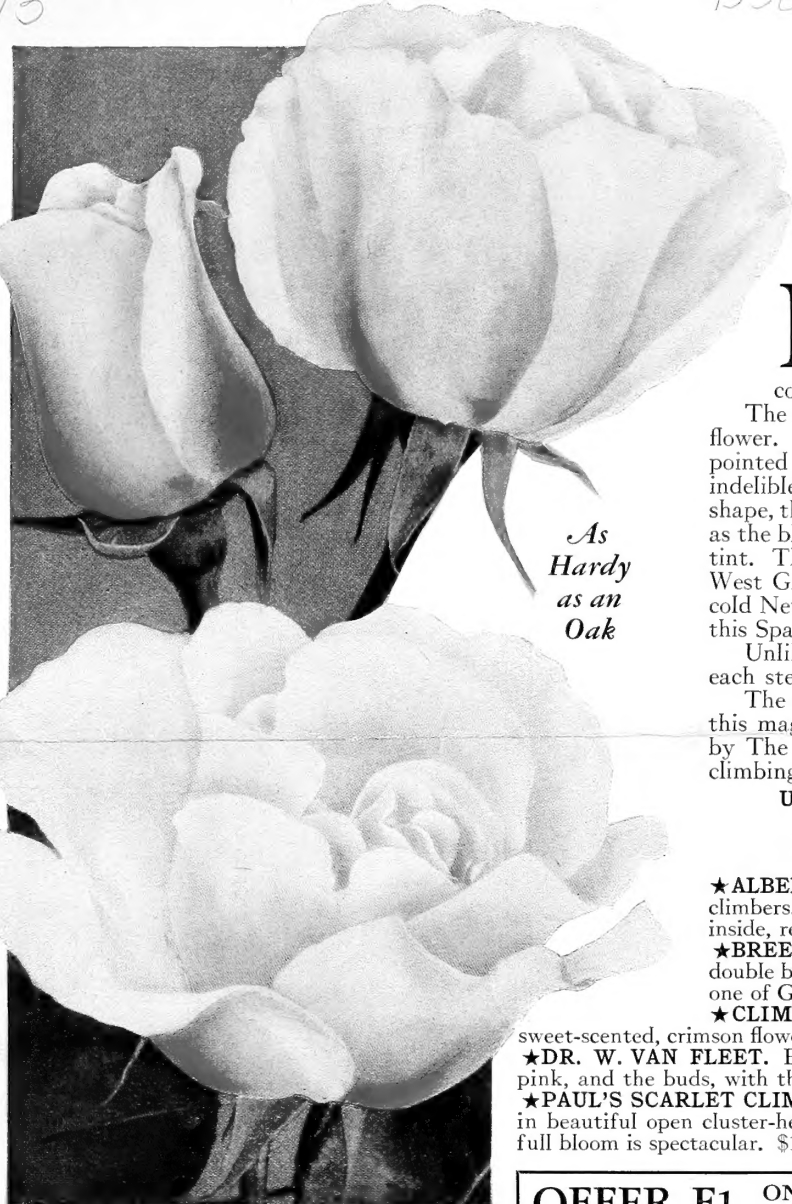
★BREEZE HILL. Late. New. A fragrant, hardy climbing Rose with extra-large, fully double blooms of pink with fawn suffusion and yellow base. The opening flower reminds one of Gloire de Dijon. Fine for cutting. \$1 each.

★CLIMBING AMERICAN BEAUTY. Early. Gives an extraordinary amount of large, sweet-scented, crimson flowers, fine for cutting. \$1 each.

★DR. W. VAN FLEET. Early. The topnotch hardy climber. The color is pure, dainty, apple-blossom-pink, and the buds, with their long individual stems, look much like greenhouse Roses. \$1 each.

★PAUL'S SCARLET CLIMBER. Midseason. The most vivid scarlet Rose yet grown. Its flowers come in beautiful open cluster-heads, with from 5 to 15 blooms, on strong stems. A plant of Paul's Scarlet in full bloom is spectacular. \$1 each.

**OFFER F1. ONE EACH OF THE ABOVE 6 SELECTED, LARGE-FLOWERING, HARDY CLIMBING ROSES (VALUE \$7.50), FOR ONLY \$6**



As  
Hardy  
as an  
Oak

Hardy Climbing Rose, Mme. Gregoire Staechelin

# THE FAMOUS STAR ★ DOZEN for 1930

## Twelve Everblooming Roses for \$10.50

THE "Star Dozen" includes the most notable everblooming Roses, carefully selected from our large assortment. Each has won first place because of its steady performance under all conditions. Thousands of amateurs have grown these varieties with distinct success. The four major color-ranges—red, pink, yellow, and white—are represented in the dozen. There are some that give excellent flowers for cutting, while others make a profusion of bloom. All are hardy. Every plant is guaranteed to bloom!

★RADIANCE. H.T. (See illustration.) The most satisfactory pink Rose. Blooms continuously anywhere. Fine for cutting. \$1 each.

★RED RADIANCE. H.T. A sport of Radiance and equally good. Color brilliant cerise-red; fragrant. \$1 each.

★BETTY UPRICHARD. H.T. Inside color is salmon; outside color is brilliant coppery carmine. Easy to grow. \$1 each.

★VILLE DE PARIS. Pernet. Vivid buttercup-yellow Roses are borne on wiry stems; fine for cutting. Disease-resistant foliage. \$1.25 each.

★ETOILE DE HOLLANDE. H.T. (See illustration.) The supreme hardy red everblooming Rose. Color, flashing velvety crimson; very fragrant. \$1.25 each.

★KAISERIN AUGUSTE VIKTORIA. H.T. Perfect bud opens to very double, white bloom; very fragrant. \$1 each.

★SOUVENIR DE GEORGES PERNET. Pernet. (See illustration.) Rich oriental red buds with yellow base, changing to old-rose; very large, perfect blooms. \$1 each.

★MME. BUTTERFLY. H.T. Pink, running through salmon to cream and gold; very highly scented. \$1 each.

★MME. EDOUARD HERRIOT (The Daily Mail Rose). Pernet. Buds glow like fire, opening to deep coral-red. \$1 each.

★MRS. AARON WARD. H.T. Indian yellow buds lightening to creamy pink. A continuous blooming Rose. \$1 each.

★MRS. HENRY MORSE. H.T. The perfect two-tone pink Rose. Very large blooms; refined perfume. \$1 each.

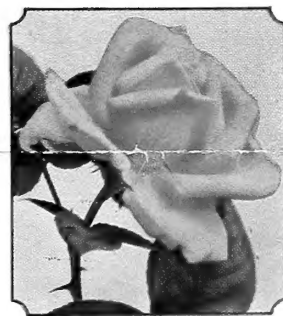
★DUCHESS OF WELLINGTON. H.T. (See illustration.) The universal yellow Rose. Deep orange-yellow changing to reddish gold, then lemon; tea fragrance. \$1 each.



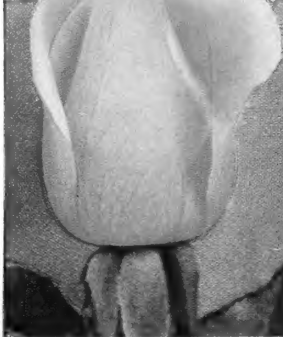
Radiance



Etoile de Hollande



Souv. de Georges Pernet



Duchess of Wellington

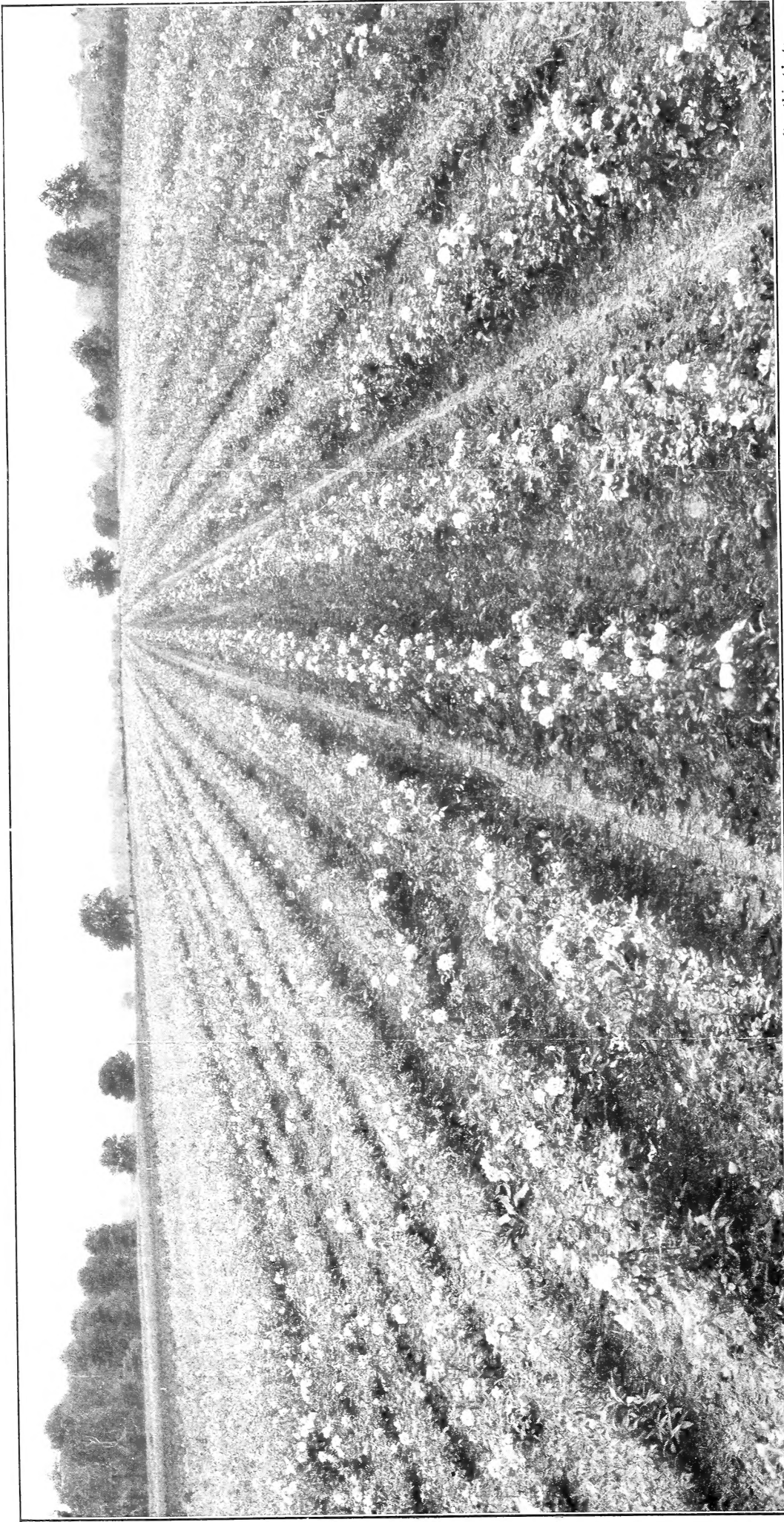
Ask for OFFER { F2. The above 12 Everblooming Roses for \$10.50, or  
F3. The above 12 Roses and 1 Mme. Gregoire Staechelin for \$12.50

THE CONARD-PYLE CO. ★ Star Rose Growers ★ West Grove, Penna.

Copyright 1930, The Conard-Pyle Co.

ROBERT PYLE, President

SEE INSIDE



This panorama shows just one of our six 1929 Rose-fields and gives some idea of the quantity we have to grow to meet the demand for Star Roses. The plants had four more months to grow after this photo was taken, on June 29. Star Roses are selected No. 1 plants

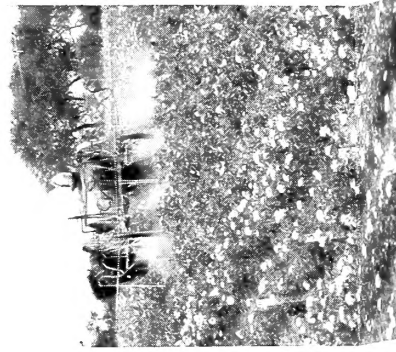
# The Finest Roses in 33 Years!

FOR thirty-three years we have specialized on Roses and have devoted ourselves wholeheartedly to a study of producing the very best. We continue to learn lessons as the years go by, and we are still learning. We spare no pains and *no expense* to provide the best skill and best equipment that are obtainable for this work, and we have improved our methods ahead of the average grower. We prefer to discard a Rose which prematurely loses its foliage, because it is the foliage that feeds the roots, and summer defoliation causes malnutrition and its resulting loss of vitality. A Rose on which the foliage continues green, vigorous, and healthy, clear up to the end of the season, is a Rose whose food-manufacturing part (the foliage) has been steadily at work and in consequence of which its branches and roots are robust and full of vigor. Such Roses will produce a more abundant bloom, better branched, than those who may not be so fortunate in their plantings. (Fruitful, even when the plants are old.)

matured their branches, they are devitalized. Such lack of quality is not apparent to the average buyer.

To be sure that you are getting good Roses you must largely rely upon the tradesmen from whom you purchase. Last autumn, we harvested the very finest crop of Roses that we've had in our thirty-odd years of experience. Our plants have been properly fertilized, sprayed, cultivated, and kept practically free from black-spot and other troubles that so often affect and weaken Roses before they are harvested. The full evidence of this will be most apparent when your Roses bloom. The durable celluloid star label on every plant is your insurance certificate of good results.

With every order we send full cultural directions which tell simply how the plants should be cared for on arrival. These should be followed to the letter. As a dependable business, we should be commensurate with the quality of our products. Roses are not the only goods we market. Our roses, lawns, plants, and shrubs are all of the highest quality.





produce a maximum of bloom.

There are roses on the market handled by middlemen who may never have seen the plants growing. Their roses may look all right to the average observer, but having had only half a chance, never having properly ripened and

how they should be planted and cultivated to insure the most and finest blooms. To get the most dependable roses, get the only trade-marked roses in America. You run no risk with any Star Rose purchase, for every plant is guaranteed to bloom or money refunded.

## 6 FAMOUS ★ ROSES \$5

GUARANTEED TO BLOOM WITHIN 10 WEEKS FROM DATE OF PLANTING

Six Colors: Crimson, Yellow, Salmon, Shell-Pink, Deep Pink, and Autumn-tinted

When you purchase this set of six superior everblooming Hybrid Tea Roses you get plants that we guarantee will produce fully matured, fragrant blooms in your own garden within ten weeks from date of planting, and the blooms keep coming until hard frost.

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Order early and enjoy to the full the pleasure of anticipation and then the joy of realization when you cut a bouquet of roses fresh from your own garden within ten weeks after you plant.

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The six roses in this splendid collection are:

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- ★SOUV. DE GEORGES PERNET. Deep pink.....1.00 each
- ★REV. F. PAGE-ROBERTS. Autumn-tinted.....1.00 each

All of these roses are fully described in our 1930 Spring Catalog, where five are shown in natural colors. Each plant will be labeled with our durable celluloid Star tag and is guaranteed to grow and bloom or money refunded.

### Order Offer F4

6 Choicest Everblooming Roses for \$5

**OUR GUARANTEE.** For many years we have carried out this policy, as yet, so far as we know, unduplicated: *We guarantee every Star Rose to bloom at the first blooming period after purchase, failing which, we agree to replace the rose or refund its cost*

## Order Before April 1 and Get Delivery Prepaid!

Up to April 1, we will prepay delivery charges on every item offered in this folder

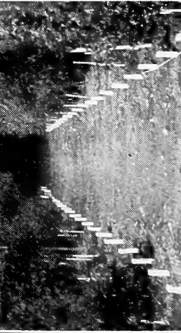
IT PAYS TO ORDER EARLY

NOTE:—This free delivery offer closes April 1, 1930

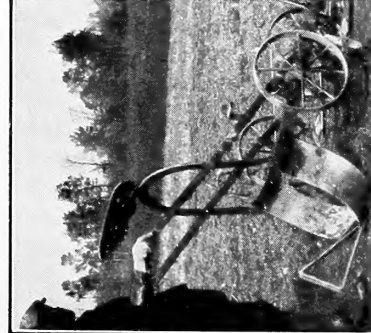
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Get your neighbors to order with you and take advantage of these combination prices

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Entrance to our private Rose Test-Garden



This modern digging-machine, with its deep U blade, pulled by a tractor with wheels 6 feet high, digs Star Roses so every root is left intact

## Out-of-the-Ordinary Roses

EVERY ONE IS UNIQUE

Many folks like "something different," and in roses, as in other plants, there is charm in having specimens that express their individuality so plainly they are bound to attract attention and admiration. The varieties named below are "different" and they are also rare, and not well known except among connoisseurs.

### For Out-of-the-Ordinary Hedges

★BERGERS ERFOLG. H.Rug. An interesting shrub rose with 3 to 4-foot shoots, ending with a cluster of single, deep blood-red roses somewhat like poppies. Makes several crops of blooms. Specially good for hedges, or for hiding an unsightly spot. One of the most attractive everblooming "hedge" roses. \$1.50 each; 12 for \$15.

★YORK AND LANCASTER. Damask. An historical favorite, named in 1551 in memory of the end of the bloody English "War of the Roses." Buds and flowers are wonderfully blotched or striped, pale red and white, and sometimes solid color. Seed pods are like red "marbles." It grows about 3 feet in height, is as hardy as an oak, and is fine to use as a low hedge. \$1 each; 25 for \$20.

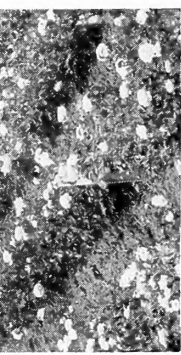
★ROSA SPINOSISSIMA ALTAICA. (Species.) A native of Siberia, upright in growth, reaching 5 feet. Closely follows Hugonis with sheets of large (3 inches across), fragrant, creamy white to pure white, single flowers. The ebony-black fruits are odd and attractive. Makes an unusually attractive hedge. \$1 each; 25 for \$20.

### For Everblooming Pillars

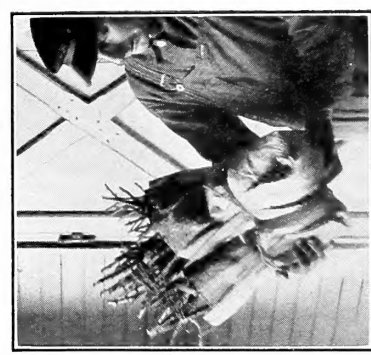
★AMÉLIE GRAVREAU. H.Rug. This is a wonderful everblooming Rugosa hybrid that sends up long shoots, pillar fashion, to 10 feet high, that bear a continuous succession of immense bouquets of large, full blooms, brilliant scarlet-crimson in color and of true old-rose perfume. It may be trained as a climber, pillar, or shrub rose. Hardy in coldest climates. \$1.25 each.

★PROSPERITY. H.Musk. Grows 6 to 8 feet high. Hardy as an oak, it is key to us all summer, for the pink-tinted buds and white flowers keep coming in fragrant clusters all the growing season. An unusually continuous semi-climber or pillar. \$1 each.

Order Offer F6. ENTIRE 5 ABOVE \$5 UNIQUE ROSES



Note how Star Roses are sprayed to keep them clean and healthy



Star Roses are packed with roots in damp moss and will stay in good condition like this for weeks

### Star Rose Wins First Prize

October 12, 1929

Our Rose show that was held last evening was the finest ever held in Mangum, and one of your customers won first prize with a Souvenir de Georges Pernet—the finest individual Rose. He was just in my office and asks that I write and tell you about it as he advertised your firm to beat the band last evening.—Dr. J. D. M., Mangum, Okla.

## 6 Cold-Climate Roses \$5

REQUIRE NO WINTER PROTECTION

The following six roses are eminently suited for people living in cold climates who cannot (and also those who do not) give their plants some winter protection. They are noted for their outstanding show of massive double blooms in June, and if the bloom-stems are cut back to two or three eyes, as soon as the first flowers fade, you will again have a splendid show in the autumn. Most roses in this class are very disease-resistant. They are extremely hardy and require only a minimum of attention to insure magnificent blooms.

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1930 SPRING CATALOG

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Sixty-eight pages; 46 roses shown in natural colors including the sensational "perpetual motion" novelty, Mrs. Pierre S. du Pont, described on other side. If you have not received your copy we will be glad to send one on request.

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# EXCLUSIVE STAR ★ NOVELTIES FOR 1930

Old-world skill in hybridizing Roses has produced these exclusive novelties. Each represents the unending patience of Europe's best-known Rose specialists. But this is not all, for each year the cream of foreign productions is brought to our Star Test-Gardens for testing in our climate, and only those few which pass a rigid trial of several years' duration are offered. Those listed below bear the Star stamp of absolute approval. All Star Roses, of course, are **GUARANTEED TO BLOOM**.

★**MRS. PIERRE S. DU PONT**. H.T. Awarded the coveted Gold Medal at Bagatelle, France, in 1929. We are exclusive distributors in America of this latest winner at Bagatelle. The "perpetual motion," golden yellow, perfumed Rose that is seldom without buds or blooms from June until frost. It is one of the deepest colored of all yellow Roses. Foliage extremely disease-resistant. \$5 each.

★**LI BURES**. Pernet. The "pictorial" Rose. The buds are maroon lightened with orange and yellow. Expanded flowers finally assume a velvety purple-crimson on the outer petals while the center becomes old-rose suffused with yellow. Distinctly fragrant. (See illustration.) \$2.50 each.

★**DIRECTOR RUBIÓ**. H.T. The most brilliant pink Rose in our Rose fields last summer. The bud, borne on a strong stem, is cerise-scarlet, opening to a very large and double bloom, sweetly scented, of a solid cochineal-pink. Excellent for bedding or for cut-flowers. \$5 each.

★**MARI DOT**. Pernet. One of the Spanish Roses so much spoken of these days. The pointed bud is deep apricot, darkened with orange. It opens slowly to a double, regularly imbricated bloom of uniform apricot. The final color is old-rose tint. (See illustration.) \$2 each.

★**PALOMA FALCO**. Pernet. Sensational novelty from Spain. The bud is ovoid, with deep orange-copper at the base. As the bloom opens, it reveals a rich copper center, toning to a mauve-pink collar-ette. The whole flower is chockful of small, pointed petals. \$5 each.

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