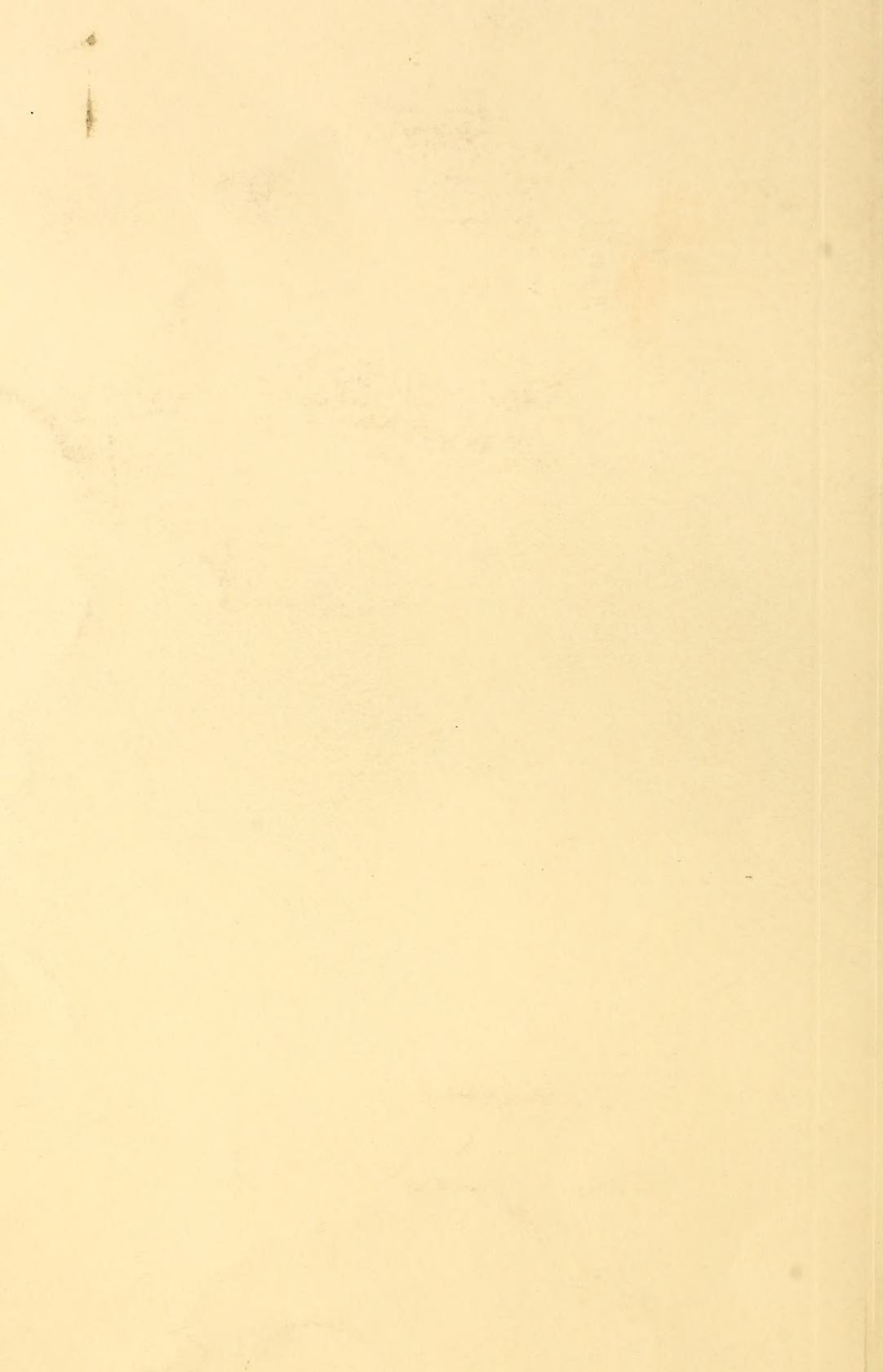


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62.73

THE MOST IMPORTANT NOVELTY FOR 1911

New Marguerite Mrs. F. Sander



ARY
VED
1923 ★
U. S. Department of Agriculture.

The most valuable flowering pot plant which has been offered to the trade since the introduction of the Lorraine Begonia

In this we have unquestionably the most important flowering plant introduced in recent years, which, like its predecessors, the French Marguerite and the later introductions, white and bluish Queen Alexandra, will be grown extensively for cut flowers during the winter, while its pure white color will make it more valuable than any as a pot plant for Easter decorations.

Unlike all other Marguerites, its color is of the purest glistening white throughout; in size it frequently measures 5 inches across; the center of the flower is a mass of closely arranged fringed florets; these are surrounded or edged by the broad, shining white ray petals, forming a flower which reminds one forcibly of a glorified double Pyrethrum. These are produced on long stems with a freedom not known in other varieties of the Marguerite.

The entire stock of this grand novelty has been placed in our hands for American distribution and we are now booking orders for delivery the latter part of April or early in May.

Good 2¼-in. pots, \$2.00 per doz.; \$15.00 per 100.

HENRY A. DREER, INC.

714 Chestnut Street

Philadelphia, Pa.

February 10, 1911

