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STAR ROSES

FALL
1940



STAR ROSE TRADE-MARK

This is a *durable, celluloid*, star-shaped tag bearing the name of the Rose on back. You have the satisfaction of always knowing a Star Rose by name when it blooms. Insist on having the Star Rose Trade-Mark on every Rose plant you purchase. Whenever you see a red circle tag on a Rose plant you will know it was patented by The Conard-Pyle Co.

STAR ROSE GUARANTEE

We guarantee every Star Rose to bloom the first blooming period after purchase; failing which we will replace or refund its cost.

You run no risk but are assured of success when you order Trade-Marked Guaranteed Star Roses. It pays to get plants direct from where they are grown.

FALL PLANTING

We recommend fall planting of Roses, particularly throughout the northern and eastern states. Fall planting will insure plants freshly dug when assortments are complete. The risk of loss by winter freezing can be largely avoided by mounding soil 6 to 8 inches high around each plant.

ROSE MAGAZINE FREE

We send you cultural directions, also to each 1940 customer will be sent, if requested, the current issue of our little magazine, "Success with Roses," or for a year free on request with orders of \$5 or more. Each issue will tell what to do in your garden. It is illustrated and full of entertaining stories about new Roses, Rose people, Rose events, etc. You are kept up-to-date in all the activities of the modern Rose world. This is a service much appreciated by our thousands of customers and, so far as we know, is a service unobtainable from any other grower, anywhere.

QUANTITY PRICES

On Patented Roses marked † and on Rose Collections there is no further discount.

The total number of all the Roses you order will determine which price you use for the Roses with price marked *.

On Roses with "each" price marked * you are entitled to rates as follows:

Less than 12 A	12 to 24 B	25 or more C
75c.	70c.	65c.
85c.	75c.	70c.
\$1.00	90c.	85c.
1.25	\$1.10	\$1.00
1.50	1.30	1.20

Above prices do not apply to Patented Roses marked †.

If your entire order is for

Less than 12 Roses, use prices in column A for Roses marked *

12 to 24 Roses, use prices in column B for Roses marked *

25 or more Roses, use prices in column C for Roses marked *

If you send too much cash, we will include extra value, or, if requested, refund amount overpaid.

Fall Prices Include Free Delivery

Copyright, 1940, by The Conard-Pyle Co.

Exclusive Star

Fall, 1940, brings you the most thrilling new Roses it has ever been our privilege and pleasure to introduce at any one time—eleven in all. Six are Hybrid Teas and five are Floribundas. These varieties were selected, after most careful testing, from the cream of Europe's newest creations which the undersigned gathered from seventeen leading firms and hybridizers in seven (then) nations of Europe on his last trip in 1938. We give every new variety a 2-year, or more, field-test, here and elsewhere, to determine whether a Rose much lauded abroad can live up to its reputation in the U. S. A. An expert Rose man, after visiting rose-fields in every important Rose-growing center, declared that we had here the largest assortment of unintroduced novelty Roses to be seen in America. We shall continue to offer you the pick of them. You may order any of the Roses offered in this catalog with full confidence that you can depend on thrilling results.

FRONT COVER ROSE

★**GOOD NEWS.** H.T. (F. Meilland, 1940.) Plant Pat. 426. Silvery pink. In past years many of the new Roses introduced were really superb, as far as blooms were concerned, but some of them, unfortunately, could produce only a few choice flowers in a season because the plants were not vigorous enough to grow more. Some starry-eyed enthusiasts were satisfied with a few blooms on a new Rose but the Rose-growing public wanted, and deserved, more blooms for their money, and they surely have their wish in Good News. Here is a Rose that produces quantities of glorious, full-petaled, fragrant blooms of choice color and form. After exacting field trials it was chosen as the finest silvery pink Hybrid Tea. It has astonishing vegetation and produces immense, 50-petaled, tea-scented blooms with artistically crimped petals that stand up and hide the center of the flower. The heart of the bloom as it opens is peach-pink and finishes silvery pink. **\$1.50 each; 3 for \$3.75.†**

★**DR. KIRK.** H.T. (C. Mallerin, 1940.) See illustration below. Burnished flame-scarlet. This Rose was selected in Europe by Dr. Kirk himself, the genial 1938-39 President of the American Rose Society. It was dedicated here in 1939 on Red Rose Rent-Day. Magnificent, vivid-colored, heavy-textured blooms come singly on long bronzy stems. Long-shaped buds of deep carmine-scarlet open to large, spicily fragrant, beautifully formed flowers of burnished flame-scarlet, a color that simply glows. The outer petals age to clear carmine. **\$1.50 each.***

Dr. Kirk. H.T. New, Fall 1940



Rose Novelties

FALL 1940

★**SILVER JUBILEE.** H.T. (A. Dickson & Sons.) Yellow. Enormous, 50-petaled blooms of clear, deep, sulphur-yellow come from large, beautifully formed, golden yellow buds with outside petals brushed carmine. The plant is noted for vigorous, healthy, compact growth and the splendid, fragrant, exhibition blooms are freely produced all season. The heavy-textured satiny petals, with a substance like rich Chinese silk, make Silver Jubilee a notably long-lasting flower when cut. **\$1.25 each.***

★**SERENE.** H.T. (C. Mallerin, 1940.) White. Beautiful, long, tapering buds of Countess Vandal form are a light buff color that becomes white as the petals roll back and reveal a large, informal, tea-scented, open bloom of shining silvery white, surrounding a center of gleaming golden anthers. This lovely, stately Rose earned its name by its appearance. **\$1.50 each.***

★**VILLE DE NANCY.** H.T. (J. Reuter-Gillot, 1940.) Pink. We found this one blooming in France within 50 miles of Italian border. Long, tapering pink buds, shaded with gold, open to 40-petaled blooms. The center of the flower is a glowing gold that tones to deep pink with silvery pink outside petals. This vigorous-growing, free-blooming Rose is a splendid addition to the pink Hybrid Teas. **\$1.50 each.***



★Advance. H.T. New, Fall 1940

★**ADVANCE.** H.T. (E. B. Le Grice, 1940.) Propagation rights reserved. Dusky coral-red. With so many colors already represented in the Hybrid Tea Roses, the patient Rose hybridizers all over the world have a big hurdle to go over to get something new. However, E. B. Le Grice, of Norfolk, England, succeeded with Advance, for here is a color such as is rarely seen except in Oriental rugs or tapestries. The large, ovoid buds are brownish red in color and open to firm-petaled, beautifully modeled blooms of dusky coral- to cinnamon-red and glowing reddish salmon. The blooms open slowly and the heavy-textured petals make the flowers long-lasting. Mild fragrance like red raspberries. **\$1.50 each; 3 for \$3.75.†**

5 New Star Floribundas

All have delighted us as they emerged to the top choice in our test-grounds. Here they are—

★**POULSEN'S COPPER.** See illustration. Floribunda. (Poulsen, 1940.) Plant Patent applied for. Copper and pink. Even more exciting than Poulsen's Yellow is this lovely new color for the Floribunda class from the famous Poulsen Bros. of Denmark. The stocky, bushy plants produce wave after wave of double, high-centered, 2½-inch coppery blooms that fade to dainty charming pink with orange reverse, in clusters of 10 to 20. Flowers are long-lasting on the bush and the clusters make delightful, lasting indoor effects, especially when cut as soon as color shows in the dainty buds. We predict this will be an important addition to the Floribunda group. **\$2 each; 3 for \$5.†**

Of 4 below, see prices and descriptions on page 23.

★**BOUQUET.** For bouquets of long-lasting, brilliant cerise-red flowers.

★**D. T. POULSEN IMPROVED.** Attractive clusters of vivid red blooms.

★**LITTLE MISS MUFFET.** As adorable as the little Miss in the Mother Goose rhymes.

★**DAINTY MAID.** As lovely as Dainty Bess but different and makes a more spreading, more free-blooming bush. See illustration, page 23.



★Poulsen's Copper. Floribunda. New, Fall 1940

VISIT STAR ROSE-GARDENS. During September and October our many acres of Star Rose plants, to be harvested this fall, will be a sight to delight your eyes. The ideal way to choose for your own garden is to study both plants and blooms in our fields. We are on U. S. Route No. 1, about 40 miles from Philadelphia and 65 miles from Baltimore. September 19 will be 1940 Red Rose Rent-Day at Red Rose Inn. If interested, write for program and come.

THE CONARD-PYLE CO.

Robert Pyle President

WEST GROVE, PA.



Star Guide to



★ **BRAZIER.** ①

★ **ADVANCE.** *New 1940.* A real advance in color in the Hybrid Tea Roses. See illustration and description page 3.

★ **BRAZIER.** ① H.T. (C. Mallerin.) Flame-scarlet. In a parade of vivid-colored Hybrid Tea Roses, **Brazier** would probably be chosen for drum-major, at least that would be our suggestion, after comparing a bloom with all the other red Roses in our display garden. The scintillating flame-scarlet color suggests a glowing bowl of fire as the blooms come freely on plants that are well furnished with lovely foliage. The pointed buds are burnt-orange and open to a glowing scarlet that would be outstanding in any garden. The blooms are better and retain their flashy color longer if planted in partial shade. **\$1 each.***

★ **CRIMSON GLORY.** Back Cover. ② H.T. (W. Kordes Sons.) Plant Pat. 105. Deep crimson. No more fitting and descriptive name was ever given any Rose, for the color is true crimson and it is a "glory" Rose, glorious in its perfect form, its size and its fragrance. Among all the other red Roses, **Crimson Glory** is easily recognized by its large buds of typical urn-shape which open into full, well-formed, delightfully fragrant blooms of a deep vivid crimson, shaded ox-blood-red and finished with a velvety nap. Here are a few extracts from reports to The American Rose Society from Michigan to California: Mich., "Absolutely tops in red Roses." N. Y., "Probably the best in its color." Iowa, "The most beautiful crimson Rose." Md., "The top of the red Roses." D. C., "The nearest approach to perfection in a red Rose." Calif., "The finest red Rose ever seen or grown." *Silver Medal, International Flower Show, New York. Gold Medals, A. R. S. and Hartford.* **\$1.25 each; 3 for \$3.15.*** (See offer on back cover.)

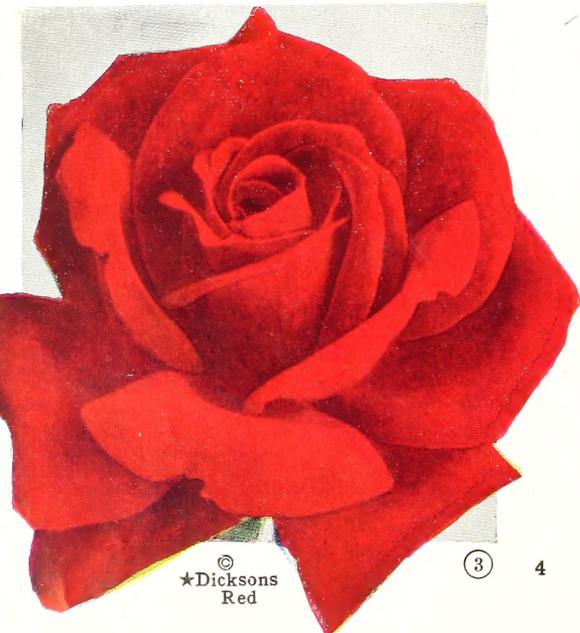


© ★ **ETERNAL YOUTH.** See page 5. ②

★ **DICKSONS RED.** ③ H.T. (A. Dickson & Sons.) Plant Pat. 376. Scarlet. This is the latest, and considered the best red from the world-famous Dicksons of Ireland, and not "just another" red Rose. The illustration shows the perfect form and petalage but does not convey its rich fragrance or tell of its defiance of the hottest summer sun without losing color. Here is an answer to dreams of a perfectly formed, deliciously fragrant red Rose for a vase indoors, as the blooms come singly on erect strong stems and last long when cut. **\$1.25 each; 3 for \$3.15.***

★ **DR. KIRK.** *New 1940.* See illustration and description page 2.

★ **DOROTHY JAMES.** Page 5. ② H.T. (The Conard-Pyle Co., 1939.) Chamois-pink. The great yellow Australian Rose, **Golden Dawn**, generously wished to share its honors with another Rose, therefore it produced a lovely chamois-pink sport in our Rose-fields which we named **Dorothy James**. We are proud of the record this beauty consistently made in our gardens here and will continue to make in yours. This two-tone Rose opens from an ovoid bud of carmine-rose to a great 50-petaled bloom of soft chamois-pink. A dependable all-summer bloomer that repeats its blooms during July and August when most other Hybrid Teas are resting after their June effort. The plants are furnished with disease-resistant, holly-like foliage. The cut blooms can be kept for a week or more indoors. **\$1.50 each.*** (See *Star Dozen*, pages 12-13.)



© ★ **DICKSONS RED**

③ 4

3 NEWEST ROSES \$3.65

(See pages 2 and 3) Value \$4.50

- ★ **Dr. Kirk.** Flame-scarlet. See page 2.....\$1.50
- ★ **Serene.** Exquisite white. See page 3.....\$1.50
- ★ **Ville de Nancy.** Pink. See page 3.....\$1.50

ASK FOR OFFER 101

*See Quantity Prices, page 2
*No further discount

★**ETERNAL YOUTH.** Page 4. ② H.T. (D. Aicardi.) Plant Pat. 332. Clear pink. You will be enchanted with the fresh youthful beauty of this Rose from Italy. The exquisitely formed clear pink blooms are at times suffused with salmon and they stand firm and erect, with the poise of aristocrats, which they really are in the Rose World. A charming, new Rose whose delicate pastel shades make it delightfully different from other pink Hybrid Teas. **\$1.25 each; 3 for \$3.15.†**

★**FIESTA.** H.T. (Armstrong, 1940.) Plant Pat. 389. In form, size and petalage this is a splendid Rose and its unique coloring makes it most attractive. The ground-color is creamy white and the large, full blooms are thickly marked with even, narrow stripes of pink, charmingly unique and totally unlike any other Rose or flower. The plants are sprawly. **\$2 each; 3 for \$5.†**

★**GIRONA.** ① H.T. (P. Dot, 1939.) Multicolored. Lovely buds of Turkey-red and golden yellow open to blooms of 20 to 30 petals. The outside row of petals becomes light Tyrian rose and makes a lovely collar for the inner petals of soft golden yellow—a charming color combination. The petals are heavy textured and the blooms are President Herbert Hoover type, with alluring, rich, attar-of-rose fragrance. This beauty has been referred to as “the Rainbow Rose” for it presents so many colors in its different stages of development. A splendid Rose for cutting. **\$1.25 each.***

★**GOLDEN SASTAGO.** Page 7. ② H.T. (P. Dot.) Buttercup-yellow. Another great Everblooming Rose from Spain, which we might call a sister of the lovely Radio for both are sports of the great Condesa de Sastago, and all are noted for splendid robust growth, remarkable freedom of bloom, and rich Rose fragrance. Early in the season you may find coppery sunset tints on Golden Sastago, but they disappear later and leave a clear, gleaming yellow, deliciously fragrant flower in a setting of superb dark foliage. **\$1 each.***

★**GOLDEN STATE.** Page 6. ① H.T. (F. Meiland.) Plant Pat. 303. Golden yellow. The long-stemmed, full-petaled blooms make splendid cut-flowers and come with remarkable freedom throughout the growing season. After exacting trials with a number of other aspirants, this Rose was chosen by Rose experts as the theme Rose for the 1939 California Exposition. A tall-growing golden yellow variety with faint clove fragrance. **\$1 each; 3 for \$2.50.†**

★**Dorothy James** ②
See page 4



★Girona. ①

★**GOOD NEWS.** *New 1940.* See front cover. Described page 2.

★**HECTOR DEANE.** H.T. (S. McGredy & Son, 1940.) Plant Pat. 361. Carmine and salmon. An ideal Rose for cutting. The long-pointed buds open to flowers of carmine and salmon that delight you with their rich Rose fragrance. **\$1.50 each; 3 for \$3.75.†**

★**ILE DE FRANCE.** H.T. (Gaujard, 1940.) Propagation rights reserved. Salmon-pink. A tall-growing, fragrant Rose, winner of gold medals at Lyon and Bordeaux, 1939. Long buds open to large, brilliant salmon-pink flowers with orange at the bases of the petals. **\$1.50 each; 3 for \$3.75.†**

★**KOROVO.** H.T. (M. Leenders.) Peach-blossom-pink. Long-pointed, slender buds of rich coral-pink open to long-lasting, delightfully fragrant, 50-petaled blooms of appealing peach-blossom-pink. The golden stamens on wine-red filaments add to the beauty of this flower. **\$1 each.***

★**LADY LECONFIELD.** H.T. (Burbage.) White. One of the choicest, slender long-lasting Roses with rich, penetrating Rose fragrance. The beautifully formed, long buds of light sulphur-yellow open to creamy white and finish pure white. The flowers come on long, firm stems and are excellent for cutting. **\$1.25 each.***



“HOW TO GROW ROSES”

18th Edition entirely revised

By J. Horace McFarland, L.H.D., and Robert Pyle

192 pages; cloth bound
32 pages in natural colors

The most dependable reference book on Rose-growing for those who wish to have something to turn to at once for sound, practical advice when Rose problems arise.

That “two heads are better than one” has been amply proved by this book, for the authors combined their knowledge, acquired by several decades of practical Rose-growing, and by interesting, thrilling text and over 50 pen-and-ink sketches tell and show how to plant, prune, spray, tie, cut and other necessary little things to do to insure Rose success. “How to Grow Roses” provides both pleasure and profit for everyone who loves Roses.

Price, \$1.10, postpaid (formerly \$2), or, with a \$10 order, only 60 cts., postpaid

*See Quantity Prices, page 2
†No further discount

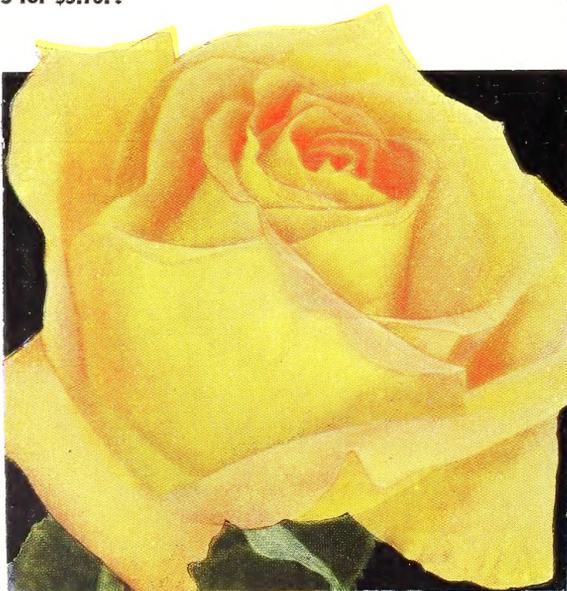


★Golden State. See page 5 ①

★**MME. CHARLES MALLERIN.** ② H.T. (C. Mallerin, 1939.) Plant Pat. 409. Orange-flame. If you want a Rose to astonish and delight yourself and your friends, you surely can have it in this beauty, the one chosen by the renowned Rose hybridizer, C. Mallerin, to name in honor of his wife after waiting for more than 20 years to produce a Rose that would be superbly different in color and at the same time have a healthy, well-clothed, sturdy plant that in itself is an ornament in any garden. One well-known rosarian said it was "the Rose Queen for 1940." Another is "wild about its attractive flowers." Here is a healthy, upright-growing, sturdy plant with lovely foliage and flowers of attractive form and enchanting color. The long, salmon-orange buds stand erect as sentinels on thick, sturdy stems above the large, leathery, ivy-green foliage, and expand slowly to 4-inch, 40-petaled flaming orange blooms with a veil of scarlet, which imparts an iridescence that gives a distinct individuality to this Rose. The heavy-textured petals recurve and make a beautiful flower. Sweet-clover fragrance. *Gold Medal, Saverne.* **\$1.50 each; 3 for \$3.75.†**



② ★Mme. Charles Mallerin



★**McGREDY'S SUNSET.** ③ H.T. (S. McGredy & Sons.) Plant Pat. 317. Yellow. A really charming flower of clear yellow tipped with carmine, pleasantly recalling to mind the sunset tints that often come after a glowing summer day. The plant freely produces these charming blooms throughout the season, with richer colors showing in the fall. **\$1.25 each; 3 for \$3.15.†**

★**PEARL S. BUCK.** H.T. (Kordes, 1940.) Plant Pat. applied for. Golden yellow. Long-pointed orange buds lighten to lovely blooms of clear yellow with tinges of apricot. Lovely fragrance. **\$1.50 each; 3 for \$3.75.†**

★**POINSETTIA.** H.T. (Howard & Smith.) Plant Pat. applied for. Scarlet. An exquisite flower with long-shaped buds that open to glowing blooms of brilliant poinsettia-scarlet. **\$1 each; 3 for \$2.50.†**

★**RIVIERA.** H.T. (P. Dot, 1940.) Plant Pat. 378. Coppery pink. Tall plants are furnished with blooms of coppery pink, flushed with orange, and rich gold at the base of the petals. **\$1.50 each; 3 for \$3.75.†**

*See Quantity Prices, page 2
†No further discount

★ **RAMON BACH.** See back cover. (3) H.T. (P. Dot.) Plant Pat. 366. Apricot-buff. Here you have one of the soft pastel shades so greatly admired, a color that will not conflict with any other Rose in your garden. The large, artistic blooms are called "Masterpieces" by ardent Rose lovers who have grown this Rose to make it produce exhibition blooms such as we have here in our Rose-fields and test-gardens. This unusually large, full-petaled Rose, with agreeable fruit-like fragrance, comes singly and stands erect on strong, straight stems. The opening blooms show a lovely apricot-buff on the back of the petals with a touch of salmon-pink on the inside, the combination making a soft amber-yellow with a luminous glow. Like other Star Novelties, this Rose was rigorously tested before it was released for introduction and has continued its good performance in the gardens of our customers. See offer below and on back cover. **\$1 each; 3 for \$2.50.†**



©

★ **Rome Glory**

(1)

★ **ROME GLORY.** (1) H.T. Plant Pat. 304. Cerise-red. A royal Rose somewhat like Dame Edith Helen in form. It does not blue when aging. Here is a champion Rose for those who enjoy having monster blooms to show. A grand Rose for indoors for its form and color are charming, the fragrance delightful, and the blooms usually come singly on erect, rigid stems. Florists get from 50 cts. to \$1 each for Rome Glory blooms. This Rose was named in honor of the third millenium of the founding of the great Eternal City. **\$1.25 each; 3 for \$3.15.†**



★ **Golden Sastago.** See page 5

(2)

★ **SATURNIA.** H.T. (D. Aicardi.) Plant Pat. 349. Bicolor. Beautiful form and attractive flame-like colors of red and copper make this an outstandingly lovely Rose. It has given a great performance in our garden and bloomed freely on erect stems. The spectacular flowers, with their rich fruity fragrance, are long-lasting when cut. *Gold Medal, Rome.* **\$1 each; 3 for \$2.50.†**

★ **SERENE.** *New, Fall 1940.* The newest and one of the loveliest white Everblooming Roses. See description on page 3.

★ **SIGNORA.** (3) H.T. Plant Pat. 201. Long buds of warm burnt sienna open to lovely blooms of mandarin and salmon. A masterpiece in both plant and bloom and splendid for cutting. *Gold Medal, Rome. Gold Medal Award, Portland, Ore.* **\$1 each; 3 for \$2.50.†**

★ **SILVER JUBILEE.** *New, Fall 1940.* A lovely yellow though the name suggests a white Rose. See description on page 3.

★ **VILLE DE NANCY.** *New, Fall 1940.* A great, new pink. See description on page 3.

9 NOVELTY ROSES \$9.85

Value \$11.75

	Each
★ Crimson Glory. Plant Pat. 105. Rich crimson. See pages 4 and 24	\$1.25
★ Dicksons Red. Plant Pat. 376. Brilliant red. See page 4	1.25
★ Golden State. Plant Pat. 303. Golden yellow. See pages 5 and 6	1.00
★ Good News. Plant Pat. 426. Silvery pink. See front cover. Desc. p. 2.	1.50
★ Hector Deane. Plant Pat. 361. Carmine and salmon. See page 5	1.50
★ Mme. Charles Mallerin. Plant Pat. 409. Orange-flame. See page 6	1.50
★ Mme. Henri Guillot. Plant Pat. 337. Watermelon-pink. See pages 6 and 24	1.25
★ Pearl S. Buck. Plant Pat. app. for. Golden yellow. See page 6	1.50
★ Ramon Bach. Plant Pat. 366. Apricot-buff. See above and page 24	1.00

ASK FOR OFFER 102

*See Quantity Prices, page 2

†No further discount



©

★ **Buds of Signora.** Plants \$1 each

(3)



Star Guide to

EVERBLOOMING

64 STANDARD VARIETIES

These Standard Varieties represent a group of robust everblooming Roses which have been chosen by the Rose public as a result of outstanding performance after years of testing in their own gardens. Practically all of the forms and all of the colors are included. They are termed "Standard Varieties" because they have stood up year after year and continued to bloom freely in Rose-gardens, from north to south, throughout the United States.

Customers as far north as Maine and Wisconsin report splendid results from their everblooming Star Roses.

From the maze of Roses offered it is often difficult for the amateur to make a selection. However, when you choose from the Star Rose Catalog there is always this safeguard—you can be assured that the utmost care has been taken to remove from the list all the less desirable varieties. Hence, here are listed only those which have won the distinction of being to a high degree, universal favorites.

Many experienced Rosarians prefer fall planting.



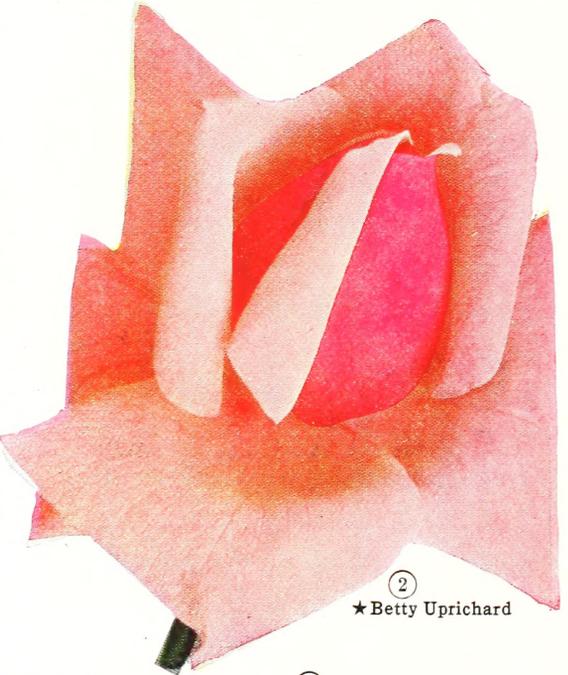
★Angels Mateu ①

★**ANGELS MATEU.** ① H.T. Plant Pat. 174. Orange-rose. This delightfully different Rose is, without question, the finest Hybrid Tea that ever came from Spain and is an easy winner when in competition with others in its color class. The beautiful, full-petaled blooms of orange-rose come singly and erect on firm stems, well above the dark green, leathery foliage, and have a delicious fragrance like ripe raspberries. We have glowing reports of the beauty and fragrance of this Rose from keen rosarians from Maine to California, one of whom states, "it is easily the best of the 225 varieties" in his garden. **\$1 each; 3 for \$2.50.†**

★**AMELIA EARHART.** H.T. Plant Pat. 63. Yellow. Noted for immense, fully double flowers which come singly on strong stems and are long lasting when cut. Extremely fragrant. **\$1.25 each; 3 for \$3.15.†**

★**AMI QUINARD.** ③ H.T. Black-lustered red. This is the favorite deep red Rose in many gardens. It blooms continuously, producing dainty pointed buds of deep ox-blood red that make lovely boutonnières. The artistic, semi-double blooms are heavy textured, have delicious fragrance, and are shining crimson-maroon in color. Every petal reminds one of the rich luxurious beauty of deep crimson velvet. **85 cts. each.***

★**AUTUMN.** H.T. Burnt-orange, red, orange, and pink. The straight buds of deep burnt-orange open to 3-inch flowers of the same burnt-orange stained and splashed with red, orange, and various shades of pink. **85 cts. each.***



②
★Betty Uprichard

★**BETTY UPRICHARD.** ② H.T. Carmine and salmon. Buds are medium size, long pointed, and open to large, semi-double flowers. In color this Rose is in a class by itself with its beautiful, harmonizing shades of carmine and salmon rising from an orange base on firm, thick-textured petals. The open blooms are spicily fragrant. **75 cts. each.*** See Beginners' Set, page 9.

★**BETTER TIMES.** Page 9. ① H.T. Plant Pat. 23. Cerise-red. The brilliant cerise flowers are large, double, and delicately fragrant. They come singly on long, strong stems and are ideal for cutting as they are notably long lasting and easy to arrange, for the stems are practically thornless. With us in bloom almost continuously from June until hard frost. **\$1 each; 3 for \$2.50.†**

★**CHARLES K. DOUGLAS.** H.T. Scarlet-crimson. Lustrous scarlet-crimson flowers, 4 inches in diameter, gracefully loose in form, are freely produced on big, bushy plants which are easy to grow. **75 cts. each.***

*See Quantity Prices, page 2
†No further discount



★Ami Quinard ③

GOOD ROSES

Fall 1940

STAR ROSES

★**CATHRINE KORDES.** H.T. Carmine-scarlet. This magnificent, full-petaled Rose, with rich bronzy foliage, has large, well-formed flowers of glowing carmine-scarlet that come singly on erect, strong stems. It has grown in favor with us year after year and we heartily recommend it. **\$1 each.***

★**CHRISTOPHER STONE.** Page 13. (10) H.T. Scarlet-crimson. A thrilling Rose in every way from the bud stage until the petals drop. It is unsurpassed for intense damask fragrance and seldom shows a trace of blue in the color. This is one of the newer Roses that has come to stay for it is "tops" in the reds for quantity of bloom and vivid color. **\$1 each.*** (See "Star Dozen," pages 12-13.)

★**CONDESA DE SASTAGO.** Page 12. (1) H.T. Red and yellow. The buds are chrome-yellow and seem to promise a yellow flower. This yellow is hidden, but not lost, when the bloom opens, for it glows through the raspberry-red on the inside of the petals, making a color that is "alive." The lovely, fragrant blooms come continuously on vigorous-growing, upright plants and keep well when cut. An adaptability to do well in any climate, makes this a Rose for everybody. **\$1 each.*** (See "Star Dozen," pages 12-13.)



★**Dainty Bess.** (2)

★**COUNTESS VANDAL.** (3) H.T. Plant Pat. 38. Copper and salmon. This is a real Rose aristocrat, erect in growth, graceful in form, tastefully colored and bountiful in bloom. A winsome Rose from the first tints of color on the long, tapering buds until the flower opens and ages and the petals fall. The buds are orange-copper and open to perfumed, exquisitely formed blooms of copper, salmon and gold. These flowers are splendid for cutting. **\$1 each; 3 for \$2.50.***

★**DAINTY BESS.** (2) H.T. Blush-pink. This Rose is dainty, adorable, and altogether charming in its simplicity, for it has only 5 petals, but the flowers are large, 3 to 4 inches across, and the petals are quaintly ruffled. The blooms come continuously all season, both singly and in clusters, and the attractive blush-pink flowers are decorated with a mass of stamens on wine-red filaments which add the final artistic touch to the beauty of Dainty Bess. This is unquestionably the most popular single-petaled Rose. It is robustly healthy yet as charming as a baby and has no rival. **\$1 each.***

*See Quantity Prices, page 2
†No further discount



© ★**Better Times.**

(1)

★**DUCHESS OF WELLINGTON.** H.T. Yellow. If this Rose was without form or color it would still be wanted for its delightful, penetrating tea fragrance. However, it makes beautiful buds of chrome-yellow, marked with carmine, and the artistic cup-shaped blooms show a lovely mass of golden anthers in the bottom of the cup. **75 cts. each.***

BEGINNERS' SET 6 for \$3.95

We guarantee every one of these famous Roses to grow and bloom freely, even with a minimum of care, and heartily recommend this collection for beginners. There is no risk of disappointment if these six Roses are planted.

	Each	Page
★ Betty Uprichard. Salmon	75 cts.	8
★ Condesa de Sastago. Red and yellow	\$1.00	12
★ Grenoble. Scarlet-crimson	\$1.00	10
★ Lady Ashtown. Carmine-pink	.75 cts.	14
★ Mrs. E. P. Thom. Clear yellow	.85 cts.	15
★ Talisman. Multicolored	.75 cts.	17

VALUE \$5.10

ASK FOR OFFER 103



★**Countess Vandal** (3)



EVERBLOOMING



①

★Faience

★**DUQUESA DE PENARANDA.** Page 11. ③ H.T. Copper-apricot. This beauty from southern Spain first draws attention with its lovely ong-pointed buds of apricot-orange which open to charming blooms of coppery apricot. You would want this Rose even if only a few blooms were produced in a season, but you will surely want it when you learn that it had won a gold medal before we introduced it, for "the most outstanding, continuous-blooming new Rose." **\$1 each.***

★**ECLIPSE.** Page 11. ① H.T. Plant Pat. 172. Golden yellow. An entirely new type, with "stream-lined" buds which often exceed 2 inches in length, ornamented with narrow, branching sepals which contrast harmoniously with the gold of the petals. *Winner Gold Medal Awards in Paris, Rome, and U. S. A.* No question about the quality of Eclipse in flower, floriferousness, and plant habit. It is most prolific, the beautiful tapering buds coming in quantities on rigid, upright stems on a vigorous plant with disease-resistant foliage. **\$1 each; 3 for \$2.50.‡**

★**EDITH NELLIE PERKINS.** Page 12. ② H.T. Salmon-pink. For dependable all-season bloom this Rose is a leading variety in the salmon-pink class. It requires no petting; just keep it well fed and you will be rewarded with lovely long-pointed buds and enchanting blooms from June until hard frost. **85 cts. each.*** (See "Star Dozen," pages 12-13.)



© ★Feu Pernet-Ducher.

②

★**EDITOR MCFARLAND.** Page 13. ⑧ H.T. Deep pink. One notable feature of this perfectly formed flower is its ability to hold its form and color for days when cut. Greatly valued on account of its lovely form, rich pink self color without other shading and its long-lasting quality. Long buds open to deep pink flowers with delightful fragrance and come singly on erect, firm stems. In our estimation this Rose ranks among the very best in the deep pinks. **\$1 each.*** (See "Star Dozen," pages 12-13.)

★**E. G. HILL.** H.T. Crimson. The flowers are large, full, brilliant crimson, and as they come singly on strong, erect stems, are splendid for cutting. Produces richly fragrant, 50-petaled flowers. **75 cts. each.***

★**ETOILE DE HOLLANDE.** Page 12. ⑤ H.T. Crimson. The most universally known, everblooming crimson Rose. It is nearly faultless and it charms continuously with its delightful color, its form, long cutting stems, vigorous, healthy growth, and the intense true Rose perfume. **85 cts. each.*** (See "Star Dozen," pages 12-13.)

★**FAIENCE.** ① H.T. Two-tone soft peach and cadmium-yellow. Faience is the name of a famous yellow, noted for its iridescent colors. This "Dutch Beauty" is really regal in exquisite form, from the long, tapering bud to full-petaled, opening bloom. Buds are cadmium-yellow at the base which gradually shades to shrimp-pink at the edges of the petals. As the large, beautifully modeled, exhibition blooms unfold, the inside of the outer petals is an artistic China pink, which deepens toward the center of the flower to shining coppery rose. The reverse of the petals is cadmium-yellow lightly veiled with pink. *Gold Medal at Saverne.* **\$1 each.*** (See "Star Dozen," pages 12-13.)



③

★Grenoble Page 11

★**FEU PERNET-DUCHER.** ② H.T. Plant Pat. 103. In June the creamy buds, marked with carmine, slowly open to spiral flowers of clear yellow, growing lighter toward the edges, with the edges lightly flushed with pink.

The autumn flowers are much darker, being a rich golden yellow with occasional flowers having a pink tinge. The outside or first petals are sometimes almost white, which is rather surprising for the flower opens to a radiant, sunshiny, golden yellow. Tall, bushy plants bloom continuously from June until frost, with the heaviest bloom and most beautiful flowers in early autumn. Delightfully fragrant. **\$1 each; 3 for \$2.50.‡**

*See Quantity Prices, page 2

‡No further discount

GOOD ROSES

Fall 1940

STAR ROSES

★ **FEDERICO CASAS.** H.T. Coppery pink and orange. The gay colors illuminate this Rose and draw visitors like a magnet to see and make note of this exquisite, artistic flower. You will find it good for both garden decoration and for cut-flowers, for it keeps well when cut. **\$1 each.***

★ **GLOAMING.** H.T. Plant Pat. 137. Fawn-orange. A novel-colored Rose that is particularly lovely in the half-opened bud stage when the color is fawn-orange. The open blooms are an unusual shade of pink, overlaid with salmon. They come singly on erect, firm stems and make delightful cut-flowers. **\$1 each; 3 for \$2.50. †**

★ **GOLDEN DAWN.** Page 13. (9) H.T. Pale yellow. Here indeed is a Rose that captivates everyone who is interested in lovely, varnished, dark green holly-like foliage as well as magnificent, tea-scented flowers. The lemon-yellow blooms, which are continuously produced, are very large, with 50 to 60 petals. Only a plant with such vigorous, healthy growth could produce so many perfect flowers in a season. **\$1 each.*** (See "Star Dozen," pages 12-13.)

★ **GOLDEN MAIN.** H.T. Plant Pat. 254. Yellow. Remarkable for its pure, unstained, dandelion-yellow color. The intensity of the yellow is really unique, making an individual flower that so far has not been duplicated by any other Hybrid Tea. **\$1 each 3 for \$2.50. †**

★ **GRENOBLE.** Page 10. (3) H.T. Scarlet-crimson. Plant is very vigorous and the blooms come on unusually long stems, making it one of the best garden Roses for cutting. The buds are crimson, but the open flower is brilliant red, almost scarlet, and a bed of Grenoble stands out like a fire. Easily one of the best reds. **\$1 each.***

★ **HEINRICH WENDLAND.** H.T. Reddish copper. Large, very double (70 petals) flowers of reddish copper with an orange flush over all; backs of the petals are rich orange. A truly luxurious color. It has a rich, syrupy fragrance. **\$1 each.***

★ **IMPERIAL POTENTATE.** H.T. Deep pink. This is indeed an imperial pink Rose in every way. The charming buds are beautifully modeled and open to 50-petaled blooms of deep, shining pink. The fragrant flowers come so profusely that they make a great show in the garden and they are also excellent for cutting. **85 cts. each.***

★ **JOANNA HILL.** (2) H.T. Yellow. This perfectly formed Rose makes long, attractive buds of orange-yellow that open to large, double flowers with an orange center, paling to cream-color at the edges of the petals. One of the finest Roses for cutting. **85 cts. each.***

★ **KAISERIN AUGUSTE VIKTORIA.** H.T. Cream-white. Long, shapely buds open to full-petaled cream-white flowers with a slight lemon tint in the center. When fully open the delightfully scented blooms are cream-white. One of the best white Roses for cutting. **75 cts. each.***



©

★ Eclipse. See page 10 (1)



★ Joanna Hill (2)



★ Duquesa de Penaranda. See page 10. (3)

4 Premier Roses \$3.35

All shown in natural color

	Each	Page
★ Angels Mateu. Plant Pat. 174. Orange-rose.....	\$1.00	8
★ Countess Vandal. Plant Pat. 38. Salmon.....	1.00	9
★ Eclipse. Plant Pat. 172. Golden yellow.....	1.00	11
★ Radio. Plant Pat. 197. Yellow, striped carmine.....	1.00	14

ASK FOR OFFER 104

*See Quantity Prices, page 2
 †No further discount



STAR

All Illustrated

\$11.90 Value for 12

EXCEL FOR VIGOROUS HEALTH

Everyone who plants this new Star Dozen Roses first season, even as far north as Wisconsin. Most hardy plants increase in value for years to come.

The "Star Dozen" is one of the best investments to cut, almost daily, for months; in fact, in the temperate zone, almost daily, for months; in fact, in the temperate zone. No other high-class hardy flowering plant can equal it.

If you are an amateur, starting with the Star Dozen Rose Guarantee, backed by a firm with 43 years' Rose experience, you will be enchanted with results. off and dig a space 7 feet 9 inches long by 2 feet 9 inches a day, either morning or afternoon, then follow the directions on the back of the package.

① ★ **CONDESA DE SASTAGO.** Coppery red and yellow. Head of the list here and "tops" in the two-color class. This Rose simply stormed its way to the top with its rich, unusual colors, delightful fragrance, and 100% bloom on plants of unusual vigor. **\$1 each.***

② ★ **EDITH NELLIE PERKINS.** Richly colored, deep pink, long buds open to lovely blooms of salmon-pink color that is always admired. Elected to the "Star Dozen" as the freest bloomer in this color. **85 cts. each.***

③ ★ **MRS. PIERRE S. DU PONT.** This sturdy, long-growing variety devotes its energies to producing almost incredible quantities of golden yellow Roses on plants that are remarkable for their glossy green, healthy foliage. Unanimously and enthusiastically voted into the collection. **\$1 each.***

④ ★ **PRESIDENT HERBERT HOOVER.** Multicolor. The illustration shows the exquisite form but only a few of the many colors with which this Rose will delight you throughout the growing season. The richly fragrant blooms come singly on strong stems. **85 cts. each.***

⑤ ★ **ETOILE DE HOLLANDE.** When introduced from Holland in 1919, this Rose simply swept the decks of other crimson Hybrid Teas and for years has held its place as one of the finest crimson, free-blooming, richly fragrant Roses ever produced. **85 cts. each.***

⑥ ★ **MISS ROWENA THOM.** Really beautiful semi-double rose-pink colored blooms of enormous size that come freely on plants as vigorous and healthy as the renowned Radiance. The finest, healthiest, and most fragrant pink Rose we could select for this collection. **85 cts. each.***

⑦ ★ **ROUGE MALLERIN.** The alluring Damask perfume is but one of the excellent qualities of this petaloid famous Rose hybridizer, Charles Mallerin. Its full-petaled and simply glows with scarlet color in June but is almost maroon in the fall. **\$1 each.***

⑧ ★ **EDITOR McFARLAND.** The foremost Everblooming Rose in the dark pinks. The blooms come singly firm, upright stems and the sturdy plants produce the beautiful fragrant flowers freely. **\$1 each.***

⑨ ★ **GOLDEN DAWN.** Here is a really immense, full-petaled Rose, yet it blooms almost as freely as many semi-double variety. It varies in color according to season from pale to deep sulphur-yellow. Enormous blooms and holly-like foliage make this a remarkable Rose. **\$1 each.***

⑩ ★ **CHRISTOPHER STONE.** This beautiful scarlet crimson variety won \$1000 for "The Best New Rose with True Old-Rose Perfume." It blooms almost as freely as a zinnia. Need we say more! **\$1 each.***

★ **DOROTHY JAMES.** Page 5. ② Immense, full-petaled, two-tone blooms of carmine-rose and champagne pink keep coming almost continuously on vigorous disease-resistant plants that are notable for their lovely holly-like foliage. **\$1.50 each.***

★ **FAIENCE.** Page 10. ① The beautifully modeled exhibition blooms of peach-pink and cadmium-yellow make this one of the loveliest varieties in this famous collection. As the flowers unfold, the inside of the outer petals is an artistic China pink which deepens to coppery rose at the center of the bloom to coppery rose. **\$1 each.***

DOZEN

90. You save \$3.00

GROWTH AND FREEDOM OF BLOOM

Confidently rely on having at least 400 choice blooms the whole season. You will get twice 400 blooms, in addition to having these

measure you can make, for you will be provided with Roses named these Roses bloom from June until well into November. Then compare with this performance.

You run no risk, for with quality Star plants and the Star growing experience, you are assured of success. Just measure the plants wide in some place where the sun reaches at least four hours per Rose cultural directions that accompany each shipment



THE STAR DOZEN

See descriptions in the opposite column

- ① ★ **Condesa de Sagtogo.** Coppery red and yellow \$1.00
- ② ★ **Edith Nellie Perkins.** Salmon 85 cts.
- ③ ★ **Mrs. Pierre S. du Pont.** Yellow \$1.00
- ④ ★ **President Herbert Hoover.** Multicolored 85 cts.
- ⑤ ★ **Etoile de Hollande.** Red 85 cts.
- ⑥ ★ **Miss Rowena Thom.** Pink 85 cts.
- ⑦ ★ **Rouge Mallerin.** Scarlet \$1.00
- ⑧ ★ **Editor McFarland.** Deep pink \$1.00
- ⑨ ★ **Golden Dawn.** Pale yellow \$1.00
- ⑩ ★ **Christopher Stone.** Scarlet-crimson \$1.00
- ★ **Dorothy James.** Chamois-pink \$1.50
- ★ **Faience.** Peach-pink and yellow \$1.00

ABOVE STAR DOZEN \$8.90
ASK FOR OFFER 105

THE "STAR 25"

Add the 13 named below to the Star Dozen

The 13 Roses named below, added to the Star Dozen make a superb collection of 25 Everblooming Roses, all distinctly different, in which are included 6 shades of red, 4 pink, 9 tinted, 5 yellow and 1 white.

These 25 can be planted 15 inches apart, in a bed 11 feet long by 4 feet wide. Plant 3 rows with 9 in the center row.

If all the blooms on these 25 Roses are cut for indoor enjoyment, you should have enough flowers for 150 vases of 6 Roses each, the first season, at a cost of less than 2 cts. per bloom.

- | | |
|--|--------|
| ★ Brazier. New. Scarlet \$1.00 | Page 4 |
| ★ Cathrine Kordes. Carmine-scarlet \$1.00 | 9 |
| ★ Duquesa de Penaranda. Copper-apricot \$1.00 | 10 |
| ★ Golden Sagtogo. Yellow \$1.00 | 5 |
| ★ Grenoble. Crimson \$1.00 | 11 |
| ★ Heinrich Wendland. Reddish copper and orange \$1.00 | 11 |
| ★ Imperial Potentate. Pink 85 cts. | 11 |
| ★ Luna. Light yellow \$1.00 | 14 |
| ★ Mme. Joseph Perraud. Buff \$1.00 | 14 |
| ★ Mrs. Sam McGredy. Scarlet-orange \$1.00 | 15 |
| ★ President Plumecocq. Buff \$1.00 | 16 |
| ★ Snowbird. Pure white \$1.00 | 16 |
| ★ Sœur Therese. Yellow \$1.00 | 17 |

"STAR 25" (Value \$24.75) \$17.75
ASK FOR OFFER 106

STAR DOZEN

All Illustrated

\$11.90 Value for \$8.90. You save \$3.00

EXCEL FOR VIGOROUS HEALTHY GROWTH AND FREEDOM OF BLOOM

Everyone who plants this new Star Dozen Roses can confidently rely on having at least 400 choice blooms the first season, even as far north as Wisconsin. Most people will get twice 400 blooms, in addition to having these hardy plants increase in value for years to come.

The "Star Dozen" is one of the best investments in pleasure you can make, for you will be provided with Roses to cut, almost daily, for months; in fact, in the temperate zone these Roses bloom from June until well into November. No other high-class hardy flowering plant can equal or even compare with this performance.

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THE STAR DOZEN

See descriptions in the opposite column

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- ③ ★ **Mrs. Pierre S. du Pont.** Yellow **\$1.00**
- ④ ★ **President Herbert Hoover.** Multicolored. **85 cts.**
- ⑤ ★ **Etoile de Hollande.** Red **85 cts.**
- ⑥ ★ **Miss Rowena Thom.** Pink **85 cts.**
- ⑦ ★ **Rouge Mallerin.** Scarlet **\$1.00**
- ⑧ ★ **Editor McFarland.** Deep pink **\$1.00**
- ⑨ ★ **Golden Dawn.** Pale yellow **\$1.00**
- ⑩ ★ **Christopher Stone.** Scarlet-crimson **\$1.00**
- ★ **Dorothy James.** Chamois-pink **\$1.50**
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ABOVE STAR DOZEN \$8.90
ASK FOR OFFER 105

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| ★ Imperial Potentate. Pink | 85 cts. 11 |
| ★ Luna. Light yellow | \$1.00 14 |
| ★ Mme. Joseph Perraud. Buff | \$1.00 14 |
| ★ Mrs. Sam McGredy. Scarlet-orange | \$1.00 15 |
| ★ President Plumecocq. Buff | \$1.00 16 |
| ★ Snowbird. Pure white | \$1.00 16 |
| ★ Sœur Therese. Yellow | \$1.00 17 |

"STAR 25" (Value \$24.75) **\$17.75**
ASK FOR OFFER 106



Star Guide to

EVERBLOOMING STAR ROSES

★**LADY ASHTOWN.** H.T. Pink. A much-admired, 36-year-old Rose whose large, long-pointed buds open to perfect carmine-pink blooms with a golden underglow. Borne singly on long stems, they are fine for cutting. One of the best pink varieties. **75 cts. each.***

★**LUIS BRINAS.** H.T. Plant Pat. 102. Orange-copper. Fine pointed buds of orange-copper open slowly, the petals curling back, making a starry flower with a high center. It is fully double, with 40 to 45 petals, and when entirely open the color is soft old-rose, flushed with gold. It has a delightful fragrance and can be relied on for almost continuous bloom. Splendid for cutting as the glorious, full-petaled flowers come on erect, firm stems. **\$1 each; 3 for \$2.50.***

★**LUNA.** H.T. Moonlight-yellow. The long, delicate yellow buds open to large blooms of moonlight-yellow which ages to soft cream-white, and the petals hold their shape for days. The charming, delightfully fragrant, attractively formed flowers come on erect wiry stems and are fine for cutting. **\$1 each.***

★Radio. See page 16 (2)



★Margaret McGredy (1)

★**MME. JULES BOUCHE.** H.T. White. The large, beautifully formed buds are creamy white and open with a dainty flush of pink in the center of the flower, but this flush disappears. The sweet-scented white blooms, which come freely and singly on vigorous plants, are long lasting when cut. **85 cts. each.***

★**MARGARET MCGREDY.** (1) H.T. Orange-scarlet. We have yet to find a more continuously satisfactory, large, full-petaled Everblooming Rose than Margaret McGredy. The olive-green, leathery foliage is disease-resistant and the buoyantly vigorous growth insures a constant production of buds and blooms from early in June until hard frost. Color is a scintillating orange-scarlet which ages to a pleasing carmine-rose. It has lovely Rose fragrance. **85 cts. each.***

★**MCGREDY'S TRIUMPH.** H.T. Plant Pat. 190. Orange-cerise. The splendid, large blooms are beautifully formed, they are fragrant, and the color is glistening cerise brushed with scarlet and orange. **\$1.25 each; 3 for \$3.15.***

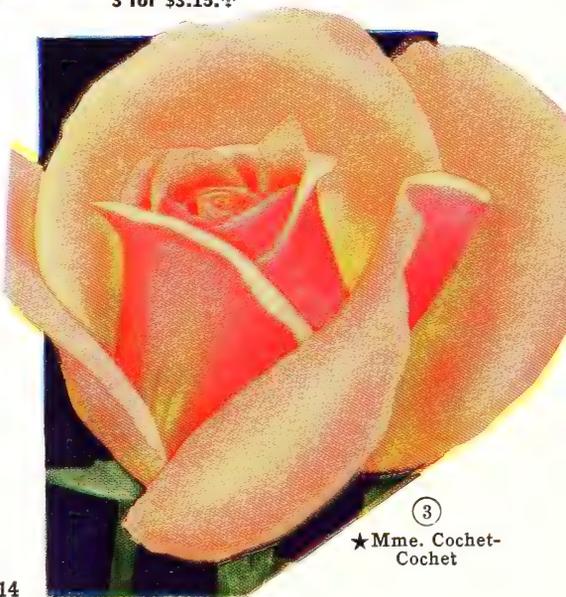


★**MME. COCHET-COCHET.** (3) H.T. Plant Pat. 129. Coppery pink. Long-pointed buds of coppery pink, flushed orange, open to fragrant cupped flowers of soft salmon-pink with a satiny sheen. The petals vary from 20 to 40. An enchanting Rose in form, color, and fragrance. Cut in bud form and you can have a dream flower to enjoy for days indoors. **\$1 each; 3 for \$2.50.***

★**MME. BUTTERFLY.** H.T. Pink and gold. A steady bloomer with beautifully modeled flowers of tender pink, salmon, cream and gold. Highly scented and long lasting. The blooms are superb in June and during the cool fall months. **75 cts. each.***

★**MME. JOSEPH PERRAUD.** Page 15. (2) H. T. Buff. A Rose of unusual charm both in bud and open bloom. The long, pointed, opening buds have delightful glowing yellow sunset shades which change to narsurtium-buff as the fragrant flowers slowly unfold. This is one of the most enchanting Roses we know in the lovely pastel shades. **\$1 each.***

*See Quantity Prices, page 2
*No further discount



(3)
★Mme. Cochet-Cochet



★Rochefort. See page 16 (1)

GOOD ROSES

Fall 1940

EVERBLOOMING STAR ROSES

★**MISS ROWENA THOM.** Page 13. (6) H.T. Rose-pink. Long-pointed buds open to enormous flowers, often measuring 6 inches across. The plants are notably vigorous in growth with healthy foliage from the ground up. The blooms come almost as freely as Radiance and are fine for cutting. Delightful fragrance. **85 cts. each.*** (See "Star Dozen," pages 12-13.)

★**MRS. CHARLES BELL.** H.T. Shell-pink Radiance. This Rose matches the famous Radiance in type of flower, strong growth, and freedom of bloom but no other Rose matches it in lovely color which is clear shell-pink, without shading. Delightful true Rose fragrance. **85 cts. each.***

★**MRS. E. P. THOM.** H.T. Yellow. Buds are long-pointed and open to well-formed blooms of clear yellow without any carmine markings such as most yellow Roses have. Among the best of the clear yellow ever-blooming varieties, both for bedding and for cut-flowers. **85 cts. each.***



★Mme. Joseph Perraud. See page 14 (2)

★**MRS. PIERRE S. du PONT.** Page 12. (3) H.T. Golden yellow. This Rose has held first place in the golden yellow class for years. The plants are symmetrical and compact in growth with abundant, healthy, rich green foliage. The most continuous-blooming yellow Rose we know. Winner of many gold medals for outdoor-grown blooms. **\$1 each.*** (See "Star Dozen," pages 12-13.)

★**MRS. SAM MCGREDY.** Page 16. (1) H.T. Scarlet-orange. Here we have one of the most colorful and attractive Roses in the Hybrid Teas. A fragrant flower, of beautiful form, it is coppery-orange-scarlet in color flushed with Lincoln red on the outside of the petals. The firm-textured petals make this a splendid, lasting flower when cut. **\$1 each.***

★**NATIONAL FLOWER GUILD.** H.T. Crimson. A robust-growing, free-flowering Rose that keeps rich color in our Rose-garden during hot summer days when practically all other Roses are resting after their big June effort. **\$1 each.***

★**NUNTIUS PACELLI.** H.T. White. Cream-colored buds open to deliciously fragrant flowers of creamy white which soon turn pure white. It is fully double, but opens well at all times. **85 cts. each.***

*See Quantity Prices, page 2

†No further discount

9 Superb Roses \$7.50

VALUE \$9

Here are some of the Roses introduced within the last few years that have proved supremely satisfactory. They have all been "through the mill," so you will not be experimenting but will find, as we have, that they are dependable in every way. All but White Briarcliff are shown in natural color in this catalog so you can see what to expect in your garden next year and for years to come. All are hardy and free in bloom.

	Desc.	Plant Pat.	Each page
★ Angels Mateu.	Orange-rose	174	8
★ Countess Vandal.	Salmon	38	9
★ Eclipse.	Golden yellow	172	10
★ Mme. Cochet-Cochet.	Coppery pink	129	14
★ Radio.	Yellow, striped pink	197	16
★ Rochefort.	Orange-old-rose	191	16
★ Texas Centennial.	Blood-red	162	17
★ Warrawee.	Shell-pink	140	17
★ White Briarcliff.	Snow-white	108	17

ASK FOR OFFER 107



(3)
★R. M. S. Queen Mary
See page 16



EVERBLOOMING



★Mrs. Sam McGredy. See page 15 ①

★**PRESIDENT HERBERT HOOVER.** Page 12. ④ H.T. Multicolored. The large, beautifully modeled, delightfully fragrant blooms of scarlet, yellow, cerise and flame colors, which come singly on erect, firm stems, make this one of the most popular Roses in recent years. Its tall-growing plant blooms freely and the lovely flowers last for days when cut. **85 cts. each.*** (See "Star Dozen," pages 12-13.)

★**PRESIDENT PLUMECOCQ.** H.T. Coppery buff. Ovoid buds open to large, cupped blooms of coppery buff with an overflow of deep salmon. An upright grower, producing quantities of long-lasting, fragrant flowers, with 30 petals or more, all season. **\$1 each.***

★**RADIANCE.** H.T. Rose-pink. The first and most appealing quality of Radiance is its continuous bloom, from June until hard frost. Add to this a plant unsurpassed by any in healthy, vigorous growth, and you have a Rose that can be successfully grown by anyone. The two-toned pink, cupped flowers have a pungent, true Rose fragrance. **75 cts. each.***

★**RADIANT BEAUTY.** H.T. Plant Pat. 97. Crimson. Large, full-petaled cerise-crimson blooms, borne singly on strong stems. Slightly fragrant and very lasting. **\$1 each; 3 for \$2.50.♣**

★**RADIO.** Page 14. ② H.T. Plant Pat. 197. Yellow and carmine. This two-colored Rose is one of the most appealingly lovely varieties produced by Pedro Dot. The ground-color is always a clear, shimmering, primuline yellow, and the charm of Radio consists in the carmine stripes and marks never being the same on any two flowers, thus lending an endless pleasure throughout the growing season in noting, each time a flower unfolds, what kind of artistic markings Dame Nature has selected.

Radio provides more continued delighted interest than any other Rose. Its delicious fragrance is an addition to its other charms. **\$1 each; 3 for \$2.50.♣**

★**RED RADIANCE.** H.T. Cerise-red. A sport of Radiance, it has the same form, habit of growth, fragrance, and healthy foliage. The difference is in the color which is a clear, even shade of cerise-red. **75 cts. each.***

★**R. M. S. QUEEN MARY.** Page 15. ③ H.T. Plant Pat. 249. Salmon-pink. The form, color and fragrance of this Queen of Flowers are all alluring. Long buds open to firm-petaled, long-lasting flowers of salmon-pink, suffused with orange, and are produced all season, but not profusely, for they have the excellent habit of coming one on a stem on tall, erect canes. This is one of the choicest new Roses. *Awarded 4 Gold Medals.* **\$1.25 each; 3 for \$3.15.♣**

★**ROCHEFORT.** Page 15. ① H.T. Plant Pat. 191. Orange-old-rose. You will be pleasantly thrilled when Rochefort presents its first blooms, for the orange-old-rose color is really unique and the firm-textured, delightfully fragrant flowers come erect on strong stems well above the lovely glossy foliage throughout the entire season. **\$1 each; 3 for \$2.50.♣**

★**ROUGE MALLERIN.** Page 13. ⑦ H.T. Scarlet. A great red Rose which does not blue. Pointed buds of brilliant red open to 3½-inch blooms of glowing scarlet, the deep pile on the petals making them look like pieces of rich scarlet velvet. If ever a Rose glowed, this one does—a vase of newly opened blooms in a sunny window looks like a vase of flame. The final touch to your enjoyment of this new red Rose is its captivating old damask perfume. **\$1 each.*** (See "Star Dozen," pages 12-13.)

★**SNOWBIRD.** H.T. White. One of the most prolific, pure white bedding Roses. Fragrant, pure white, perfectly formed, full-petaled blooms, often 4 inches across, come singly and also in clusters of 3 or 4 on neat, compact, healthy plants. **\$1 each.***

*See Quantity Prices, page 2
♣No further discount



★Sœur Therese. See page 17 ②



★Sterling. See page 17 ③

GOOD ROSES

Fall 1940

STAR ROSES

★ **SŒUR THERESE.** Page 16. (2) The picture on page 16 shows the form and color of this Rose, the most astonishing variety in the yellow class, for it blooms in candelabras (not clusters) of from 5 to 15 flowers that form at the top of canes, sturdy enough to hold these blooms without bending, each bloom on a good cutting stem. The favorite yellow Rose in many large gardens. On July 11 we received the following comment from Green Bay, Wis.: "Sœur Thérèse is just now a sight. I did not count the flowers and buds but the count would go to two dozen at least." **\$1 each.***

★ **STERLING.** H.T. Page 16. (3) Plant Pat. 21. Pink. Bright pink flowers of splendid form come singly on vigorous-growing plants. A delightfully fragrant Rose and fine for cutting. Sterling was first grown as a Rose for greenhouse culture but proved so excellent when tested outdoors that it now ranks as one of the best in the deep pink Hybrid Teas. In the garden it produces the beautifully formed, long-stemmed long-lasting flowers that made it so popular as a florists' Rose. **\$1 each; 3 for \$2.50.†**

★ **TALISMAN.** (1) H.T. Multicolored. Free in bloom. At its gayest it is a glorious combination of orange, yellow, and rose-red. It is one of the finest of all garden Roses for cutting as the blooms are long-lasting and come singly on strong, erect stems. The fragrant flowers are much more highly colored in autumn. **75 cts. each***

4 Favorite Roses \$2.45

VALUE \$3.45. YOU SAVE \$1

Plant these favorites of ours and they will be favorites of yours, for they grow with such vigor and bloom so continuously you can have flowers to cut almost daily from June until frost.

	Each	Page
★ Etoile de Hollande. Crimson...	85 cts.	10
★ Golden Sastago. Golden yellow...	\$1.00	5
★ Imperial Potentate. Pink...	85 cts.	11
★ Talisman. Multicolored...	75 cts.	17

ASK FOR OFFER 108

★ **TEXAS CENTENNIAL.** (2) H.T. Plant Pat. 162. Blood-red. This richly fragrant blood-red variety is a sport of the great President Herbert Hoover Rose and has all the good qualities of its parent, vigorous, healthy growth and perfectly formed flowers that are notably fine for cutting. *West-Grove-grown plants.* **\$1 each; 3 for \$2.50.†**

★ **VILLE DE PARIS.** H.T. Buttercup-yellow. Exquisitely lovely, 20-petaled, pure yellow blooms, with shell-shaped petals which open to cups filled with delicate Marechal Niel fragrance. **75 cts. each.***

★ **WARRAWEE.** (3) H.T. Plant Pat. 140. Shell-pink. We have to apologize to beautiful Warrawee for the color shown in the illustration does not truly represent the delicate shell-pink tint of this lovely Rose. The flowers are large, beautifully modeled and delightfully fragrant. Vigorous growing, upright plants are noted for free bloom and large, dark green, disease-resistant foliage. Warrawee is the finest pink Rose yet received from Australia. **\$1 each; 3 for \$2.50.†**

★ **WHITE BRIARCLIFF.** H.T. Plant Pat. 108. Clear snowy white. Charming, exquisitely formed, richly fragrant flowers come from beautiful streamlined buds and are produced almost continuously all season. An ideal white Rose for cutting. **\$1 each; 3 for \$2.50.†**

★ **WILL ROGERS.** H.T. Plant Pat. 256. Crimson-maroon. If given partial shade this Rose will prove delightful in any climate from Maine to California. The plants are vigorous in growth and produce quantities of full petaled crimson-maroon flowers with blackish shadings. Rich damask fragrance. **\$1 each. No discount.**

*See Quantity Prices, page 2
†No further discount



★ Talisman (1)



© ★ Texas Centennial (2)



★ Warrawee (3)

SKYLINE YOUR GARDEN—USE



© ★ June Morn

①

Hardy
Climbing
Star
Roses

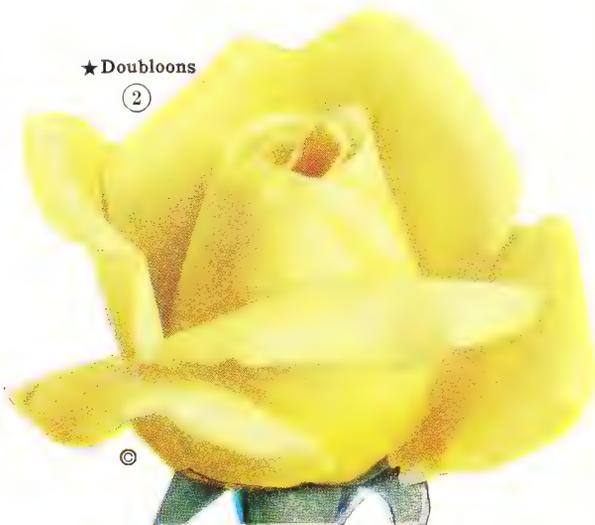
These vigorous-growing Roses are especially valuable for the great quantity of bloom produced at one time. Use these abundant-bloom Climbers on fences, arches, arbors, tree-stumps, and pergolas. Anyone with even a small space in a sunny location can have one or more Climbers blooming in the most delightful way by planting them at 3-foot uprights. Train the canes of your Climbing Roses horizontally, while they are young and pliable, and the plants will bloom more profusely.

The letters after the names indicate the type of growth: C., Climbers. Vigorous varieties that make massive canes. They keep on climbing. Prune only dead wood and surplus growth. Pillar. Roses that grow only 7 to 10 feet. Cl.H.T., Climbing Hybrid Teas.

JUNE MORN. ① Pillar. Early. (J. H. Nicolas, 1939.) Plant Pat. 375. This brilliantly colored new Pillar Rose blooms profusely in June, the large, fully double flowers of red and gold coming in many-flowered clusters. In favorable seasons it is reported to bloom again in the fall. **\$1.50 each; 3 for \$3.75.** †

★ Doubloons

②



©

★ **CLIMBING AMERICAN BEAUTY.** C. Very early. Large, sweet-scented, light crimson or deep rose-pink flowers decorate the plant from base to top. **85 cts. each.** *

★ **AMERICAN PILLAR.** C. Midseason. Pink. The most spectacular and pleasing Rose of this type. The fragrant flowers are single but come in immense heads of from 20 to 40, each head held erect on a straight, stiff stem. Unequaled for mass decorations. In England this has been rated the finest Climbing Rose in existence. **85 cts. each.** *

★ **DOUBLOONS.** ② C. Midseason. Plant Pat. 152. Yellow. This is one of the hardiest of the new yellow Climbing Roses. The well-formed buds open to large, firm-textured blooms of saffron-yellow. **\$1 each; 3 for \$2.50.** †

★ **DR. HUEY.** Pillar. Midseason. Deep crimson-maroon. Blooms profusely with medium-sized flowers of the darkest color of any Climbing Rose on the market. Grows 8 to 10 feet. **\$1 each.** *

★ **DR. W. VAN FLEET.** C. Early. Flesh-pink. Has the same bloom and foliage as New Dawn (see illustration, page 19) but so vigorous in growth it will cover the side of a garage. **75 cts. each.** *

★ **ELEGANCE.** C. Early. Yellow. The growth is very vigorous. Buds are long and light in color, and open to large, well-modeled, spectrum-yellow flowers, with graceful, recurving petals that tend to hide the light-colored outside petals. **\$1 each.** *

★ **FLASH.** ③ Pillar. (R. M. Hatton, 1938.) Plant Pat. 396. Vivid orange-scarlet. No need to call the neighbors to see this Rose; they will be calling to know what you have flaming in your garden, for this is the most vividly colored Pillar Rose in existence. The lovely buds are yellow with a scarlet suffusion; they open to gleaming orange-scarlet blooms with the centers richly furnished with a heavy mass of golden anthers. Grows 6 to 8 feet. One who had seen Flash bloom wrote, "Your color-plate is not bright enough." *Gold Medal, Rome, 1930.* An "All-America Rose Selection." **\$1 each; 3 for \$2.50.** †

★ **GARDENIA.** C. Early. Yellow. Masses of slim, tapering, yellow buds open to creamy white flowers. **85 cts. each.** *

★ **GOLDEN CLIMBER.** C. Plant Pat. 28. Golden yellow. The Hybrid-Tea-flowered Climber. It is very hardy, long-lasting, and blooms are generally solitary on stems often 18 inches or longer. **\$1 each; 3 for \$2.50.** †

★ **JACOTTE.** C. Midseason. Orange-apricot. The plants have varnished, holly-like foliage. Color is apricot-orange, with tints of copper-red. **\$1 each.** *

★ Flash

③



NEW CLIMBING ROSES

3 ★ **Blaze.** Plant Pat. 10. Scarlet. Page 19. **\$2.95**
 ★ **Doubloons.** Plant Pat. 152. Saffron-yellow. See above.
 ★ **New Dawn.** Plant Pat. 1. Pink. Page 19. **VALUE \$3.50**
ASK FOR OFFER 109

*See Quantity Prices, page 2
 †No further discount



★Spanish Beauty (Mme. Gregoire Staechelin) ①

★**MARY WALLACE.** C. Early and very hardy. Rose-pink. Long buds and charming large flowers of brilliant warm pink. **85 cts. each.***

★**PAUL'S SCARLET CLIMBER.** ② Pillar. Midseason. The most popular clear scarlet Climbing Rose yet grown. **75 cts. each.***

★**SILVER MOON.** C. Midseason. Primrose buds open to large, semi-double, creamy white cupped flowers. **85 cts. each.***

★**SPANISH BEAUTY (Mme. G. Staechelin).** ① C. Pearl-pink. Early. Long-pointed buds of crimson open to great, urn-shaped flowers of iridescent pearl-pink which come singly on long stems. Deliciously fragrant. See illustration top of page. **85 cts. each.***

★**VIRGINIA.** Pillar. Midseason. Scarlet-rose. Enormous flowers of scarlet-rose or flame color. Fragrance like red raspberries. **51 each.***



★Paul's Scarlet Climber ②

BEAUTIFY YOUR GROUNDS
With Hardy Climbing Roses

These 5 rapid-growing Hardy Climbing Roses will quickly cover a garage, fence, or trellis and give you masses of colorful Roses for several weeks.

- 1 **AMERICAN PILLAR.** The greatest cluster-flowered pink Climbing Rose. **85 cts.**
- 1 **CLIMBING AMERICAN BEAUTY.** Crimson. **85 cts.**
- 1 **PAUL'S SCARLET CLIMBER.** Scarlet. **75 cts.**
- 1 **SILVER MOON.** White. **85 cts.**
- 1 **SPANISH BEAUTY.** Pearl-pink. **85 cts.**

5 The above 5 free-blooming Hardy Climbing Roses (value \$4.15) for **\$3.35**
ASK FOR OFFER 110

Repeat Blooming Climbers

★**NEW DAWN (Everblooming Dr. W. Van Fleet).** ③ C. Plant Pat. 1. 1935 Gold Medal of A. R. S. for "best hardy *EVERBLOOMING Climbing Rose produced anywhere in the world.*" Bears dainty, pale pink, fragrant Roses all season on long stems for cutting. It has charmed us here all summer and fall for years and we heartily recommend it. **\$1.50 each; 3 for \$3.75.†**

★**BLAZE.** Pillar. Plant Pat. 10. Scarlet. The repeat-blooming Paul's Scarlet Climber. **\$1 each; 3 for \$2.50.†**

★**CLIMBING DAINTY BESS.** C.I.H.T. *New.* Large, single blooms of bluish-pink. See Dainty Bess illustration, page 9. **\$1 each.***

★**GUINEE.** C.I.H.T. Deep maroon. A dusky damask-scented beauty with perfectly formed, fully double blooms. Fine for the South. **\$1 each.***

★**MERMAID.** Pillar. Large, single, sulphur-yellow flowers with a heavy mass of golden anthers. **\$1 each.***

★**PROSPERITY.** Pillar. Continuous in bloom. Clusters of white flowers faintly flushed pink. **\$1 each.***

★**SOUV. DE CLAUDIUS DENOYEL.** C.I.H.T. Pillar. Crimson blooms with damask fragrance. **\$1.25 each.***

★**CLIMBING TALISMAN.** C.I.H.T. Pillar. Multicolored. Satisfactory—everyone says so. **\$1 each.***

3 LOVELY CLIMBING ROSES \$3.00
VALUE \$3.50

- NEW DAWN.** Plant Pat. 1. Flesh-pink **\$1.50**
- FLASH.** Plant Pat. 396. Vivid scarlet **1.00**
- GOLDEN CLIMBER.** Plant Pat. 28. Yellow **1.00**

ASK FOR OFFER 111



Note how New Dawn blooms ③

*See Quantity Prices, page 2
†No further discount



New Phlox, Harvest Fire

BRILLIANT, HARDY PHLOX

Use Hardy Phlox for delightful, brilliant borders of mass color from early summer until mid-autumn. Their pervasive fragrance brings sweet memories of lovely old-fashioned gardens. All we offer are dependably good. Prices are postpaid.

15 Plant the Entire Collection All the fragrant PHLOX described below **\$4.35**
ASK FOR OFFER 112

- ★ **Africa.** Midseason. 2 to 2½ feet. Scarlet. 3 for \$1.
- ★ **Augusta.** New 1937. Plant Pat. 252. The open flowers are brilliant cherry-red and the color remains perfect under all weather conditions. 50 cts. each; 3 for \$1.50; 12 for \$4.50, postpaid.
- ★ **Caroline Vandenburg.** Midseason. 2½ feet. Lavender. Sweet-scented. 3 for 95 cts.
- ★ **Columbia.** Plant Pat. 118. A glorious Phlox in every way. Makes immense heads of cameo-pink, with faint blue eye. 40 cts. each; 3 for \$1.10; 12 for \$3.30.
- ★ **Europa.** Midseason. White with carmine eye. 3 for 85 cts.
- ★ **Harvest Fire.** See illustration. Midseason. 2 to 2½ ft. Brilliant salmon-orange. 3 for \$1.15.
- ★ **H. B. May.** Late. 2 feet. The finest true pink Phlox. Extra-large flowers. 3 for \$1.
- ★ **Miss Lingard.** Everblooming. 2½ ft. White. Blooms from June until frost. 3 for 85 cts.
- ★ **Morgenrood.** Midseason. 2½ to 3 feet. Bright rose-red with deeper eye. 3 for 85 cts.
- ★ **Mrs. Jenkins.** Late. 3 feet. White. 3 for 85 cts.
- ★ **P. D. Williams.** Midseason. 2½ feet. Large; apple-blossom-pink with dark center. 3 for \$1.15.
- ★ **Rokoko.** Midseason. 2½ feet. Clear soft pink. A charming color. 3 for 85 cts.
- ★ **Rosea Superba.** Midseason. 2½ feet. Light salmon-pink. Enormous panicles of flowers. 3 for 95c.
- ★ **Rosenkavalier.** Midseason. 2½ feet. Beautiful rose-red which does not fade. Mildew-resistant. 3 for \$1.15.
- ★ **Thor.** Midseason. 2½ feet. Salmon. 3 for 85 cts.

TEROGEN Autumn and Winter Soil Treatment

This valuable Autumn-Winter Soil Treatment will work wonders with your Roses. It will supply them with the vital chemical elements most needed. TEROGEN will strengthen your plants, assisting them in warding off many troublesome diseases more readily and imparting renewed vigor to them. A 10-lb. tin is sufficient for 40 plants or will cover a surface of 100 square feet. 5-lb. tins, \$3; 10-lb. tins, \$5; 25-lb. drums, \$11.50; 50-lb. drums, \$22. Delivery prepaid.

7 Above 7 Choice Phlox marked ★ **\$2.35**
ASK FOR OFFER 113



Delphinium Hybrids
3 to 5-ft. spikes of bloom

STATELY DELPHINIUMS

BLACKMORE & LANGDON HYBRIDS. See illustration. Plant these aristocratic flowers to make the high-spot in your garden. In form they range from single to double. In colors from deep violet down to the palest lavender, with all the tints imaginable modifying these colors; every flower has a lovely "bee" and many are deliciously fragrant. Plants cut back after the first bloom often produce wonderful spikes again in September. 50 cts. each; 3 for \$1.35; 12 for \$5, postpaid.

WREXHAM STRAIN. The Hollyhock type, with its long, tapering spikes of extra-large flowers in a wide range of shades. 3 for 75 cts.; 12 for \$2.50, postpaid.

BELLADONNA (Everblooming Hardy Larkspur). Continuous-blooming. Clear turquoise-blue flowers. 3 to 4 ft. 3 for 75 cts.; 12 for \$2.50, postpaid.

BELLAMOSUM. Everblooming. The dark blue form of Belladonna. 3 to 4 ft. 3 for 75 cts.; 12 for \$2.50, postpaid.

12 Delphiniums Including 3 Blackmore & Langdon, 3 Pacific Hybrids, 2 Wrexham, 2 Belladonna, 2 Bellamosum **\$3.65**
ASK FOR OFFER 114

The REGAL LILY

For stately magnificence, wealth of bloom, grace and beauty, this Lily is truly regal in every way. It grows anywhere, in any soil, provided only that the location is not too wet or too shaded. From bulbs planted about 8 inches deep this fall, erect, wiry stems, well clothed with foliage, will appear next spring, to be crowned in June with a wealth of long-lasting flowers, rich in fragrance and glorious in form and color. The Regal Lily is so easy to grow it should be in every garden. Large bulbs, 3 for 55 cts.; 12 for \$1.85; 100 for \$13.50, postpaid.



★**Rosa Hugonis**
Makes a lovely informal hedge

①



Four Miniature Roses (Hardy)

Here are the famous, continuous-blooming, hardy Miniature Roses. All, except **Rouletti**, recently introduced in U. S. A. by The Conard-Pyle Co. Easily grown anywhere. They are especially suitable for edging and rock-gardens. Ideal for miniature bouquets. In severe climates spring planting is preferable.



3-inch pot-grown plants, postpaid

★**BABY GOLD STAR.** Plant Pat. 407. Golden yellow streamlined buds and blooms. \$1 each; 3 for \$2.50. †

★**PIXIE.** Plant Pat. 408. The world's tiniest double white Rose. It shows pink shadings in cool weather. \$1 each; 3 for \$2.50. †

★**ROULETTI.** Rose-pink. 50 cts. each; 3 for \$1.25. †

★**TOM THUMB.** Plant Pat. 169. Pointed crimson buds open to single crimson blooms with a white center. 75 cts. each; 2 for \$1.25. †

Offer 115. 1 each, Baby Gold Star, Pixie, and Tom Thumb, the 3 for ... **\$2.35**

Six Hybrid Perpetuals

- ★**FRAU KARL DRUSCHKI.** White. 85 cts. each.*
- ★**GENERAL JACQUEMINOT.** Clear red. 85 cts. each.*
- ★**HENRY NEVARD.** Crimson-scarlet. Unusually fragrant. Repeats in fall. \$1 each.*
- ★**MRS. JOHN LAING.** Solid pink. 85 cts. each.*
- ★**ULRICH BRUNNER.** Cherry-red. 85 cts. each.*
- ★**URD.** Old-rose. Deliciously fragrant. \$1 each.*

6 The above 6 Splendid Hybrid Perpetual Roses. Value \$5.40 for **\$4.35**
ASK FOR OFFER 116

★**ROSA HUGONIS, "The Golden Rose of China."** Species.

① The aristocrat of hardy flowering shrubs. The extreme hardiness of this lovely "Golden Rose of China," its habit of blooming early in May, and the long wands of fairy-like blossoms, all go to make **Hugonis** one of the most valued shrub Roses. The graceful, arching branches are completely covered with bloom to the very tips in early May. This beautiful shrub Rose, with its dainty acacia-like foliage and graceful growth, makes a distinctive and almost impenetrable hedge. Plant 15 inches apart for a hedge, but if used as specimen shrubs plant 6 feet apart to allow for proper development. Requires no attention, and blooms best when planted in good unfertilized soil. **85 cts. each.* 50 or more at 60 cts. each. †**



★**Max Graf.** For terraces ②

Two Roses for Retaining Terraces

- ★**MAX GRAF.** See illustration. An ideal trailing Rose. Large, single, apple-blossom-pink flowers. Plant alternately with **Wichuraiana** and have a mass of pink blooms early in June followed later by the white of **Wichuraiana**. 65 cts. each.*
- ★**WICHURAIANA.** Grows horizontally. The canes root wherever they touch soft soil. Small, glossy foliage. Flowers white followed by vivid red berries. 65 cts. each.*

Two Old Moss Roses (Do not prune)

- ★**COMTESSE DE MURINAIS.** White. Beautifully and heavily mossed. Very hardy. 85 cts. each.*
- ★**CRESTED MOSS (CHAPEAU DE NAPOLEON).** Rosy pink buds heavily crested with moss. 85 cts. each.*

OFFER 117. The 2 Moss Roses for **\$1.50**

Six Hybrid Rugosa Roses

- ★**AGNES.** Coppery yellow buds which open to flowers of pale amber color. Growth 6 to 8 ft. \$1 each.*
- ★**BLANC DOUBLE DE COUBERT.** Pure white. 85c. each.*
- ★**DR. ECKENER.** Clear pink, with rich yellow base to the petals. Delightfully perfumed. \$1 each.*
- ★**F. J. GROOTENDORST.** ③ Small, bright crimson flowers, like baby carnations. Grows to 3½ or 4 feet. An ideal continuous-flowering, very hardy hedge-plant. 85 cts. each.*
- ★**ROSE A PARFUM DE L'HAY.** Deep crimson. 85 cts.*
- ★**VANGUARD.** Orange-salmon with coppery tints. \$1 each.*

Five Park Roses

Very hardy and suitable for park planting or around the home as decorative specimen plants. Allow about 4-foot planting space for these Roses.

- ★**MARTHA LAMBERT.** ● *New 1930.* Single, vivid scarlet flowers, 1¼ inches across, come in great, brilliant clusters. Continuous in bloom. \$1.50 each.*
- ★**MABELLE STEARNS.** Plant Pat. 297. Hardy as an oak. Fully double, medium-sized pink blooms cover the bush. Spreading growth. \$2 each. †
- ★**GARTEN DIREKTOR O. LINNE.** ● *New 1930.* Double flowers, like dainty pink rosettes, come in great spikes of 100 or more. Continuous in bloom. \$1.50 each.*
- ★**AUSTRIAN COPPER.** Single blooms, coppery red on the inside and yellow on the outside of the petals. \$1 each.*
- ★**HARISON'S YELLOW.** Bright yellow. The well-known bright yellow shrub Rose. 85 cts. each.*

Ask for OFFER 118. The two marked ● **\$2.85**

★**F. J. Grootendorst** For hedges ③



*See Quantity Prices, page 2
†No further discount



★Poulsen's Yellow ①

FLORIBUNDA ROSES are the most abundant and continuous-blooming, oak-hardy flowering plants in the Rose family, and have stepped to front rank in the Rose World because they require a minimum of care to produce maximum, long-season results. Unequaled for bordering walks, drives, etc. They will produce for you a powerful mass color effect when used in solid groups of six or twelve of a kind. Floribundas are invaluable for brilliant park effects or on your lawn where Spring, Summer, and Fall (5 months) bloom is desired. See 5 new ones on opposite page.

You get 25% discount from single rate when 25 or more of one kind of patented Floribundas are ordered

★**POULSEN'S YELLOW.** Introduced in U. S. A., Fall 1939 by The Conard-Pyle Co. Yellow. The first true yellow Floribunda. Flowers of clear yellow come in brilliant masses from dainty carmine-tinted buds. They make a charming effect on the lawn or in combination with snowy linen and silver on a dining table. **\$1.50 ea.***

★**ANNE POULSEN.** Plant Pat. 182. Scarlet. Fragrant, semi-double, scarlet blooms with a vivid overcast of crimson. **75 cts. each; 3 for \$1.90.†**

★**BETTY PRIOR.** ③ Plant Pat. 340. Pink. Exquisite single blooms like pink dogwood are borne profusely throughout the season. **85 cts. each; 3 for \$2.15.†**

3 SAMPLE FLORIBUNDAS \$1.95

One each Anne Poulsen, Betty Prior, and Permanent Wave (Value \$2.35). **ASK FOR OFFER 119**



© ★Donald Prior ②

★**DAGMAR SPATH (White Lafayette).** A pure white flower you can depend on for cutting all season. **75 cts. each.***

★**DISTINCTION.** This is a most striking clear pink Floribunda. Large flowers of brilliant pink that hold their color well. Makes uniform growth. **\$1 each.***

★**DONALD PRIOR.** ② Plant Pat. 377. Scarlet. Color is scarlet veiled with crimson. **85 cts. each; 3 for \$2.15.†**

★**GRUSS AN AACHEN.** White to carmine. Lovely 60-petaled white blooms take on delightful carmine tints in cool weather. A great, large-flowered, full-petaled Floribunda. **85 cts. each.***

★**HOLSTEIN.** Plant Pat. 395. Dusky red. A buoyantly gay Rose with clusters of large, velvety, dark red blooms. **\$1 each; 3 for \$2.50.†**

★**PERMANENT WAVE.** ④ Plant Pat. 107. Deep rose-pink, wavy-petaled blooms come in lovely bouquets. Noted for lovely foliage. **75 cts. each; 3 for \$1.90.†**

★**WORLD'S FAIR.** Plant Pat. 362. Crimson. Large, honey-scented blooms of dark, velvety crimson. A 1940 All-America Rose Selection in the Floribunda Class. **\$1 each; 3 for \$2.50.†**

6 FLORIBUNDA SET \$5.40

VALUE \$6.45

One each Poulsen's Copper (see p. 3), Betty Prior, Donald Prior, Holstein, Permanent Wave, and World's Fair.

ASK FOR OFFER 120



© ★Betty Prior ③



© ★Permanent Wave ④

*See Quantity Prices, page 2
†No further discount

FLORIBUNDAS NEW FALL 1940

★**DAINTY MAID.** ① (E. B. Le Grice, 1937.) Pink. This dainty pink beauty is almost a replica of the enchanting wild Roses you hunt for hungrily on roadsides soon after spring snows are gone. You can now have these gems all season, for Dainty Maid is lavish with her blooms and produces them on a robust bush 3½ feet high in bounteous sprays that will enthrall you with their delicate wild-rose beauty and fragrance. **\$1.50 each.***

★**BOUQUET.** (M. Tantau, 1940.) Cerise-red. Flowers that look like camellias come in clouds of brilliant cerise-red. When cut, each branching cluster makes a long-lasting bouquet. **\$1.50 each.***

★**D. T. POULSEN IMPROVED.** (Van Der Vis, 1940.) Vivid cherry-red. Erect, bushy, oak-hardy plants are covered with clusters of vivid cherry-red, perfectly formed, cupped blooms about 2 inches across, which make a sheet of attractive color and bloom continuously. **\$1.25 ea.***

★**LITTLE MISS MUFFET.** (E. B. Le Grice, 1939.) Coral-pink. Flowers open from buds of ox-blood-red, with deep shadings, to 20-petaled blooms of soft coral-pink. The blooms are 3 inches across and are borne continuously in open, branching heads of from 5 to 10 on sturdy, hardy, healthy plants. Splendid for border or mass planting. **\$1.50 each.***

★**POULSEN'S COPPER.** Plant Pat. applied for. See illustration page 3.

Order 25 of a kind (above) @ 25 per cent under price each

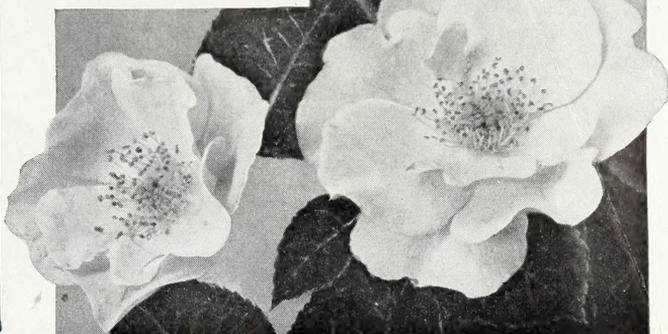
5 NEW FLORIBUNDAS \$5.85

VALUE \$7.25

One each Dainty Maid, Bouquet, D. T. Poulsen Improved, Little Miss Muffet, and Poulsen's Yellow (see p. 22)

ASK FOR OFFER 121

★Dainty Maid ①



OAK-HARDY POLYANTHA ROSES

Polyantha Roses are very hardy and free in bloom, with small flowers that come in sprays and in clusters.

★**CHATILLON.** ● ② Clear pink flowers come like huge heads of phlox. The ace of the pink Polyantas for mass planting. **85 cts. each.***

★**GLORIA MUNDI.** ● ⑤ Orange-scarlet. A flamboyant flaming color. Makes brilliant specimen plants. **85 cts. each.***

★**IDEAL.** ● Garnet. One of the finest of the brilliant dark red Polyantas. Growth about 2 feet. **85 cts. each.***

★**Mlle. CECILE BRUNNER.** ● ④ Seashell-pink. The "Sweetheart" Rose. Makes sprays instead of clusters of rosy pink "baby" buds that open to seashell-pink. Delightful fragrance. **85 cts. each.***

★**ORANGE TRIUMPH.** ● Well-formed fully double sparkling flowers of scarlet-orange that look like brilliant rosettes. **85 cts. each.***

★**TOPAZ.** ③ Plant Pat. 300. Sprays of exquisitely formed sulphur-yellow buds open to starry blooms that do not fade white. This might aptly be called "Golden Sweetheart." **\$1 each; 3 for \$2.50.†**



★Chatillon ②



★Topaz ③



★Mlle. C. Brunner ④



Gloria Mundi ⑤

5 One each of the 5 Polyantha Roses marked ●. Value \$4.25 for **\$3.45** } **ASK FOR OFFER 122**

★★★★★ **STAR ROSES**

★ **MME. HENRI GUILLOT**

① H.T. (C. Mallerin.) Plant Pat. 337. Watermelon-pink. Lovely in both form and color. The large, artistic, urn-shaped buds open to camellia-like, 20-petaled blooms, about 5 inches across, watermelon to raspberry-pink in color. Gold Medal, Bagatelle. \$1.25 each; 3 for \$3.15. †

★ **CRIMSON GLORY**

② H.T. (W. Kordes Sons.) Plant Pat. 105. Deep crimson. The buds are beautifully modeled; they are a glorious, velvety crimson color and produce magnificent blooms of such delicious fragrance that this alone would urge you to own this Rose. \$1.25 each; 3 for \$3.15. †



★ Mme. Henri Guillot ①



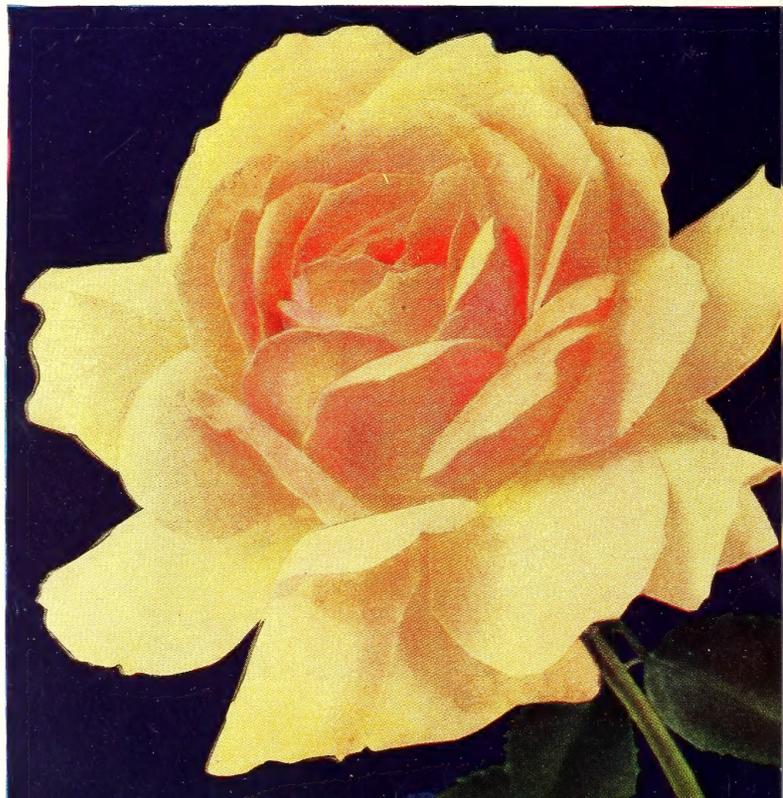
★ Crimson Glory ②

★ **RAMON BACH**

③ H.T. (P. Dot.) Plant Pat. 366. Apricot-buff. The vigorous-growing, healthy plants produce their immense, apricot-buff blooms singly on erect, wiry stems, each flower a prize by itself. Although large and full-petaled, this Rose is so vitally vigorous that the blooms come consistently all through the growing season. \$1 each; 3 for \$2.50. †

★ **GOLDEN STATE**

H.T. (F. Meiland.) See illustration page 6. Plant Pat. 303. Golden yellow. After exacting trials with a number of other aspirants, this Rose was chosen by Rose experts as the theme Rose for the 1939 California Exposition. A tall-growing golden yellow variety with faint clove fragrance. \$1 each; 3 for \$2.50. †



4 SUPERIOR ROSES
Offered and described above **\$3.75**
ASK FOR OFFER 123

THE CONARD-PYLE CO.
Star Rose-Growers
WEST GROVE, PENNA.