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WHOLESALE PRICE LIST 1931

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NEW "BEAUTIFUL IRIS



"ASIA"

CLASSIC

Raised by
MR. J. H. GRINTER
Independence, Missouri

Can you fancy an "Asia" with flaring falls, with thick Dominion quality petals, with standards of such brilliance and texture as to appear fashioned out of gold leaf, and on a stiff, cane-like stem? Classic is such an iris.

Have you ever inspected a field of seedlings, or viewed a planting of new and rare sorts, suddenly to come upon some variety which is entirely new to you and stops you cold in your tracks? Wait 'til you see Classic for the first time; it will do it!

This iris is offered as an improvement in color, in shape and growing habit over the well known and long popular variety Asia. It is fully as large as Asia, with broad flaring falls. Height three and one-half feet. Splendid heavy foliage, tinged purple at the base. Extremely limited stock this first year of introduction. \$25 each.

COOLEY'S IRIS GARDENS

R. M. COOLEY

810 NORTH WATER STREET
SILVERTON, OREGON

C. J. COOLEY

Members: American Iris Society - Commercial Peony and Iris Growers' Assn.

VISIT OUR GARDENS

OUR BLOOMING SEASON should be about right, May 10 to 25. We do little local business, and will be glad to have you visit us during the Iris season to look over our stock, see the new ones in bloom, inspect the seedlings on trial, and exchange views. We expect to flower many un-introduced things from the Sass Brothers, sent to us for trial, as well as a few seedlings of rare merit from Dr. Ayres and Mr. Lapham. Also, we imported several outstanding foreign varieties this year from France and England and hope to have bloom on them. There will be **King Solomon** and **Egypt, Senlac, Dogrose, Columbine, Hassan, Carfax**; and from Cayeux, **Phebus, Ministre F. David**, as well as **Vert Galant, Frivolite**, and the incomparable **Depute Nomblot**. The Kleinsorge seedlings always prove a magnet to Silverton visitors, and in addition to **Klamath, Oregon Beauty** and **Oregon Giant**, there will be some remarkable new ones blooming for the first and second year.

About May 20 R. M. Cooley will leave for the Atlantic Coast and New England, to visit the growers and to look over new introductions and seedlings. During the last two years this quest for the best has carried him some 10,000 miles among the growers of the Pacific Coast, the Mid-West, a portion of the South, and the region about the Great Lakes. Thus we try to give our customers and all interested in Irises first hand and authentic information in this field.



TERMS, ETC.

This list is intended for the wholesale trade only, and is placed in your hands at this time so that you may have an opportunity to include items in your own catalogue which you possibly do not grow yourself, or which you have in insufficient quantity. We make a specialty of growing irises for the wholesale trade, and supply only first quality Oregon grown rhizomes suitable for resale, and which can be depended upon to bloom the first year after planting. Our stock is NOT IRRIGATED and NOT FERTILIZED, and the remarkable size and quality of our rhizomes is only the result of clean and intensive cultivation on good soil and a favorable climate.

Terms: 10% cash with order, 15% on June 1, and 25% on July 1, August 1 and September 1, PROMPTLY. Such an arrangement permits you to realize a return on the stock before paying for it in full. These are the most reasonable terms offered by any grower, and we ask your co-operation by making your payments exactly according to the above plan.

Discounts: 10% may be deducted on all orders placed before February 1 and accompanied by cash in full. After that date, all orders fully paid for prior to June 1 are entitled to 5% discount.

Shipments: We begin shipping orders about June 20. If you want your order sent later in the season, or on any specific date, we shall carry out your instructions. Early shipments permit plants to become established before winter sets in, but rhizomes are not as large as they would be in August. We prefer to ship around July 10 as an ideal time. **POSITIVELY NO SPRING SHIPMENTS MADE.**

Transportation: Prepaid express or parcel post, whichever we deem most expedient. Be sure and state your express office, if different from postal address. We pack in dry excelsior in well ventilated cardboard cartons and guarantee safe delivery to point of address. All shipments are insured. Remember, we PREPAY all costs,—the prices quoted herein are for delivery to your door.

We Guarantee all rhizomes true to name, first size, free from disease and pests, and to reach you in live and healthy condition. We do not guarantee them to live or grow in your garden under conditions over which we have no control.

Reference: The First National Bank of Silverton, Oregon.

New Introductions and Specialties

MELDORIC

Raised by
DR. W. McL. AYRES
Cincinnati, Ohio.

Dr. Ayres regards this as his most outstanding production to date. He was one of the very first to use Dominion for breeding purposes in this country, and has turned out some noble work, his Persia and Indian Chief being highly regarded both here and abroad. During the two seasons past Meldoric has proven the sensation of the Ayres garden, and upon the occasion of my visit there in May I was so struck with its gorgeousness that I agreed to purchase the entire stock and offer it for introduction. A plant sent to England for trial bloomed last season and evoked high praise from those who chanced to see it.

Meldoric combines the richness of Dominion with the size and majesty of Mesopotamica, without the tenderness of the latter strain. The flowers are blue-black in effect, colossal in size, with broad flaring falls and huge standards of darkest hue. Compared with Blue Velvet it is less blue and more purple, and much darker in tone. The name is derived from a contraction of the names of the parentage (Mesopotamica x Eldorado) x Dominion. Dr. Waller of Columbus suggested that "Luxor" would be a fitting title for such a super iris.

"I saw Meldoric and it seemed a very handsome thing to me. The very large, rich, dark flowers have more substance than any Dominion I have seen, and it has a strong stem, good foliage, and looks like a good grower. I admired it very much."

ETHEL ANSON S. PECKHAM,
New Rochelle, N. Y.
Each \$30.00; three for \$75.00

WAMBLISKA

The huge white self, raised by Jacob Sass of Omaha, Nebraska. This was the most sensational iris of 1930, and is being proclaimed by all who have seen it as the greatest hardy white in the world. Few irises in existence are larger in size, and it flowers abundantly on four-foot sturdy stems. A faint blue flush at the base of the standards gives it a cool appearance, rather than the warm effect of creamy whites like Purissima, Michelline Charriere, etc. It is certain to enjoy world-wide popularity, because of the tenderness of our present super whites in many sections.

Very few rhizomes for sale, each \$20.00

CLARA NOYES

A lovely warm blend from Hans Sass. At the time of my visit to his garden last spring I selected this as my favorite. It was then growing as Number 23-29. The coloring is a medley of peach and apricot tones, much more intense and redder than Midgard. The stalks measure about three feet, are perfectly branched, and the blooms are medium to large in size. It should attain as much favorable popularity as Midgard. Mrs. F. E. Keller of St. Joseph, Missouri, also selected it as her favorite, and I have had equally enthusiastic reports from others who chanced to see it in bloom.

Rhizomes \$10.00 each. It is a rapid increaser.

PLUIE D'OR

A beautiful iris, on slender, perfectly branched stalks well over three feet tall. Fine rounded flowers of solid golden yellow, with deep yellow beard. Winner of the Dykes medal in France, it has proven the outstanding variety of this color both in Europe and America. Wherever I went last spring I found hybridizers at work with crosses from this variety, an indication of the regard in which it is held by our foremost introducers.

Each \$12.50; three for \$30.00; ten for \$90.00
Large stock permits this very low price.

MRS. VALERIE WEST

Of the long line of Dominion seedlings put out by Mr. Bliss, he considers this his crowning achievement. It combines the rich colorings of Bruno and Cardinal into a flower of greater size on a taller stem, widely branched, and produces its enormous blossoms in great profusion. Heretofore the price of this has been almost prohibitive for widespread distribution, but our stock has increased so that we are able to offer it at the following unprecedented low price.

Each \$10.00; three for \$24.00; ten for \$75.00

BEAU SABREUR

A rich variegata introduced last season by the Longfield Iris Farm. It is the best of this class with which we have come in contact, big deep yellow standards and extra heavy velvety falls showing plainly the Dominion ancestry. This we consider Williamson's finest production of 1930. It is a very vigorous grower, our own stock averaging an increase of five to one in a single year.

Each \$6.50; three for \$15.00; ten for \$45.00

SAN FRANCISCO

A four-foot plicata that has been awarded the Dykes medal by the American Iris Society. No other plicata approaches it in size and grandeur, heaviness of texture, or wide and low branching habit. It is not an iris for severe climates, but is worth the protection of a box or glass covering during the winter. In warmer sections it grows perfectly and is one of the truly "greats" of the iris world. At the price quoted it is worth trying even if you fail with it.

Each \$5.00; three for \$12.00; ten for \$35.00

CORONATION

Without doubt this is the best yellow of American introduction to date, and because of its very reasonable price is so in demand that it was practically unobtainable last summer. It is a uniform deep yellow, absolutely hardy, doesn't fade, and compares well with the high priced varieties of this color now in commerce. We regard Pluie d'Or as its only superior, all things considered. For two years we have been propagating this, realizing its good value, and now have the largest stock of it existing.

Each \$2.50; three for \$6.75; ten for \$20.00

SIR MICHAEL

Unquestionably the finest blue and purple bicolor in the world. Standards are clear blue, falls rich deep mahogany, with a beard of red-gold. Regarded as the finest iris ever to come from England and a sensation wherever shown. In our own wet Northwest, in dry and sunny California, and in Nebraska, Ohio, and the colder Minnesota, we found it blooming equally well. A super-iris if ever there was one.

Each \$10.00; three for \$27.00; ten for \$80.00

DOLLY MADISON

With the blended colorings of an intensified Quaker Lady, and size, branching habit and height comparable to the best, this Williamson introduction has no superior in its class. As the Longfield catalogue states: "Eventually you will own Dolly Madison." It carries some of the shades found in the new French varieties, Anne Marie Cayeux and Evolution. Reliable everywhere, and certain to evoke the admiration of all who see it.

Each \$5.00; three for \$13.50; ten for \$40.00

PURISSIMA

If you live in the Pacific Northwest, in California or in the South, by all means add this glorious white to your collection! Nothing that grows can compare with it when flowered under congenial conditions. Growers in colder and wetter sections of the country can also succeed with it, but it must have winter protection except in warm climates. A normally flowered stalk of Purissima is a never-to-be-forgotten sight.

Each \$4.00; three for \$10.50; ten for \$30.00

MIDGARD

Two years ago this was hailed as the best production ever turned out by the Sass Brothers. The yellow-pink blended flowers introduced a new color note, and it became immediately so popular that there has never been sufficient stock to supply the demand. It is one of the most reliable new varieties for severe climates, besides being a very free bloomer and rapid multiplier. Its future is assured.

Each \$2.50; three for \$6.75; ten for \$20.00

LABOR

A deep garnet colored flower, overlaid with a copper and bluish sheen. This unusual tone has made Labor one of the best sellers of the past two seasons. This iris crowds Opera out of the picture, and is most effective as a clump where its intense color can be displayed to most advantage. Our limited stock last year was quickly sold out, but we now have a fair quantity of excellent plants at very reasonable prices.

Each \$2.00; three for \$4.50; ten for \$12.50

FRIEDA MOHR

This iris, originating in California, is one that can be depended upon to grow and flower well almost anywhere despite its tender blood. Unlike some of its kin, I found it perfectly at home in Illinois, Ohio, and Minnesota. It is one of the giants among our modern varieties, and is not surpassed by any of the violet pinks in commerce. An indispensable variety.

Each \$2.00; three for \$5.25; ten for \$15.00

SURPRISE

Our Introduction of 1928

A beautiful medium blue self of largest size and great height, four feet, the entire flower slightly suffused with a soft shade of heliotrope. An outstanding feature is the intense burnt-orange beard. The competition in this color class is most keen, but Mr. Schreiner ranks Surprise among the best dozen. Mrs. Pattison of Quality Gardens remarks that "it did beautifully for me this year. It was one of, if not the tallest, in my garden."

Extra large rhizomes, \$7.50 each; three for \$18.00

SANTA BARBARA

Here we have an iris which approaches perfection in the shape and size of its flowers, and in addition is possibly the finest and clearest lavender blue so far introduced. The exhibition rating of 91 is well deserved. Having been in commerce sufficiently long to become fairly plentiful, it can now be bought at the following surprisingly low prices:

Each 50c; three for \$1.05; ten for \$2.50



A Few Random Notes

Although our space does not permit discussion of all varieties listed, we cannot refrain from mentioning a few. **Allies** bloomed continuously in our garden during May, June and July until August 12. **Sikh** bloomed in the fall, week of November 10, a dandy spike. Sass's have some fine things in the list; **Baldwin** is a huge flower of lavender-heliotrope that is unique and extra good. **King Tut** contains real red in the falls and is one of the brightest spots in the garden. **Rameses** created a furore at the Freeport show in 1930 and was absolutely unobtainable shortly after the blooming season. **Midgard** is already favorably known everywhere. **Euphony** is a blend of the Ophelia type, rosier in tone. The progeny of Dominion stands in a class by itself, and now that **Bruno** and **Cardinal** are being offered at a popular price everyone should have them. They were the best of the older Dominions and the standard by which the newer ones had to be judged. **Dauntless**, the Dykes medal winner, heads the American reds. Lovely **Dolly Madison** is now offered reasonably, and no collection is complete without it. We understand that some growers boosted the price of **Coronation** to \$5.00 wholesale last year when it became scarce. Better get it early from us at half that while our stock holds out. **Melchoir** was introduced as an improved Mrs. Valerie West. It is a

duskier, bronzier, more purple edition of it, very fine. No iris competes with **Madame Durrand**, that symphony in buff, old gold and heliotrope. Not so long ago such varieties as **Germaine Perthuis**, **Majestic**, **Duke of Bedford**, **Romola**, **Tenebrae** and **Aphrodite** were scarce and high in price. They are now quite plentiful, bear high ratings, and should displace a lot of junky stuff that many growers, especially nurseries, are still listing. Because of heavy stocks of some things we are listing them "below par" and urge your consideration of **Evadne**, **Julia Marlowe**, **Labor**, **Morning Splendor**, **Rosado**, **Santa Barbara**, **Tropic Seas**, **Yoeman**, and **27th of April**. On the other hand, stock of a few is extremely shy and if you wish to be sure of **Allure**, **Blue Velvet**, **Coppersmith**, **Ion**, **Le Corregge**, **Messaline**, **Opaline**, **Pongee**, **Padre**, **Pink Satin**, **Rameses**, **Sunlight**, **Wambliska**, **Rasakura** and a few others, do not delay placing your order for these at once.

Growers in England and France are especially requested to consider the American introductions, including the new **Classie**, **Meldorie**, **Klamath**, **Wambliska**, **Rameses**, **Clara Noyes**, **Beau Sabreur**, and **Blue Velvet**. They are among the world's supreme achievements in iris breeding. All foreign orders are strictly cash before shipment.

KLAMATH

Raised by
R. E. KLEINSORGE
Silverton, Oregon



We had the pleasure of introducing this novelty last season, and again offer it as one of the premier American seedlings of Dominion ancestry. The rich and subtle blending of deep brown and bronze on a dull purple ground is not comparable to any other iris, the resulting effect being quite distinct in its air of antiquity, like some old wood carving or a rare piece of ancient bronze.

Having bloomed it last season, Mr. F. X. Schreiner had this to say: "Klamath bloomed finely. Its qualities are especially form, poise, substance held without flopping for the entire life of the blossom—three days. I am, of course, prejudiced a little against the \$50 iris in general, but THIS HAS MERITED IT MORE NEARLY THAN THE OTHERS."

Extra fine, extra large rhizomes, \$40.00 each; three at \$35.00 each

Prices

VARIETY	Price Each on Lots of			VARIETY	Price Each on Lots of		
	One	Three	Ten		One	Three	Ten
Allies.....	\$ 1.50	\$ 1.25	\$ 1.00	Mildred Presby.....	.30	.25	.20
Allure.....	6.00	5.00	Midgard.....	2.50	2.25	2.00
Andante.....	7.50	5.00	Mlle. Schwartz.....	.25	.20	.15
Ambassadeur.....	.35	.20	.15	Mme. Durrand.....	1.00	.85	.75
Apache.....	.75	.50	Mme. Cecile Bouseant.....	1.50	1.00
Aphrodite.....	.75	.50	.40	Mons. Brun.....	1.50	1.00
Asia.....	1.00	.75	.50	Mount Royal.....	2.50	2.00
Ballerine.....	.50	.35	.25	Monterey.....	5.00
Baldwin.....	4.00	3.75	3.25	Morning Splendor (\$20 per 100).....	.40	.30	.25
Beau Sabreur.....	6.50	5.00	4.50	Mrs. Valerie West.....	10.00	8.00	7.50
Belisaire.....	1.00	.75	.50	Opaline.....	5.00	4.50
Blue Velvet.....	20.00	Ophelia.....	2.00	1.75	1.50
Bruno.....	1.50	1.25	1.00	Oregon Beauty.....	25.00
B. Y. Morrison.....10	Oregon Giant.....	25.00
Candlelight.....	2.00	Petruchio.....	2.50	2.00
Cardinal.....	2.00	1.75	1.50	Pioneer.....	1.00	.75	.50
Citronella.....	.75	.50	.35	Pluie d'Or.....	12.50	10.00	9.00
Clara Noyes.....	10.00	9.00	Pongee.....	7.50
Classic.....	25.00	Padre.....	7.50
Coppersmith.....	2.00	Purissima.....	4.00	3.50	3.00
Coronation.....	2.50	2.25	2.00	Pink Satin.....	25.00
Dauntless.....	18.00	15.00	Rameses.....	7.50
Dolly Madison.....	5.00	4.50	4.00	Rasakura.....	7.50
Dream.....	.25	.15	.10	Realm.....	2.00	1.50
Duke of Bedford.....	1.25	1.00	.75	Rosado.....	.50	.35	.25
Evadne (\$15 per 100).....	.50	.25	.20	Romola.....	2.00	1.75	1.50
Euphony.....	2.00	1.50	1.25	Rosa Bonheur.....	1.50	1.00
Fismes.....	1.00	.75	.50	San Francisco.....	5.00	4.00	3.50
Frieda Mohr.....	2.00	1.75	1.50	San Louis Rey.....	2.50	2.00	1.75
Germaine Perthuis.....	1.50	1.25	1.00	San Diego.....	4.00
George J. Tribolet.....	1.00	.75	.50	Santa Barbara.....	.50	.35	.25
Gold Imperial.....	.50	.35	.25	Sacramento.....	10.00
Glowing Embers.....	1.25	1.00	.75	Sikh.....	5.00	4.00	3.75
Grace Sturtevant.....	12.00	11.00	10.00	Sir Michael.....	10.00	9.00	8.00
Ion.....	10.00	Souv. de Loetitia Michaud.....	1.00	.85	.65
Jackrose.....	5.00	4.00	3.00	Souv. de Mme. Gaudichau.....	.35	.25	.20
Julia Marlowe.....	.75	.50	.40	Sunlight.....	10.00	9.00
King Tut.....	3.50	3.00	Surprise.....	7.50	6.00	5.00
Klamath.....	40.00	35.00	Swazi.....	3.00	2.50
Labor.....	2.00	1.50	1.25	Tenebrae (\$20 per 100).....	.40	.30	.25
La Bohemienne.....	2.00	Titan.....	.50	.40
Le Corrage.....	2.50	2.00	Tropic Seas.....	.40	.25	.20
Lord Lamborne.....	.50	.35	.25	True Charm.....	.35	.25	.20
Majestic.....	.50	.35	.25	27th of April.....	.40	.35	.25
Mary Barnett.....	1.00	Tuscany Gold.....	5.00	4.50
Mary Gibson.....	.50	.35	.25	Vesper Gold.....	1.00	.85	.75
Marquissette.....	2.50	2.00	Wambliska.....	20.00
Melchoir.....	12.00	10.00	9.00	Wedgwood.....	1.00	.50	.40
Meldoric.....	30.00	25.00	White and Gold.....	2.50	2.00	1.50
Messaline.....	3.00	Yoeman.....	.40	.30	.25
Michelline Charraire.....	1.50	1.25	1.00				

Five at the 10 rate; Twenty-five at the 100 rate.

YOU KNOW SOME OF THESE PEOPLE

Here are the unsolicited comments of a few well-known growers and firms who have purchased stock from us during the past season. They are business people who are sincere in what they say and do not make statements just to see their names in print.

"Your letter and the wonderful boxes of irises have just reached me. Thanks for both, but especially for the care with which the rhizomes had been selected. They are absolutely firm and certainly better than average size."

MRS. L. W. KELLOGG,
Over-the-Garden-Wall,
West Hartford, Conn.

— ★ —

"The perfectly splendid iris roots came in good order and are growing strongly already (July 24). Needless to say, they are about the best lot I have ever received from any source."

J. C. NICHOLLS,
Ithaca, N. Y.

— ★ —

"The iris rhizomes came today in splendid condition. Such stock I have not seen before; how do you grow them?"

DR. J. H. NEELEY,
Paulding, Ohio.

— ★ —

"We received the shipment of iris this morning in splendid condition and they are extra nice plants."

THE PFIEFFER NURSERY CO.,
Winona, Minn.

— ★ —

"I have just received the shipment of 'Bruno' and they were very fine roots. Thanks for the generous count."

HARCOURT M. TAYLOR,
Yakima, Wash.

— ★ —

"I am very much pleased with the irises which you sent. In all my experience in buying from many parts of the country I have never received finer stock."

WM. M. JOHNSTON,
43 Cotton Street,
Newton, Mass.

— ★ —

"You certainly need not apologize for any of those plants. They were as fine as any I have ever received and were in splendid condition. I am more than pleased with them and know my customers will be also."

MISSOULA IRIS GARDEN,
W. E. Schreiber,
Missoula, Mont.

"The irises arrived in fine condition after their long journey. Your rhizomes are larger than ours."

MRS. JOHN T. LOVE,
Towson, Md.

— ★ —

"Klamath came in fine condition and is a splendid root I don't see how you grow them so large. Surprise made six divisions this year."

L. MERTON GAGE,
Sunnyside Gardens,
Natick, Mass.

— ★ —

"The first lot of irises arrived yesterday. They were in splendid condition and there is nothing of which we could complain. The quality of your stock and the courteous and efficient way in which you have handled this order will certainly encourage us to further business."

THE SCARBORO GARDENS CO.,
W. J. France,
Scarboro, Ont., Canada.

— ★ —

"I have never seen such wonderful rhizomes! Perfectly huge, and I am very much pleased and proud to possess such an order."

MRS. K. L. BROWNE,
Olde Time Gardens,
Kansas City, Kas.

— ★ —

"Your irises came through in the best shape of any that I received. They seem to grow larger in the Far West than in this section."

VIRGIL V. JOHNSON,
1125 Grand Concourse,
New York City.

— ★ —

"In the few years that I have made irises my hobby I have received them from both obscure and very prominent growers, but never such rhizomes as you have put out. A year ago I bought some stock of Morning Splendor from you which was fully up to your standard, and they put out some wonderful blooming stalks for me and gave blooms that were up to the advertised standard—performing in every way as if they had been established two or three years instead of one. I know that I could not ask or expect anything better."

GEO. D. JOPSON,
Saugerties, N. Y.

— ★ —

And so you see why our business is growing each year, and the reason that Robert Wayman, for example, has given us a substantial order for the third successive season.