# Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

*	
-	



6400 E. Washington Blvd. LOS ANGELES 22, CALIFORNIA







STEPHANIE - Exquisite clear fuchsia purple exhibition chrysanthemum with silvery pink reverse side.

3 for \$2.50

NCF72 ONLY \$100

LIBRARY U.S. DEPARTMENT OF AGRICUL-WASHINGTON 25 D.C.

Form 3547 Requested



### CUSHION MUMS

FAMOUS LOW GROWING

The very popular, low growing, early maturing types that are a must for any chrysan-themum garden. Masses of clear, rich colors blooming for weeks at a time light up your fall garden like "Main Street." Use for borders and mass displays.

3 for \$125

NCF259 A. M. ANDERSON — Larger size daisy flowers mounted on a very dwarf shaped plant. Clear yellow.

NCF260 AMELIA — Pink cushion. The original cushion mum in variable shades of pink.

NCF261 CHAMPION CUSHION — Deep bronze color and general habit like "Amelia".

NCF262 CRIMSON CUSHION — Beautiful wine

# 6 for ONLY \$225

NCF263 GOLDEN CARPET — Dwarf pompon, A creeping low grower, Excellent border item.

NCF264 GOLDEN CUSHION — Rich golden yellow. Rugged, stocky, well formed plant of "Amelia" strain.

NCF265 SALMON CUSHION — Most pleasing shade of salmon pink and soft coral.

NCF266 YELLOW CUSHION — Beautiful orange



Finest list of the popular cut flower mums ever presented. All shades and colors. Gorgeous hues that really add sparkle to your mum garden.

## 3 for \$100 6 for ONLY \$175

NCF217 BLANCHE — Medium size flower of pure white petals with a clear yellow cushion.

NCF218 BRONZE FRIEDA — Buff bronze rays with cushion of yellow.

NCF219 BRONZE TUXEDO — Apricot bronze sport of "Tuxedo". Outstanding.

NCF220 CITRUS QUEEN — Clear yellow throughout. One of the largest when disbudded.

 ${\bf NCF221~FRIEDA}$  — Deep orchid pink with yellow cushion.

NCF222 F. S. PARKS — Especially large when disbudded. Both ray and disc petals are glistening white. Healthy growing habit.

NCF223 MURAT — Garnet red throughout with tiny glints of gold in the cushion florets. Not to be disbudded.

NCF224 ORCHID BEAUTY — Medium size orchid pink flower with prominently high cushion of yellow.

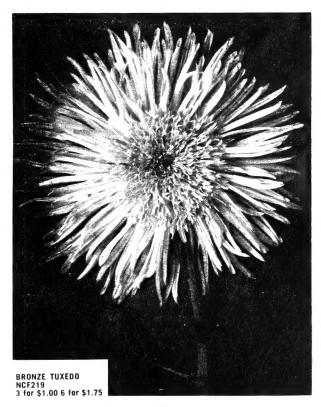
NCF225 ROLINDA — Reddish bronze.

NCF226 SINCERITY — Pure white. Short ray petals with high, almost globular cushion center when disbudded.

 $\begin{array}{lll} \textbf{NCF227 SUNRAY} & \longrightarrow & \text{Medium size flowers of rich} \\ \text{golden yellow. Not to be disbudded.} \end{array}$ 

NCF228 YELLOW ESTRELLITA — Brightest yellow throughout, High quality flowers.

NCF229 YELLOW SINCERITY — Clear soft yellow sport of "Sincerity". Very popular.



ANEMONE MUM COLLECTION

1 Each every Anemone Variety listed.

All 13 Coll No. 7A ONLY \$350

### SINGLE CHRYSANTHEMUMS

Darlings of Mumdom

The Cute daisy types will fill your house and garden with masses of blooms the whole season. Use in clusters for best effect.

NCF207 FESTIVAL — Reddish Bronze.

 ${f NCF208}$  GINNY LEE — Pure white true daisy flower.

 ${f NCF209}$  GRAND SLAM — Very attractive cherry pink single.

NCF210 GRETCHEN PIPER - Brilliant yellow.

NCF211 JEAN — Pure white attractive variety.

NCF212 MABEL SEYMOUR — Lovely large size daisy flower in white.

NCF213 MASON'S YELLOW — Clear yellow.

NCF214 MELBA - Orange Bronze, Showy.

NCF215 RADIANT — Bronzy red popular variety.

 ${f NCF216}$   ${f ROYAL}$   ${f ROBE}$  — Wine red almost purple.

SINGLE MUM COLLECTION
All 10 Varieties listed Above.
Coll. No. 9A
(\$4.33 Value) ONLY \$350



### Low Growing SINGLE DWARF MUMS

Early blooming, very hardy, and low growing make this mum variety excellent for borders, Enjoy lush, thick foliage before and during the blooming period. An attractive novelty for your garden.

3 for \$125

NCF254 ASTRID - Soft pinkish apri-

NCF255 GOOD MORNING — Pure yellow, Identical in general growing habit to "Astrid".

to "Astrid".

NCF256 IGLOO — A white daisy. Exceedingly free flowering.

6 for ONLY \$225

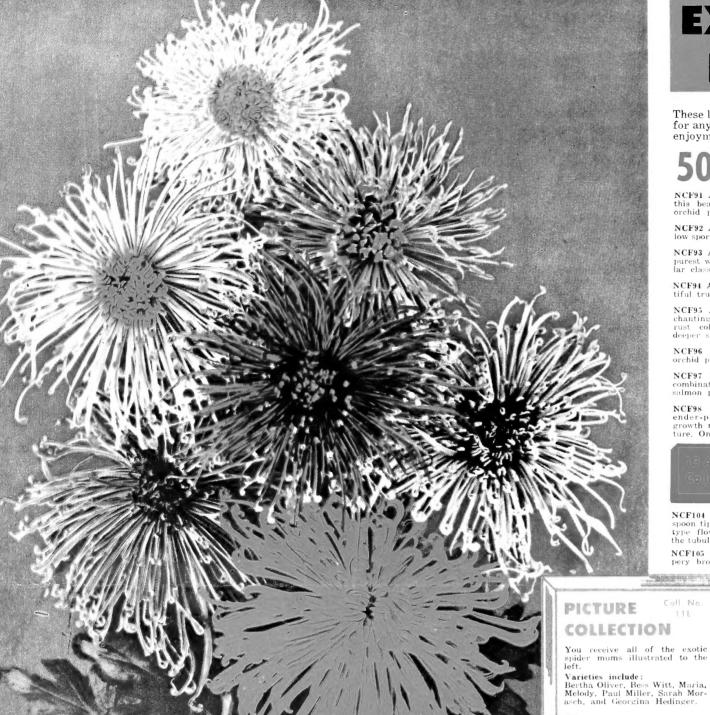
NCF257 KRISTINA — Deep rose pink which is almost purple, a shade which is most attractive in the fall garden.

NCF258 LOKI — Variable shades of pink and rose.

DWARF
MUM COLLECTION
All 5 Varieties Listed

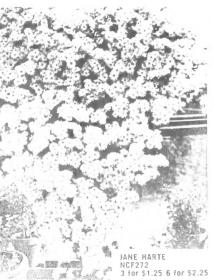
ONLY \$195

Coll. No. 8A



7 Exotic Spider Muras \$250

Sure you've seen and marveled at this thrilling variety. NOW! You can grow your own breathtaking display. EASY! when you follow the simple directions that will come with your plants. Mystify your friends and win easily at flower shows. Or, Just grow your own royal cascade for fun. Fine for rockeries, bank and hills. Hundreds of blooms produced from each plant.



3 for \$125

NCF267 ANA : White daisy type flower with golden yellow center. Blooms about 2 inches in diameter, "Jane Harte" is a sport of this variety.

NCF268 CHERRY BLOSSOM Anemone flowered type calcule variety in duotones of pink and white. Outer edge of each flower is pink the rest is white.

NCF269 GERTRUDE COMPTON anemone type flower in pure yellow, Suitable for medium size cascade and splendid item for rock gurdens or borders.

NCF270 FIREFALL — Garnet red daisy type flower, Free flowering and attractive.

NCF271 HALLOWEEN — Anemone type flowers, Haumoniously beautiful bronze petals with deep bronze center cushion.

NCF272 JANE HARTE -- Clear yellow sport of "Anna". Together with its parent, the most popular and satisfactory cascading variety of today.

### 6 for ONLY \$225

NCF273 LAVENDER BEAUTY — Daisy type in a beautiful lavender pink. Extremely free flowering and lasting.

NCF274 NIAGARA FALLS — Creamy white daisy type blossoms about 3 inches in diameter. Best early flowering cascade.

NCF275 PINK SWEETHEART — Daisy type pink flowers similar in form to "Anna". Good production.

# **EXOTIC** FEATHER

These lovely creatures of the Ch same for any flower lover. Relatively wind enjoyment with their "eye catein in in a

### 50¢ Each

NCF91 AGNES — Quilled petals of this beautiful true spider are light orchid pink in color.

NCF92 ALBERT WITT — Clear yellow sport of "Bess Witt".

NCF93 ANNE — Truly magnificent purest white spider of the large tubular class.

NCF94 ARCTIC — Enchantingly beautiful true spider in purest white.

NCF95 AUTUMN PARADE — Enchantingly graceful flower of deep rust color with spoon opening of deeper shade.

NCF96 BERTHA OLIVER — Deep orchid pink.

INCERT: CI

NCFIOLOBI

MCFIII G ital shade of

(F112 GO)

W. Fully

GCF113 JE

in through

(CFILE KIN printe spider filitionly an urous stem,

GHS LY

in Rayon:

10F116 M

OF HE MA

NCF97 BESS WITT — A pleasing combination of apricot bronze and salmon pink.

NCF98 BRIDESMAID — Deep lavender-pink spider. Short compact growth makes it popular for pot culture. One of the best early varieties.

NCF104 CHOPSTICK — The broad spoon tips of this full-centered quilled type flower are rich henna-red and the tubulated portion is golden bronze.

NCF105 COPPER ROCKET — Coppery bronze quilled cordlike petals.

NCF106 CORONA-TION PINK — A true reflexed type ex-hibition flower in pecrless shade of light rose.

NCF107 DALWIN— The long tubulate petals of this spider is a buff-bronze.

NCF108 DUCHESS NCF108 DUCHESS—Georgeously beautiful orchid pink throughout, a color similar to our "BUNBU". Truly magnificent flower with splendid foliage and stem.

NCF109 EMERALD ISLE — As the name suggests, the predominant color of these slender cordlike petals is green with an undertone of creamy white. white.

NCF110 GALLANT — Bronze spider, like "Paul Miller" with better color and growth habits,



11 EXOTIC MUMS (\$6.00 Value)

NCF3

# PIDER and RY CHRYSANTHEMUMS

themum family are a MUST they will bring you weeks of form and thrilling pastel colors. Win the sweepstakes at your local flower shows and excite your whole neighborhood with these exotic spider mums.

Resp. CANDY BRONZE — Most ancing double spoon flower reachmaturity about mid-October, the golden bronze tubulated part the rich Indian red color at the mopening complete a most enlling combination of this blossom.

F100 CATHAY — The quilled is of this charming flower are a to beautiful shade of old copper appoon tips of brilliant red.

101 CELESTIAL BEAUTY — quilled petals are amaranth with spoon tips opening to a stunning e of dubonnet.

F102 CENTENNIAL — True er in a stunningly beautiful en bronze color.

103 CHERIE — A most beautiful e of soft orchid pink with nder petals hooked at the tip. A full-centered flower which is lar to our old variety, "Catalina".

the 0000 \$4[50]

F111 GEORGIA HEDINGER full centered spider of a beautishade of pink ranks unrivaled in early flowering class.

'112 GOLDEN LACE — Deep w. Fully double at the center an excellent keeper. Spendid foil-

113 JEAN SQUIRE — Long tubpetals are a lovely shade of rose throughout.

114 KING TUT — Solid copperyte spider; medium tubular petals ormly and gracefully arranged on g stem.

115 LYRIC — A "deep orchid Rayonante" is the description of peautiful flower.

116 MAMORU — Light orange ng to a deeper bronze at the r,

117 MARIA — Creamy white but so suffused with a faint pink when it first opens and overwith chartreuse at the top. Tall ter.

in. (anny \$/1175)

### — Deep

NCF118 MARY VANCE — Deep pinkish-lavender spider with straight tubular petals and spoon-end tips.

NCF119 MARSHA — Unrivaled in popularity. Purest white. Distinctive and graceful beyond words.

NCF120 MAUVE — Wine red spider. Slender size quilled petals with fish-hook tips.

NCF121 MELODY — Clear deep yellow throughout.

NCF122 MISS GINA HARWOOD — Sport of Rayonante, Color is a beautiful blend of light rose and strawbronze.

NCF124 OHKWAN — This full centered spider with slender quilled petals is beautiful soft yellow.

NCF125 ORIENTAL KNIGHT — Perhaps this is the deepest garnet red (bordering toward purple) quilled type flower known on the market today.

### 6 for ONLY \$225

NCF126 PAUL MILLER — Most fascinating buff-bronze with a darker shade of bronze at the center.

NCF127 PEGGY ANN HOOVER — Clear light pink. Flower formation similar to "Bess Witt".

NCF128 PUNCH BOWL — Rich burgundy red spider with slender quilled petals falling away from a full centered of deeper shade.

NCF129 QUEEN OF HEARTS — Pale pink spider like "Georgina Hedinger" but with larger petals and fishhook tips; graceful.

NCF130 RAYONANTE — The cordlike quilled petals of this full centered flower are a lovely shade of light rose.

NCF131 RUBY --- Raspberry-red spider: large tubular petals. Vigorous grower.

13 Albaya Spider Nume Collection 110 \$6.50 Value CMIN \$4,50

NCF132 SAN GABRIEL — Gorgeous clear deep yellow.

NCF133 SARAH MORASCH — Beautiful shade of rose pink which changes into a fascinating pink as it matures.

NCF134 SERENE — An exquisite shade of coppery quilled petals with an opening of stunning Indiant red at the hooked tips. Excellent foliage and stem.

NCF135 SONDRA GAIL — Charmingly beautiful blend of buff bronze and coral shades—more popular during the final stages when color turns to a beautiful shade of soft salmonbronze.

NCF136 SUNNYSLOPE SPLENDOR
— Unparalleled glistening white full centered large flower with a light overcast of green throughout even at full maturity. Indisputably the most satisfactory and our foremost pride.

NCF137 SWINGTIME — Peerless white among the exhibition class spiders. Long bold petals drop gracefully on the most luxuriously formed plant we have experienced growing.

NCF138 TRANQUILITY — A sensational pure white spider. Extra large and perfectly formed in every respect.

NCF139 WALTZTIME — Color varies from charmingly beautiful orchid pink to a delicate lavender pink at the center. Extra large flower with long petals cascading gorgeously beyond description. Tall.

NCF140 WHITE FRILL — Exceptionally long frilly petals cascade from a fully double center of this remarkably large flower, Creamy white. Superb in this class.

NCF141 WHITE RAYONANTE --Pure white sport of "Rayonante".

NCF142 YELLOW FRILL — Clear yellow petals are long and tightly curled at the tip.

NCF143 YELLOW KNIGHT — A clear yellow offspring of the famous "Nightingale". Has healthy foliage and sturdy stem.

NCF144 YELLOW RAYONANTE — Beautiful yellow sport of "Rayonante",

is alsove Spider Moms Solliegiton 11B \$3.50 Value \$MIV



positively the finest Full range of colors n into a paradise of

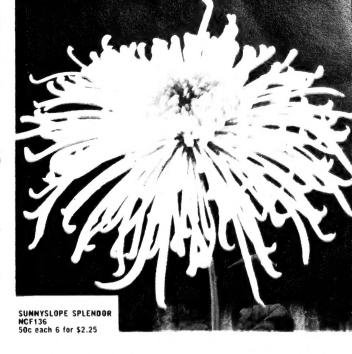
er, Maria, Bess Witt, th Morasch, Bertha Mamoru, Sunnyslope ine, PLUS the New, tE NIGHTINGALE.

ONLY \$350

### **NIGHTINGALE** (

Most unique Chartreuse color chrysanthemum. Bloom must be shaded from bright sunlight to prevent fading. Thrilling Spider form.

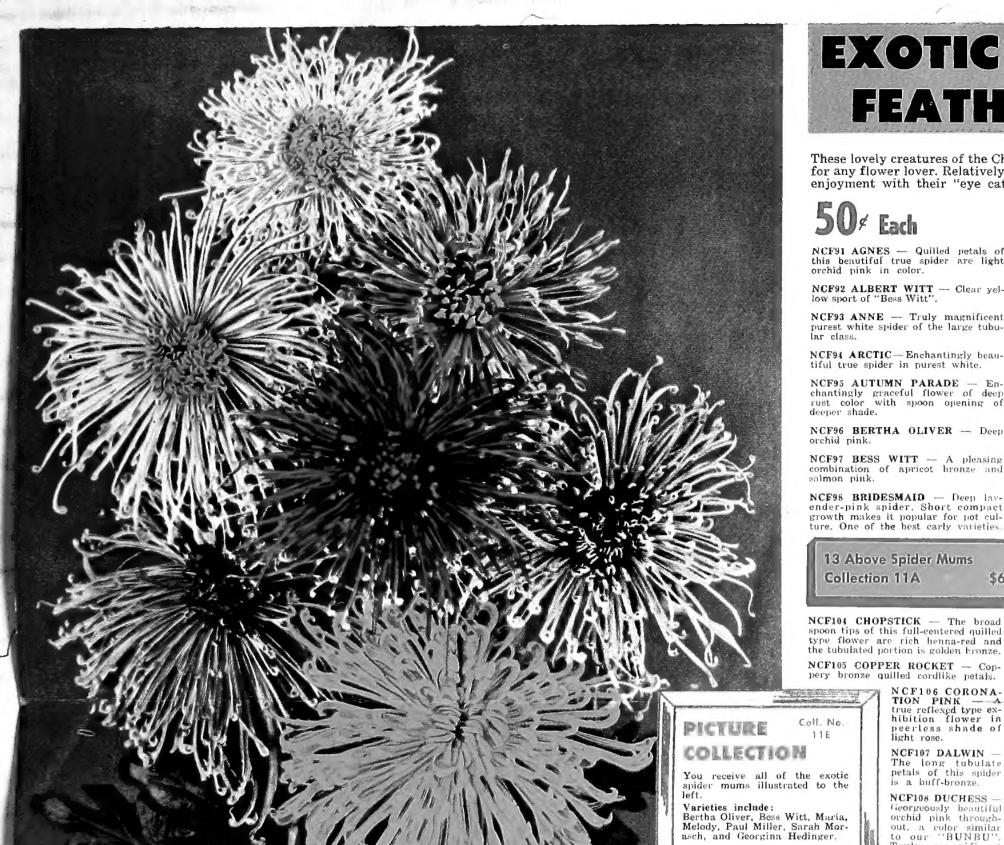
NCF123 \$700 Each 3 FOR \$250







	* *
	•
	- 4
	1.
	1.00



# **EXOTIC SPIDER** and FEATHERY CHRYSANTHEMUMS

These lovely creatures of the Chrysanthemum family are a MUST colors. Win the sweepstakes at your local flower shows and excite for any flower lover. Relatively new, they will bring you weeks of enjoyment with their "eye catching" form and thrilling pastel

NCF91 AGNES — Quilled petals of this beautiful true spider are light orchid pink in color.

NCF92 ALBERT WITT --- Clear yellow sport of "Bess Witt".

NCF93 ANNE - Truly magnificent purest white spider of the large tubu-lar class.

NCF94 ARCTIC - Enchantingly benutiful true spider in purest white.

NCF95 AUTUMN PARADE - Enchantingly graceful flower of deep rust color with spoon opening of

NCF96 BERTHA OLIVER - Deep

NCF97 BESS WITT - A pleasing combination of apricot bronze and salmon pink.

NCF98 BRIDESMAID - Deep lavender-pink spider. Short compact growth makes it popular for pot cul-ture. One of the best carly varieties.

13 Above Spider Mums

NCF104 CHOPSTICK - The broad

the tubulated portion is golden bronze.

pery bronze quilled cordlike petals.

NCF106 CORONA-

TION PINK -A

true reflexed type ex-hibition flower in peerless shade of light rose.

NCF107 DALWIN -

The long tubulate petals of this spider

NCF108 DUCHESS -

Georgeously benutiful orchid pink through-

out, a color simila to our "BUNBU"

Truly magnificent flower with splendid

NCF109 EMERALD

ISLE - As the name

suggests, the predom-

inant color of these slender cordlike petals

is green with an un

white.

NCF110 GALLANT - Bronze spider, like "Paul Miller" with better color and growth habits.

14 Above Spider Mums

Collection 11B

foliage and stem.

is a buff-bronze.

Collection 11A

NCF99 CANDY BRONZE - Most entrancing double spoon flower reaching maturity about mid-October. Bright golden bronze tubulated part plus the rich Indian red color at the spoon opening complete a most enthralling combination of this blossom.

NCF100 CATHAY — The quilled petals of this charming flower are a most beautiful shade of old copper with spoon tips of brilliant red.

NCF101 CELESTIAL BEAUTY The quilled petals are amaranth with the spoon tips opening to a stunning shade of dubonnet,

NCF102 CENTENNIAL - True spider in a stunningly beautiful golden bronze color.

NCF103 CHERIE - A most beautiful shade of soft orchid pink with splender petals hooked at the tip. A very full-centered flower which is similar to our old variety, "Catalina"

NCF111 GEORGIA HEDINGER -

This full centered spider of a beauti-

ful shade of pink ranks unrivaled in

NCF112 GOLDEN LACE - Deep

yellow. Fully double at the center and an excellent keeper. Spendid foil-

NCF113 JEAN SQUIRE - Long tub-

ular petals are a lovely shade of rose

NCF114 KING TUT -- Solid coppery-

bronze spider; medium tubular petals

uniformly and gracefully arranged on

NCF115 LYRIC - A "deep orchid

pink Rayonante" is the description of

NCF116 MAMORU - Light orange

shading to a deeper bronze at the

NCF117 MARIA - Creamy white but

is also suffused with a faint pink shade when it first opens and over-

laid with chartreuse at the top. Tall

the early flowering class.

\$6.50 Value ONLY

pink throughout.

strong stem.

\$7.00 Value ONLY

this beautiful flower.

\$450

NCF118 MARY VANCE - Deep pinkish-lavender spider with straight tubular petals and spoon-end tips.

NCF119 MARSHA — Unrivaled in popularity, Purest white. Distinctive and graceful beyond words,

NCF120 MAUVE - Wine red spider Slender size quilled petals with fish-hook tips,

NCF121 MELODY - Clear deep yel-

NCF122 MISS GINA HARWOOD -Sport of Rayonante, Color is a beau-tiful blend of light rose and straw-

NCF124 OHKWAN - This full centered spider with slender quilled petals is beautiful soft yellow.

NCF125 ORIENTAL KNIGHT - Perhaps this is the deepest garnet red (bordering toward purple) quilled type flower known on the market today.

6 for ONLY \$225

NCF126 PAUL MILLER - Most fascinating buff-bronze with a darker shade of bronze at the center

NCF127 PEGGY ANN HOOVER -Clear light pink. Flower formation similar to "Bess Witt". NCF128 PUNCH BOWL - Rich bur-

gundy red spider with slender quilled petals falling away from a full centered of deeper shade.

NCF129 QUEEN OF HEARTS Pale pink spider like "Georgina Hed-inger" but with larger petals and fishhook tips; graceful

NCF130 RAYONANTE - The cordlike quilled petals of this full centered flower are a lovely shade of light

NCF131 RUBY - Raspberry-red spider; large tubular petals. Vigorous grower.

13 Above Spider Mums Collection 11C

\$6.50 Value ONLY

NCF132 SAN GABRIEL - Gorgeous clear deep yellow.

NCF133 SARAH MORASCH - Beautiful shade of rose pink which changes into a fascinating pink as it matures.

NCF134 SERENE - An exquisite shade of coppery quilled petals with an opening of stunning Indiant red at the heaked tips. Excellent foliage and stem.

NCF135 SONDRA GAIL - Charmingly beautiful blend of buff bronze and coral shades-more popular during the final stages when color turns to a beautiful shade of soft salmon-

NCF136 SUNNYSLOPE SPLENDOR - Unparalleled glistening white full centered large flower with a light overcast of green throughout even at full maturity, Indisputably the most satisfactory and our foremost pride.

NCF137 SWINGTIME - Peerless white among the exhibition class spiders. Long bold petals drop gracefully on the most luxuriously formed plant we have experienced growing.

NCF138 TRANQUILITY - A sensa tional pure white spider. Extra large and perfectly formed in every re-

NCF139 WALTZTIME - Color varies from charmingly beautiful orchid pink to a delicate lavender pink at the center. Extra large flower with long petals cascading gorgeously beyond description, Tall.

ally long frilly petals cascade from a fully double center of this remarkably large flower. Creamy white. Superb in this class.

NCF140 WHITE FRILL - Exception

NCF141 WHITE RAYONANTE -Pure white sport of "Rayonante"

NCF142 YELLOW FRILL - Clear yellow petals are long and tightly curled at the tip. NCF143 YELLOW KNIGHT - A

clear yellow offspring of the famous "Nightingale". Has healthy foliage and sturdy stem.

NCF144 YELLOW RAYONANTE -Beautiful yellow sport of "Rayon-

13 Above Spider Mums Collection 11D

\$6.50 Value ONLY

50c each 6 for \$2.25

NIGHTINGALE

SUNNYSLOPE SPLENDOR

50c each 6 for \$2.25

Royal Cascades

7 Exotic Spider Mums \$7

(\$3.50 Value) ONLY

Sure you've seen and marveled at this thrilling variety. NOW! You can grow your own breathtaking display. EASY! when you follow the simple directions that will come with your plants. Mystify your friends and win easily at flower shows. Or, Just grow your own royal cascade for fun. Fine for rockeries, bank and hills. Hundreds of blooms produced from each plant.



NCF267 ANA - White daisy type flower with golden yellow center, Blooms about 2 inches in diameter, "Jane Harte" is a sport of this variety.

NCF268 CHERRY BLOSSOM - Anemone flowered type casende variety in duotones of pink and white. Outer edge of each flower is pink the rest is white.

NCF269 GERTRUDE COMPTON — Butto anemone type flower in pure yellow. Suitable for medium size cascade and splendid item for rock gardens or border

NCF270 FIREFALL — Garnet red daisy type flower. Free flowering and attractive.

NCF271 HALLOWEEN — Anemone type flowers. Harmoniously beautiful bronze petals with deep bronze center cushion.

NCF272 JANE HARTE - Clear yellow sport of "Anna". Together with its parent, the most popular and satisfactory cascading variety of today.

NCF273 LAVENDER BEAUTY - Daisy type in a beautiful lavender pink. Extreme ly free flowering and lasting.

NCF274 NIAGARA FALLS - Creamy white daisy type blossoms about 3 inches in diameter. Best early flowering cascade.

NCF275 PINK SWEETHEART - Daisy type pink flowers simil "Anna", Good production,

### ROYAL CASCADE COLLECTION

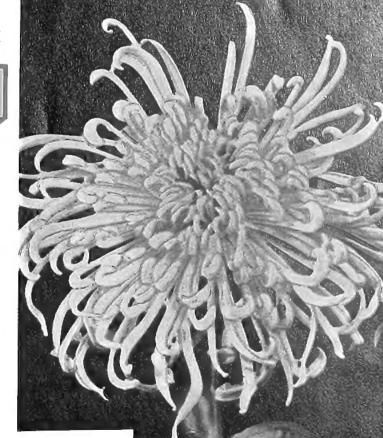
All cascade varieties listed \$3.75 Value Coll. No. 12A ONLY

# EXOTIC SPIDER COLLECTION A collectors collection of positively the finest Spider Types ever offered. Full range of colors will transform your garden into a paradise of gorgeous bluoms. 1 each: Georgia Hedinger, Maria, Bess Witt, Paul Miller, Sarah Morasch, Bertha Oliver, Melody, Mamoru, Sunnyslope Splendor, Waltztime, PLUS the New, Beautiful, and RARE NIGHTINGALE. 11 EXOTIC MUMS (\$6.00 Value) **NCF320**

### NIGHTINGALE

Most unique Chartreuse color chrysanthemum. Bloom must be shaded from bright sunlight to prevent fading. Thrilling Spider

NCF123 \$700 Each 3 FOR \$250



			V	
		,		
· · · · · · · · · · · · · · · · · · ·				
	4			
The state of the s				
				A STATE OF
				TARREST AND A STATE OF
-				



NCF84 50c ea. 3 fer \$2.25

large white incurved exhibition

curved flower in strikingly beautiful orange.

NCF04 ARIEL - Large clob-ular flower of pure white at

maturity though a alight trace

of pink may appear at prema-

An elegant large incurved flower in a most delightful shade of solid orchid pink.

NCF05 AUTUMN QUEEN

NCF06 BEN LEIGHTON

Deep wine red with a shade of lighter red on the outside of

NCF07 BEN TASHIMA

inted petals of purplish mauvi

and a deeper purple at the spoon tip opening.

NCF16 DOREEN STATHAM-

large reflex flower of enormous

NCF17 E. C. SWIRE - Mauve

pink with lighter pink reverse. Tremendously large size flower

NCFIS EDITH ALSTON -

NCF15 ELEGANCE — Pure

while giant flower equal in size to the Turners and the "Pocketta".

NCF20 EL MONTE - Out-

standing different large decor-ative flower of superbly dwarf growing nature. Biending of right term-cotta sed and a rich gokien bronze.

NCF21 FANFARE - A superb

flower production is its great-

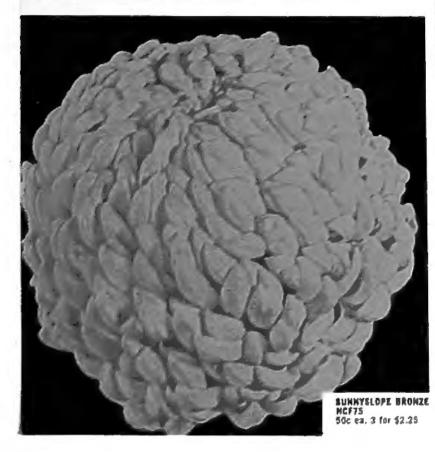
NCF08 BLACK HAWK

flower of medium site.

ture stage.







AT LAST! All types of chrysanthemum plants have been brought together in this Gigantic offer so that you can select just the right plants for your garden. Browse through the superb EXHIBITION Varieties, Gay POMPONS, Exotic SPIDERS AND FEATHERY TYPES, Interesting OOD FORM MUMS, Delightful SPOON MUMS, Bright CUSHION TYPES, ANEMONE TYPES, SINGLE MUMS, and Low Growing SINGLE DWARF MUMS. Chrysanthemums should be planted between now and June to plunge your garden into a color spectrum that will thrill and delight you and all your neighborhood. All of our Chrysanthemum Plants (Rooted Cuttings) are propagated from SELECTED STRAINS. You are assured that each plant you receive is healthy and husky, and disease free.

NCF13 COUNTRY MAIDEN-

Delightful apricot orange shade. Shape and habit identi-cal to "Country Gentlemen".

NCF14 CREAM DUKE --Mammoth size flower, un-matched soft yellow in color.

Rugged growing habit. Com-

NCF15 DAME ENID LYONS-

develop flowers which are le-beautiful shade of buff bronze,

NCF23 FERN EDWARDS

NCF24 FRED BAKER - Deep

rose catra large exhibition mum. Very rigorous grower.

NCF25 FRIENDLY RIVAL -

Rich golden fellow, Giant fa-curved flower Mart outstand-ing,

NCF26 GARNET KING

Popular garnet red flower of reflexed flower. Most outstand-

S7.50 Value . . . ONLY \$500

Lovely creamy white, perfectly formed, large semi-incurved

MATHOMALLY REGOGNIZED HORRIGHLIURAL SPECIALISTS - SINGE

Oyar 27/5 Vortellas



Complete directions are sent with your order so that you will be rewarded

with the most spectacular floral display your garden has ever produced. Plants shipped April 1st thre lone.

# - Giant Kings and Queens of the Flower World

6 to 8 inches across on others. Strong and sturdy, they will delight even the amateur with their "out of this world" blooms this fall. These giants are the Kings and Queens of the whole flower world. Properly grown they develop into magnificent blooms from 3 to 4 inches across on some varieties and

DUC BACIL

NCF10 BUTTERBALL-Clear lively yellow incurved. Giant sized. Best in the early class. NCF33 RILDA BERGEN -Lovely mahoknay bronze in Lovely mahagany bronze in-NCFII CELESTRA - Clear NCF34 IMPROVED INDIAN-APOLIS YELLOW - Large incorved glabular flower with NCFI2 COUNTRY GENTLE-MEN - A soft yellow sport of "Country Maiden".

NCF33 INDIANAPOLIS
WHITE About the same WHITE — About the same NCF16 IZALCO - Perfectly globular incurved flower of ium size. Inside of the petal nide is a beautiful liling rose. NCF37 JAFFA - Enormously large orange terra-cotta bronze. Leosely formed, broad petalled flower of unusual NCF18 JAMBOREE - Deep gulden yellow. Good disbudded or in sprays.

15 Above Ex Colle

NCF46 MARIE de PETRIS Deep yellow Noted out flower vaciety with extra sturdy stem.

NCF47 MARIE MILLER -

NCF48 MASUMI - Benotiful

NCF49 MOHAWK CHIEF -Red with gold reverse. Large semi-incurved flower.

NCF50 MRS, DAVID F. ROY

shade of orchid pank.

NCF01 ALBATROSS Large white incurved.

NCF02 AMBASSADOR—Vory large white incurved exhibition NCF02 ambassador texture, good stem, and follows:

NCF03 BLAZING GOLD—

NCF11 GWEN PATTON—

Most attractive globular flower in pink, NCF32 HARVEST MOON—

NCF16 BLAZING GOLD—

NCF17 IGWEN PATTON—

NCF18 IGWEN PA Indescribably gargeous semisize. Color is an irresistibly ever popular shade of Amar anth pink throughout. Splendid grower, Medium height. NCF41 LADY GOURIE -Loosely induced Giant Flower-ing white. NCF42 LILLIAN FOLTZ

NCF43 LORRAINE - Undoubtedly the most satisfactory true spider in clearest yellow. NCF44 LOUISA POCKETT Purest white. Together with the Turner varieties, prob-ibly the most widely grown flower for show jorkeses to-cause of its immenic size and perfect form. Tall grower. NCF45 MAJOR EDW. E. BOWES — Bright rosy pink. Medium size semi-incurved compact flower.

ection 1C S500

NCF46 OCTOBER RED

FEVERSO.

Carmine red with soft yellow

color is a most beautiful shade

of warra bronte with an orange

NCF58 ORIOLE - Bright

most beautiful color of light NCF65 ROSE BOWL - Tremendously large incurved flower in the giant exhibition

pleasing deep orchid plak al-most rose. Also, has extra strong stem and broad glossy NCF66 SAN FERNANDO Most brilliant golden-yellow chrysanthemum with several around the large open center. Disbudded to half-dozen looms, It makes very large NCF67 SAY EDGAR - Rich NCF16 THANKSGIVING PINK wine red with silvery reverse. Excellent grower.

NCF61 POCKETT'S MAROON -Enthrolling shade of velvety

NCF62 QUAKER MAID - Re-flexed. One of the earliest most

NCF63 RED GLITTER - New

NCF64 ROBERT EDDIE

NCF68 SHIRLEY BEAUTY -Deep marson with buff reverse Acclaimed by thousands dur dark creen folinge. Medium bronze decorative type, Very NCF69 SHIRLEY CHAMPION

NCF70 SHIRLEY PERFEC-

Snowy white reflexed type NCF13 STERLING — Larger incurved flower in pure while. Good stem and foliage. NCF7: STROMNESS - Snow Reflexed flower with a most intricuing center swirt. NCF75 SUNNYSLOPE BRONZE - Tightly incurved blooms around Thanksgiving

NCF85 WHITE CHIEF-Semi-

This spectacular pure white variety stands mid-way between

spider and an incurve type;

Extremely graceful in opposer-

Ravishing golden bronze with

large tabular petals.

NCF88 WILLIAM TURNER-

NCF87 WILLA TEMPLIN -

ONLY \$500 Above Exhibition Mums S7.50 Value

NCF77 THOS. POCKETT IM-PROVED - Deep pink and PROVED - Deep pink and silvery pink reverse side. Selec-tion of late buds is recommended for best color, Tall. NCF78 TURNER BRONZE Light bronze sport of "William Turner". NCF57 ORANGE BOWL-The

NCF79 TURNER PINK - Another sport of William Turner", Light pink in rolar, NCF60 TURNER YELLOW

NCF181 ELORA - Shell pink.

NCF182 FAIRMAID - Stunning

bronze medium size formal type.

NCF183 GRACIE FIELDS

NCF156 HIGHLIGHT - Com-

tination of light jink with dark

autiful golden yellow globular

NCF171 BELRAY - Most viscor. NCF180 EDITH ROBERTS our growing pure white globular flowers. Deep errhid pink, tight formal medium size flowers.

NCF172 BLUEBLOOD - Deep amaranth red decoration flowers. Unique and attractive. NCF173 BRONZE MASTER-PIECE -- Variable shudes of deep and golden branze. Spor

prices.

of "Masterplece" NCF184 GOLDEN CHORD = NCF171 BRONZE THYRA Salmon broaze sport of "Thyra" NCF318 GOLDEN FAIRY NCF175 CASSANDRA -Orange Clear yellow early variety. bronze medium flowers

NCF176 CHRISTMAS GREET-INGS -- Large red pempion. NCF177 CHRISTMAS RED IM-PROYED - Bright crimson red. NCF178 CINCINNATI Rich NCF187 KLONDIKE - Orange

Above Pampon Mums S525
S6.33 Value ONLY

Small, exquisitely formed Chrysanthemunis. Ideal for minia lightful.

3 for \$100

Cherma NOP226 DOROTHY MEHRLING ing pink chade blooming in great profusion NCF211 ANN FULTON Exceptionally popular pank with a NCFID TRENE - Parketly NCF212 BABY Clear collow NCF232 PASTY DOWN - B NCF235 BONNIBEL Levely red there about I men in the

NCF234 BRONZE BULKELEY NCF241 SUZANNE - Pleading

NCF215 CLARE Most satis- NCF212 YELLOW IRENE

NCF237 ILLINI REDHEAD

NCF210 ROBIN HOOD - III

Deep orchid pink,

ture floral arrangements. Full range of colors, EASY to Large flowers up to 4" across in beautiful clear colors. This grow. Make your garden outstandingly different and de-

Above Decorative Mums \$300 Collection 4A ONLY

PLEASE PRINT

in floral arrangements. 6 ONLY \$175 3 for \$100

NCF243 CATILEYA — Clearest NCF249 LINDA — Most popular orchid hint . od size decorative deep rose plak large flowgr.

NOTE OF ANNA LEE - OUR

NCF24 OF LEBRITY - Rich NCF250 MAID OF ORLEANS PPERHEAD-LIGHT NCF251 FINK DREAM Com-NIFTHE OR AL FROST - Gland chrysantheman. Have variety. and pink shades. NCF252 PURPLE QUEEN growing habits.

NCF213 GOLD DUST - Clear Golden yellow semi-incurved



C-55

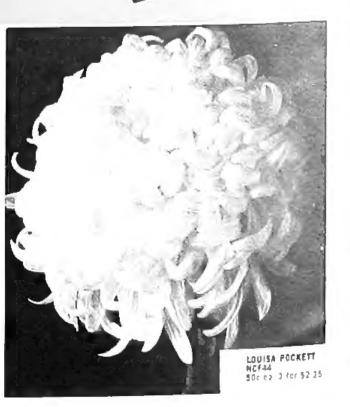
14 Above Exhibition Mums \$465 TREMENDOUS MONEY SAVING CHRYSANTHEMUM COLLECTIONS!

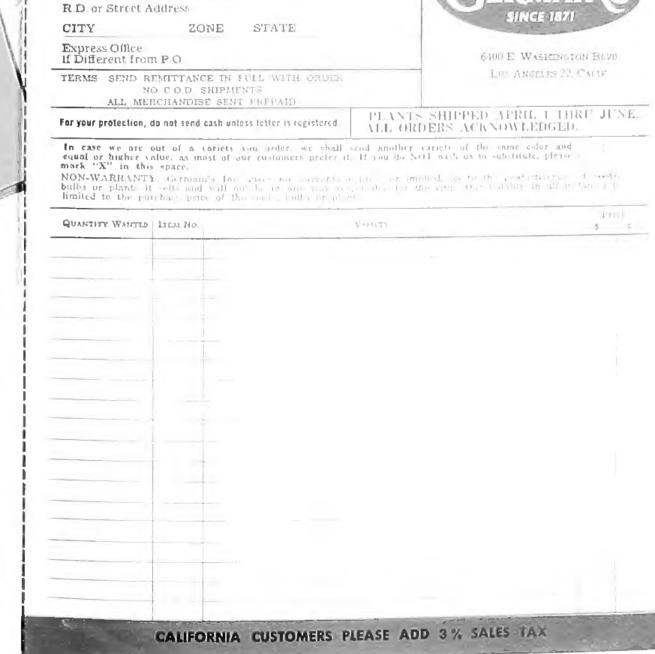














PICTURE MUM

COLLECTION

illustrated on this page. A really outstanding

1 Each: WATANABE, FAUST, GRACE STURGES,

Coll. SA

ORANGE BOWL, AND SAY EDGAR.

SWIRE, SUNNYSLOPE BRONZE, POCK-ETT'S MAROON, BUTTERBALL, MRS. IRENE. SHEFFLEY, LOUISA POCKETT, GWEN PATTON,

value worth \$0.00.

t the world as an unrivalled NCF27 GIAST BETSY ROSS NCF59 PARADISE - Breath xhibition flower. Another early semi-incurved NCFsz VICTORY - Incurved NCF32 MRS. H. E. RIDDER taking creams white mair moth NCF89 YELLOW CHIEF NC728 GOLDEN PEARSON NCF83 WANDA OLMSTEAD Yellow sport of "White Chief" N CF53 MRS\_RUSSELL COMPTON — Luminous ox-blood red with buff reverse, ion in a competitive show, this flower le an exhibitor's quest - Amaranth red inside and ir-ridescent libre rose reverse. NCF29 GRACE STRUGES NCF90 YELLOW POCKETTfulfilled. Tall grower with loxwith pinkisk silver reverse. A light yellow sport of "Louisa uriant foliage and sturdy stem... NCF34 MUTO'S CRIMSON -Pockett", Together with Its NCF84 WATANABE - Spec-NCF10 GREER GARSON Perfectly formed and easily NCF60 PHILIP KAY - True eep crimson maroon with the with all flower show us

NCF22 FAUST — Unique flower reddish bronze with wold ceverse. Some plants will Above Exhibition Mums Collection 1B Value STOOLY

15 Above Exhibition Mums Collection 1D ST.50 Value ST.50 Value ST.50 Value

NCF31 MRS. IRENE SHEF-FLEY -- This deep cust with giant size. Height tall.

White The original "Tucher" variety. Well known throughgolden yellow. Incurved of NCF81 VENUS - Incurved



Create new and unusual floral displays with this type of mum.

### 3 for \$125

NCF145 DR. ADAH RUTH TAYLOR - A soft clear bronze sport of "Pink Exquisite". Habit of growth and formation of flower identical to its parent.

NCF146 BRONZE REVERIE - A sport of Reverie. NCF147 EVELYN - Pure white.

NCF148 GERRY - Intense bronze with gold reverse.

NCF149 ILLINI SNOWFLAKES - White decorative pompon of a most unusual formation. Petals are feathery in form and deeply serrated along the edges.

NCF150 PANSY SILL - Stuningly beautiful blend of rich wine red with light silvery reverse. Strong stems and healthy foliage. Tall grower.

NCF151 PINK EXQUISITE - A suitable name for the flower which is the most exquisite shade of pink, The reflexed petals radiate from the center which is unique swirl.

NCF152 REVERIE - This flower is composed of spoon-shaped petals of irregular information with an anemone flowered center. The ray petals are a beautiful orchid pink while the disc of it is a slightly lighter color,



### 6 for ONLY \$225

NCF153 RONDO - A snowy white decorative flower. Petals are flat and feathery. Should be disbudded for best results but not as big mums.

NCF154 SHOOTING STAR — An interesting flower in pure white which is as large as any exhibition type bloom. Its broad petals come to a point like a star, hence, its name.

NCF155 STAR OF THE NORTH - This white spray type flower is distinctively feathery in formation. As it reaches maturity, the deeply serrated petals turn and intertwine into most fascinating formation.

NCF156 YELLOW TAGGART - An odd yellow flower with quilled petals covered with hairy spines.

Talk of the Town



A mum variety that will really cause excitement in your garden or flower displays, Be the first to start yours this season.

### 3 for \$125

NCF157 JOAN BERGER - Beautiful clear orchid pink, Vig-

NCF158 KIMIE - Popular large size flower. Clearest yellow. NCF159 MRS, ALAN MORPHY — Wealth of soft shell pink

flowers 315 inches in diameter on a lovely bush.

NCF160 FROLIC - This bush type spoon flower is rich golden yellow, a shade deeper than "Pauline". A very attractive variety as it blooms in great profusion on a comparatively low and

NCF161 MRS, GWEN CHEESEWRIGHT - Single layer petals of gravish lavender quilt and spoon openings of a stunning

NCF162 INCA - Long, tubular petals, spoon tips, light orange

NCF163 ORANGE SPOON - Large size flower in lovely orange

NCF161 PAULA - A spectacular recent introduction of special merit. Quilled part is buff yellow and broad spoon opens to an amazingly lovely bright crimson.

### 6 for ONLY \$225

NCF165 PAULINE - Soft shade of yellow throughout.

NCF166 SCINTILLATION - Luminous orehid pink semi-double spoon.

NCF167 SNOW QUEEN - Unparalleled pure white spoon.

NCF168 WHITE SPOON - Ever popular double

NCF169 YELLOW SPOON - Excellent double flower in buttercup vellow.

1 each all spoons listed