

Historic, Archive Document

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

5.61

LIBRARY
U. S. Department of Agriculture

DAHLIAS

THE MONARCHS OF THE FLOWER WORLD

1935



ROYAL ROBI
(For description see Page 5)

"I grow the best, discard the rest"

ALBERT PARRELLA
DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd St., BRONX, N. Y.

Tel. ESTabrook 8-3490

A SPRING THOUGHT OF THE MARVELOUS DAHLIA

In the cellar our keeper comes marching through,
With a "wake up there" you and you,
We'll start a new season of joy and toil,
My plans for the Show, I'm sure won't foil.

Tomorrow he will plant us beneath warm fertile soil,
Then our pent up energy will bubble and boil.
It will push our sprouts up to the light,
Where we'll spread and grow to a surprising height.

Our roots they reach out, and our stems they will fill,
With the necessary substance to make chlorophyl.
Constitutents of the earth, sunshine, air and rain,
We weld through the season in an endless chain.

We fulfill our mission with all our heart,
Till Jack Frost shall bite us, and make us depart.
Before the end of the season, we shall reach our goal,
That's when the petals of our flowers shall unroll.

When we are ready, God opens us one by one,
To strain out the spectre of his great sun,
Through our tiny crystals we let them rain,
Sort and select them and reflect them back again.

To us it is a pleasure as the beams slip by,
To make them a feast for the human eye,
They say us dahlias are the monarchs of flowers,
People stand and admire us for hours and hours.

With a variety of colors we shine and glow,
From the deepest purple to white as snow,
"There's none that are blue," did we hear some one say?
Why, that's because "we never feel that way."

By ALBERT PARRELLA



1935

GREETINGS TO MY MANY FRIENDS

It is with pleasure that I present this, my latest catalogue, to the many dahlia lovers throughout the entire country and express my deep appreciation for the liberal support they have accorded me in the past. And the many letters received telling of the pleasure they derived, as well as the success they achieved in winning many prizes from dahlia tubers and seed bought from me earlier in the Spring have been indeed a source of gratification and inspiration for me.

It has been a pleasure during the past season, to meet so many of my dahlia loving friends at my gardens, as well as the recent American Dahlia Society show held at the Hotel Pennsylvania in this city.

The highest quality of my stock doesn't need any introduction to the thousands of satisfied customers who have been purchasing from me in the past years. Neither does it need an introduction to thousands of people who have visited my gardens, or the New York Botanical Garden, in the Bronx, New York, where dahlia growers, as myself send their finest samples for trial and display.

SPECIAL NOTICE

1. NOTHING but tried and selected tubers are sent out.
2. THE practice of treating my customers, as I would want others to treat me.
3. SELLING my stock at prices that are within reason, and that will bring me a reasonable profit for my labors.
4. I am not trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

MY GUARANTEE

Last but not least I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory roots provided we are notified in time. Also if anyone of my roots or seeds don't grow to your expectation, I will gladly refund the purchase price in full,

SHIPPING: We begin to ship our dahlia roots from April 20th to May 10th. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express.

OUR NEW INTRODUCTIONS FOR 1935



TOWER'S EMPIRE The Super Dahlia of 1935."
PHOTOGRAPH (Courtesy of the New York Botanical Garden Society.)
The picture tells the story of this grand dahlia.
NOTE:—A plant of Miss Belgium on the lower left

An iron bound Guarantee with every tuber

TOWERS EMPIRE I. D. (Tower-Parrella)—This is one of the super dahlias for the season of 1935. Immense blossoms of a clear gold with a deep amber shadings at the centre, on the best of stems. Blossoms can be grown from 12 to 15 inches in diameter. This variety has a wonderful branching habit. Height of plants averages about 8 ft. Unusual and insect resisting foliage. This dahlia deserves a place in the best of gardens. Stock limited.
Roots \$15.00. Plants \$7.50 Net

NOTE:—Mr. Hart's comment on this particular variety in his description on the Honor Roll.

TOWER'S EMPIRE (Tower-Parrella)—Few dahlias impress anyone till they come into bloom, but I watched this one at the New York Botanical Garden from the first of the season. It was a great source of satisfaction to see the tall bushes with the unusual foliage bear some of the most impressive blooms of the year. Clear gold with deep amber shadings at the center. Blooms are large and deep. Aside from the beauty of form and color, it will be interesting to see it used in breeding. This dahlia will score very high.

ROYAL ROBE I. D. (Sigismondi-Parrella)—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect resisting. This particular variety never shows a centre. Royal Robe is on Mr. D. W. Hart's Honor Roll.

Roots \$10.00. Plants \$5.00 Net

NOTE—The description by Mr. Hart in his Honor Roll selections in the House Beautiful Magazine.

ROYAL ROBE (Sigismondi-Parrella)—Here is a seedling from Jane Cowl, and if you visualize Jane Cowl in royal rich purple you have an accurate picture of it. The reverse shows a definite silver shading that in no sense is a faded color but gives the purple a clean brightness. Plants are very similar in habit of growth to their parent. This review contains three fine purples. A color class of purples will now provide keen competition and this dahlia will hold its own.

TOWER'S TAWNEY I. D. (Tower-Parrella)—If you are interested in something different, "this is the dahlia." Very unusual in color and form. The color is ochraceous buff, tawney and Pompein red, yellow toward base. Magenta is ochraceous buff, tawney and Pompeian red, yellow toward base. Magenta reverse. The petals are twisted and lay in such shape as to resemble a marcelle or permanent wave. Different shape from anything I've seen. The beautiful large blossoms are erect on fine stems. Medium and well formed bush, fine foliage and has good branching habits. This outstanding dahlia deserves consideration.
Roots \$10.00

For the first time we are offering a limited number of plants on novelties only. Plants are half the price of roots, and are absolutely **GUARANTEED** to give you the finest results.

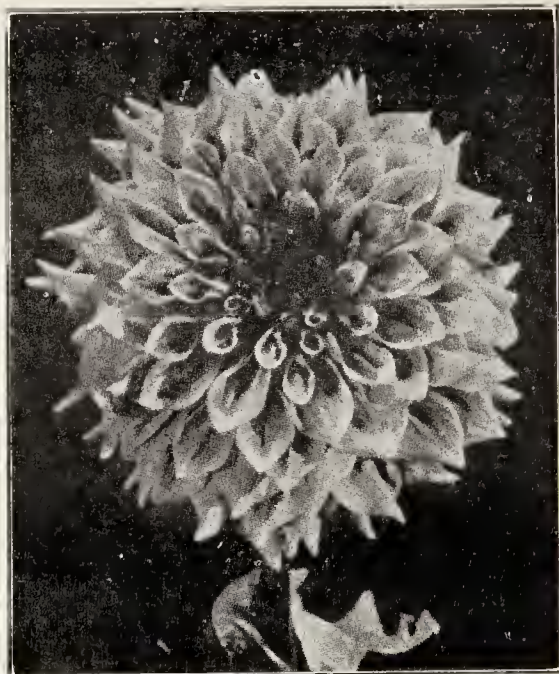
When better dahlias are grown, I will grow them

WENOKA F. D.

(Hulin-Parrella)

A huge decorative of a solid Rosy Mauve or deep magenta. This is the flower that caused such a sensation at East Lansing trial gardens where it won a certificate with a score of 88, only one variety scoring higher. **On two honor rolls this year and this is what Mr. Hart says about it:** "One of those large perfect dahlias that makes dahlia growing look so easy. A true formal type that will be a sure winner in these classes. One of the best new dahlias on the West Coast and also outstanding at East Lansing and the New York Botanical Garden. The color is a shade lighter than American Beauty Rose. For perfection of bloom, true type and splendid growing habits this dahlia has made a fine impression." Stock is limited.

Roots \$20.00 Plants \$10.00



WENOKA

HOLLY F. D. (Parrella)—This isn't a large dahlia, but a very fine formed flower of medium size. Claret wine color shading to peach pink at the centre. Flowers are facing upward with the best of stems. Medium size and well formed bush with very unusual and insect resisting foliage. Foliage resembles Holly. A very good keeper after it is cut. Recommend this dahlia very highly.

NOTE:—To those who had the pleasure of visiting our Garden this past fall, and made a notation of this beautiful dahlia. Holly is none other than the form Seedling No. 235.

Roots \$3.50

VISITORS ARE WELCOME.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many new novelties.

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

DIRECTIONS TO MY GARDENS: By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

By train: Take the N. Y. Westchester & Boston R. R. and get off at the Baychester Avenue station, from which my gardens can be seen and are less than 100 feet away, as my gardens run parallel with the railroad tracks.

Some dahlias are wonderful, others are divine, if you want to grow the monarchs just try some of mine.



BRIGHT STAR S. C. (Sigismondi-Parrella)
Color, light yellow. A dainty form dahlia and very attractive. Blooms average from 7 to 9 inches. A Prolific and free bloomer. scored 81 at Storr's this past season. This dahlia is worth a trial. **Roots \$7.50**

BRIGHT STAR

MISS BELGIUM S. C. (Carlee)—The unusual beauty of this fine dahlia is hard to describe, it must be seen to be appreciated. Isn't a large flower, but has every requirement of a good dahlia. Color, bright orange, perfect cactus form, free blooming and good habits in every respect. **Roots \$2.50**

NOTE:—Mr. Hart commented as follows in his Honor Roll:

MISS BELGIUM (Carlee)—Not a novelty in the strictest sense, but new to most Americans and a gem of a dahlia. At New York there was a basket of blooms in the Albert Parrella exhibit that impressed me as strongly as any basket of dahlias of the year. Not a large flower but possessed of great beauty. Straight cactus of clear, one-toned coral.

CHARLIE CHAPLIN (Petrie-Chappaqua)—Informal Decorative. An immense flower of golden bronze. A Roll of Honor Dahlia. Mr. Derrill W. Hart picked it for the Honor Roll and described it as follows. "One of the largest dahlias of the year and possessed of much originality. It is a rich golden yellow tinted with tawny orange at the center. Will give any dahlia a run for size, and with all its size it is a graceful, beautiful flower. **Roots \$10.00 Plants \$5.00**

DOROTHY CROWELL (Petrie-Chappaqua)—Informal Decorative. A large flower with long wavy petals of orchid and white that is hard to describe. A rare color combination in a dahlia. Beautiful, graceful blooms that are always held facing on straight stiff stems. **Roots \$10.00 Plants \$5.00**

JANE HOBBY (Chappaqua)—Miniature Decorative. A low growing miniature that has won a place on the Roll of Honor. The plants are strong, insect resistant, and literally covered with flowers of glowing scarlet. **Roots \$1.00 Plants \$.50**

The dahlias of yesterday were marvelous, dahlias of today these have surpassed, with the co-operation of the growers, the progress shall last.

DAISY TURNQUIST I. D.

(Hulin-Parrella)

This dahlia originated in the northwest is one of the loveliest and artistic dahlias it has ever been our privilege to grow. Take a good look at the picture, see how beautiful it curls and twists. The bush is nice and compact and always covered with plenty of rich Rose pink and salmon orange blooms. The blooms are about 7 to 8 inches. This variety has won plenty of blue ribbons in the northwest the past two years and incidentally won a Certificate of Merit at Storrs, Conn., with a score of 85. Daisy Turnquist is a dahlia you will be proud to show your friends and it is fine for house decoration and a good keeper and very much admired at our gardens this past season. **Roots \$7.50**



DAISY TURNQUIST
"Isn't She Lovely"

HUNT'S VELVET WONDER I. D. (Hunt's - Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy, blooms up to 15 inches. Stands erect on a fine stem, and diseased resisting foliage. At the New York Show it received a Special Award of Merit. At Camden it won as Best Informal Decorative Seedling.

Roots \$15.00. Plants \$7.50

AGNES L. YOUNG I. D. (Young)—This is one dahlia that deserves a trial. Pleasing color of red with gold tips. The huge blossoms stand erectly on fine stems. Never droops. Agnes L. Young this past season has carried away many blue ribbons in different parts of the country. Very much admired and favorably commented on by real dahlia experts. Medium size plants, insect resisting foliage. **Roots \$5.00**

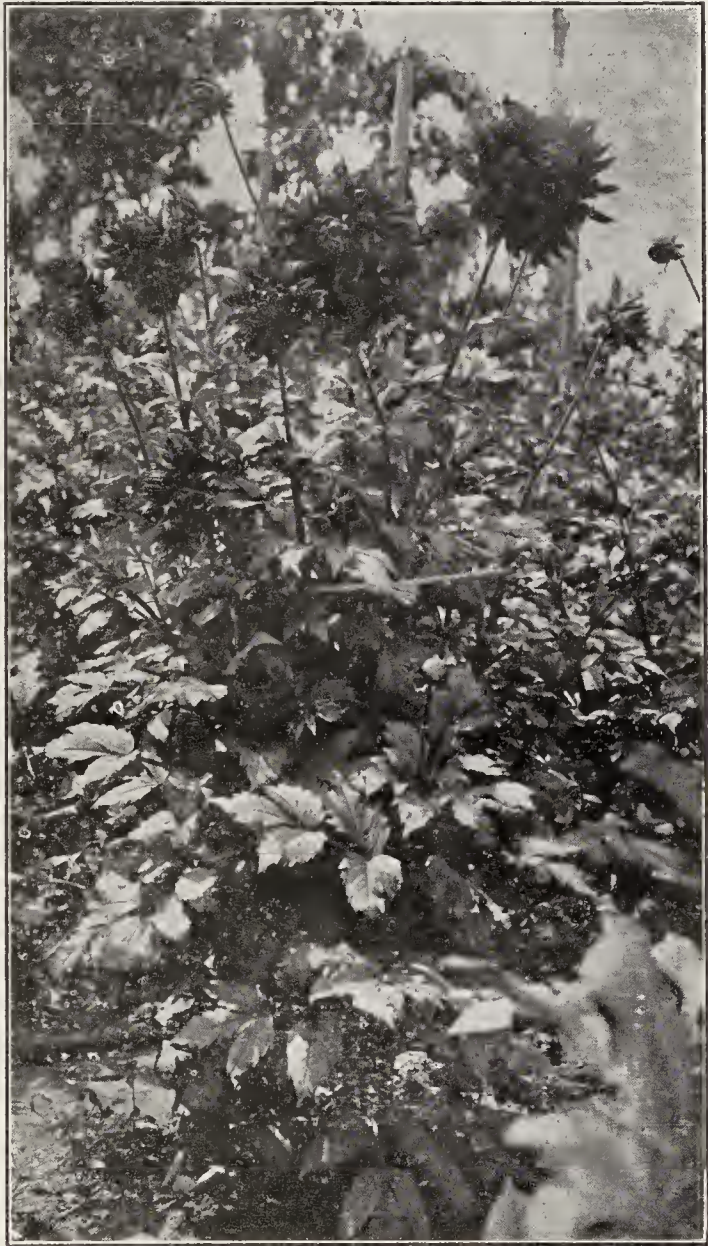
CHAUTAUQUA REGAL F. D. (Wallace)—For resistance to poor growing conditions and to insects, this is the dahlia. The color is an unusually rich and brilliant cardinal red with reverse shaded ivory. The flowers produced are very deep and have a diameter of 10 to 12 inches. The Chautauqua Regal has never been known to have an open center while in bloom. This flower is a truly magnificent one setting on cane like stems. **Roots \$7.50**

INCIDENTALLY our Australian varieties are under special government permit, and will not be released until next year. Watch for them.

BOYCHICK I. D.

(Parrella-Hulin)

Color, Garnet red at centre, shading to a lighter red at the edge of petals, with silvery streaked reverse, which adds more to the beauty of the flower. Flowers can easily be grown to ten inches in diameter or more, and stands erect on fine stems. An early and prolific bloomer. Boychick is not only a dandy dahlia, but a good seed producer and a fine cut flower as well. Bush grows about 5 ft. tall with insect resisting foliage. **Roots \$5.00 Net**



Plant of Boychick Photo taken in our Garden August 3rd

MRS. STANLEY R. PERRY (I. D.)—The color of this great dahlia is deep orange at base of petals, chrome yellow with a slight trace of Carmine at tips of petals. Very large and beautiful blossoms on cane like stems. Insect resisting foliage and fine form bush of medium height. This dahlia was very much admired at our Garden, as well as the New York Show.

Roots \$5.00

IROQUOIS SUNBEAM F. D. (Toth)—Color of this giant dahlia is a delightful blend of Salmon shading to Rose. Early and prolific bloomer. Fine branching habits, insect resisting foliage. Plants average 6 ft. Certificate of Merit at Storr's Trial Ground, scored 85 in 1933. This dahlia should be in every collection.

Roots \$7.50

Green, black and blue dahlias as yet don't exist, any other color? sure,
you'll find it in my list.

EUROPEAN VARIETIES

- DAILY MAIL** (I. D.)—This dahlia was originated in England. The color is unusual in a dahlia as the blending of deep yellow and orange shades gives the bloom a soft, warm color that appeals to those who like the delicate shade in a dahlia. The remarkable characteristic of this dahlia is the fact that it is an early and profuse bloomer, having a good stem and fine foliage. **Roots \$3.75**
- ENTOVA C**—Color, rich apricot. Flower very unusual and beautiful. Early and prolific bloomer. Good stem, fine foliage, medium size and well formed bush. **Roots \$3.50**
- FROLICHE PFALZ** ((C))—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. **Roots \$3.50**
- HANS BERGER** (S. C.)—Color of this particular dahlia is orange tipped with white. Not a large flower, but outstanding. Very much admired by visitors. **Roots \$3.50**
- NAGEL'S MASTERPIECE** (I. D.)—A very fine yellow dahlia of European importation. Large flower, fine stem and a lovely formed bush of a medium sized height. Very much admired at our Garden this past season. **Roots \$2.50**
- PAUL PFITZER** (S. C.)—Color, delicate pink. An unusual flower much admired in my garden and at the New York Botanical Garden. Strong grower, good in every detail. An Honor Roll dahlia. **Roots \$3.00**
- PURPLE KONING C.**—Royal purple color. Another fine European Importation. Has done wonderful for us, and believe will do wonderful for you. **Roots \$2.50**
- CARLTON**—Very fine red cactus with incurving and wavy petals. Good grower with fine stem. **Roots \$3.00**
- GASTON CLEMENTS**—Deep red. A free flowering variety with good foliage and strong stems. Much admired in our gardens last year. **Roots \$3.00**
- WHITE TRIUMPH**—Pure white flower with straight petals and great lasting qualities, free flowering, a good grower and fine stems. A grand addition from Holland. **Roots \$3.50**
- UNICUM** (S. C.)—New, Imported. Medium size blooms on the best of stems, rich creamy center shading to lovely rosy salmon. Profuse bloomer. Wonderful cut flower variety. **Roots \$1.00**

Member of



AMERICAN DAHLIA SOCIETY
DAHLIA SOCIETY OF MICHIGAN
DAHLIA SOCIETY OF VIRGINIA
CANADIAN DAHLIA SOCIETY

If you like to have your garden looking beautiful during the summer and fall,
you will have to give them some thought now.

GENERAL LIST OF VARIETIES

The varieties listed herein, are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi Cactus;
I. D.—Informal Decorative; St. C.—Straight Cactus.

SPECIAL OFFER

With any order amounting to \$5.00 or more, you may select any ONE of the following dahlia roots, free of charge:
The Commodore, Omar Khayyam and Prince of Persia.

With any order amounting to \$10.00 or more, you may select any ONE of the following, also free of charge:

E. R. SUPERBA MRS. L. L. HOOK MYRA HOWARD

With any order amounting to \$15.00 or more, you may select any one of the following, free of charge: Alyce Marie Galvin, Sarah Jane or White Wonder.

With any order amounting to \$25.00 or more, you may select any ONE of the following, free of charge:

AGNES L. YOUNG HILLCREST FLUFFY RUFFLES RUTH M.

With any order amounting to less than \$5.00, we usually give extra roots.

These offers do not include our Special Combination or Seeds.

ADMIRAL BYRD (F. D.)—An outstanding dahlia of perfect formation. The outer petals are a rich salmon, shading to gold at the center. In the sunlight it glistens as if sprinkled with gold dust. The plants are robust and vigorous, and the stems are long, straight and sturdy with heavy disease resistant foliage. This dahlia was awarded the Evening Post silver cup, for the most worthy seedling at the 1931 A. D. S. show held at the Hotel Commodore in this city. **Tubers, \$2.00**

AIR MAIL (I. D.)—The color of this unusual dahlia is pink tinted with lavender. This is a true prize winner. Incidentally she won a Certificate of Merit at Storr's Trial Ground in 1931. This dahlia is well recommended. **Roots \$1.00**

ALYCE MARIE GALVIN (F. D.)—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded Certificate of Merit at Storr's, winner of first prize at The Boston Show and Silver Medal for the best undisseeded seedling, has been one of the best attractions at The Bronx Botanical Gardens, Bronx, New York, for the past two years. A real grand dahlia. A free and prolific bloomer. No dahlia garden is complete without this one. **Tubers, \$3.00**

AMELIA EARHART (S. C.)—Bloom 12x6, Bush 4 feet. This gorgeous dahlia was a consistent winner wherever shown, being awarded American Home Medals at New York and Baltimore. Color is apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. **Tubers, \$5.00**

If I cannot convince you, my stock will

- AMERICAN TRIUMPH** (St. C.)—This one is considered the best true cactus ever produced. The brightest shade of pure Oriental red, without a trace of any other color. The blooms are large, deep, and of good substance, and are held erect on long, strong, wiry stems. A fine cut or exhibition flower.
Tubers, \$.75
- BAGDAD** (I. D.)—An immense flower of flaming scarlet, borne well above the tall bush on very strong stiff stems. An ideal growing plant that I can highly recommend for those who want a rich bright color in their garden or for the exhibition table where it seldom fails to win a prize. **Tubers, \$.50**
- BETTY COLTER** (I. D.)—A light salmon red throughout, shading to old rose at the base, of the long rolled petals, the blooms are of good size and form, and are held erect on the best of stems. An early free and continuous bloomer.
Tubers, \$1.00
- CAROLYN THILL** (I. D.)—A very impressive Dahlia and a difficult one to describe, but a new shade halfway between true salmon and buff. It is an extremely beautiful dahlia and a fine, clean grower. It is right on the border line between Formal and Informal Decorative. The flowers are large, very deep and of fine texture.
Tubers, \$2.00
- CHAMPOEG** (F. D.)—This very beautiful dahlia is so unusual in its color, that it is without a competitor. Its combination of colors are waxy canary yellow at the center, shading to salmon pink, the pink deepens as the weather becomes cooler, the back of petals are a pale yellow, overcast with a veil of white, even the unfolding bud is beautiful, and has more fragrance than any other dahlia I know of. This is particularly noticed in the early morning. The blooms which can easily be grown to 10 inches, are held well above the plant on strong, sturdy stems. A truly marvelous dahlia. **Tubers, \$1.00**
- CHARLES G. REED** (F. D.)—A rather unusual dahlia in regard to color which is Burgundy with a lighter reverse, or might be described as a purple or petunia red. The blooms which are large and composed of broad petals which always show a full center, and are held erect on the best of stems, is an early, free and prolific bloomer.
Tubers, \$1.00
- CHATTAQUA SALUTE** (F. D.)—This dahlia is by far the purest white on any dahlia known to date. It is whiter than snow and a prolific bloomer. The flowers which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. A sight never to be forgotten.
Tubers, \$.50
- CHEMARS EUREKA** (F. D.)—White, with a faint light lavender cast near the center of the flower. A winner in the white class wherever shown. A very prolific bloomer, and a dahlia of rare beauty, with perfect stems, and combining all of the habits that go to make a perfect dahlia. **Tubers, \$.50**
- CHIEF JUSTICE I. D. (Samson)**—A gigantic flower on very long and cane like stems, which always hold the blossoms erect. The color is a lovely chamois with a soft rose suffusion. A fine exhibition variety. A medium size plant, but has a wonderful branching habit and fine foliage.
Roots \$3.00
- CITY OF JAMESTOWN** (F. D.)—The color of which is canary yellow, with bronze shading on reverse. A giant flower, which grows on cane-like stem, are well formed and very showey. The bush is very tall and well branched. Early and prolific bloomer.
Tubers, \$2.50
- CITY OF TRENTON** (I. D.)—A rich glowing tangerine, reverse rich strawberry red. The petals curl gracefully, giving a two toned effect. **Tubers, \$.50**
- CLARA BARTON** (I. D.)—A 1934 Introduction. Color, beautiful lavender. Blossoms are very large and held erect on perfect stem. This dahlia deserves a trial.
Roots \$5.00

For thrills get my Super dahlia seeds

CITY OF WELLSTON (F. D.)—This is what I believe to be the greatest flower of its coloring ever put on the market. Color Rhodamine purple, reverse rose purple, bourne in abundant profusion from early summer until killed by frost, with centers always full and facing sideways, on the best of long stiff stems, with foliage that is very resistant to insects and heat does not bother it. Numerous bouquets can be cut from a single plant of it.

Tubers, \$50

CLOUDLAND GEM (F. D.)—A most unusual beauty. Color a cream white, shading to shell pink, towards the outer petals which are crinked, thus further enhancing its beauty. Blooms grow to 8 inches and are held erect on long, strong, stiff stems. A good keeper when cut.

Tubers, \$1.00

COLONIAL DAME S. C. (Veile & Mendham)—This Honor Roll dahlia, of a clear lavender color is one of the best in its class and has proven its preference in the past seasons. The many thickly spaced petals constituting this flower radiate from an extremely full centre and forms a very attractive combination. A good stem, fine insect resisting foliage make this an easy growing dahlia.

Roots \$2.50

CONGRESSMAN WOLVERTON (I. D.)—Beautiful shade of salmon pink, on long, stiff stems. An early and continuous bloomer. A distinct flower with a beautiful formation. A clean grower and marvelous keeper when cut. At the recent New York show, through some oversight a vase of these were shown without any water in the vase and at the end of the two days of the show, the blooms were just as fresh as when they were put into the vase.

Tubers, \$50

COQUETTE (I. D.)—A very spectacular dahlia of Spanish coloring, bright red, blending with gold. The petals twist and curl showing the golden reflex, a very prolific bloomer. Flowers are of very large size and held erect well above the foliage of the strong, robust growing bush, with insect resistant foliage, never fails to attract visitors by its beauty.

Tubers, \$50

DORIS FELLOWS (F. D.)—The color of which is pale yellow shading to salmon. A good sized flower on a very good stem, tall and robust growing plant with insect resisting foliage.

\$50

DOROTHY STONE (I. D.)—This dahlia has made good not only in the gardens, but also as prize winners wherever shown. A huge deep flower that can easily be grown to over 10 inches, of a deep pink. The huge blooms are held erect on top of cane-like stems and is a free and continuous bloomer.

Tubers, \$75

DWIGHT W. MORROW (I. D.)—A gigantic red dahlia that was admired by everyone that saw it at my gardens. I had many blooms 10 inches across and six inches deep. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation made it a winner everywhere. A robust growing plant with heavy leathery insect resistant foliage.

Tubers, \$1.00

EAGLE ROCK FANTASY (I. D.)—The blooms of this variety are not only gigantic in size but imposing and beautiful in form and color. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Clear mallow pink or violet rose with silver shadings. The habits of this one are ideal, the huge blooms are set to look you right in the face and are held erect on the best of long, strong stems, with foliage that is immune from insect attack. Winner for the largest dahlia at many shows the past season.

Tubers, \$1.50

EAGLE ROCK WONDER (S. C.)—A free bloomer, of tremendous size. Color is a Mar-orange shading to orange buff with tints of coral red and coral pink. The general effect being between orange and apricot. A real giant that grows on cane-like stems. Bush is a stocky robust grower with large, heavy leathery insect resistant foliage.

Tubers, \$1.00

EAGLE ROCK SUPERBA (I. D.)—There is no color on the chart that is like the color of this variety, but the nearest being a light amaranth pink, a much more attractive color than E. R. Fantasy. The originator considers this one to be a better dahlia than Fantasy. It is of the same size and habit, the stems are perfect and hold the gigantic blooms erect.

Tubers, \$2.50

EDWARD THOMAS BEDFORD (I. D.)—A very striking dahlia of a bright cerise color with a silvery reverse, the petals of which wave in such a manner as to show the silver which gives the flower a two tone effect. The stems are straight and strong and hold the huge flowers which can easily be grown to 10 inches or over. Well above the foliage of the robust growing bush, makes a beautiful sight in any garden.

Tubers, \$5.00

ELITE GLORY (F. D.)—A large rich red that has had a long run, but is still in popular demand.

Tubers, \$5.00

ELIZABETH CARTERET (F. D.)—The color of this flower is a rose purple with silvery reverse, and the dahlia is a large one on a good stem and fine bush.

Roots \$5.00

EL REY (F. D.)—A fine large dahlia of a golden salmon color, having a medium sized bush, and it is a good bloomer.

Roots \$5.00

FAY BEATON (I. D.)—A new white from Canada. Here is a color that at once attracts, being a creamy white of most beautiful formation. The petals are long and pointed. Flowers averaging 10 inches are held at a nice angle above a medium size bush, on long stiff stems. Good branching habits. Never droops.

Roots \$2.00

FLOOD CITY (F. D.)—This is a fine dahlia with a wonderful branching habit. Its color is a new rose pink, and has huge blossoms on erect stems. This dahlia deserves a trial in any garden.

Roots \$1.00

FRANCES A. JOHNSON (F. D.)—Rose pink, shading to a deeper shade near the outer edge of petals. Blooms are large and held erect on the best of cane-like stems, well above the prolific blooming bush. A dahlia of great beauty and for which there was a big demand.

Tubers, \$7.75

FRANK LOCKARD F. D. (Lockard-Vin Well)—This dahlia although introduced only a few years ago, has met great success, and is now a popular seller, and has been very much admired at my garden as well as in the N. Y. Botanical Garden. Its color is a true purple and its fine blossoms 8 inches in diameter and 5 inches in depth, are erect on wonderful stems. Plants grow to a height of 5 ft. This dahlia has also won a Certificate of Merit at Storr's in 1932 and is well recommended.

Roots \$5.00

F. J. MARCH (S. C.)—This was an outstanding variety at my gardens the past season and very few that saw it failed to leave an order for it. The blooms of this one which are gigantic and can easily be grown to 10 inches with very little disbudding, is a pure Lavender. The petals which are long and roll evenly and are slightly incurved at the tips and center, are held erect on the best of stems. The plant is a profused bloomer and a rank grower.

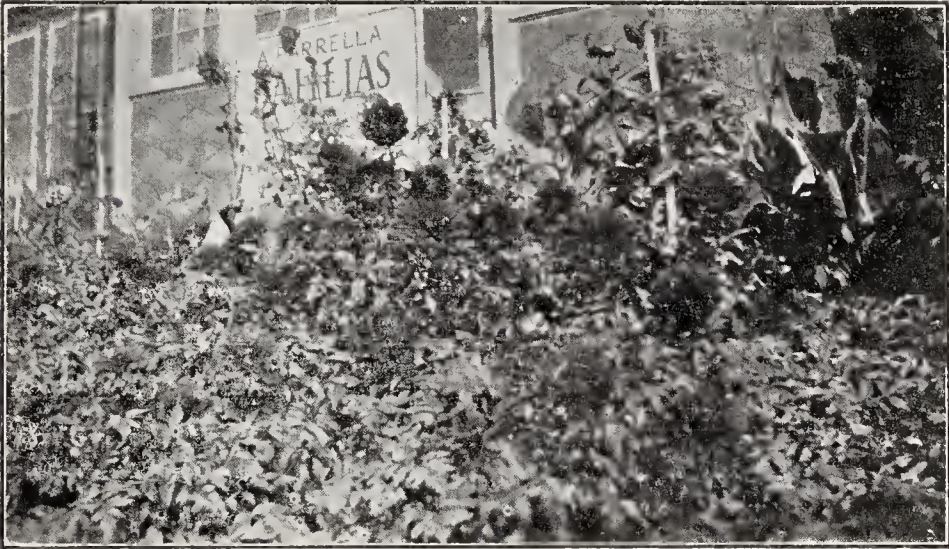
Tubers, \$1.00

GERALDINE FAITH (I. D.)—The color of this beautiful dahlia is hard to describe. Somewhat resembling Harry Mayer. Tyrian Rose, the entire flower is variegated with rose pink reverse, 10 in. flower on cane-like stem.

Tubers, \$2.00

GRAF ZEPPELIN (F. D.)—The color of which is Crystalline White. A good size flower on fine strong stem. An early and continuous bloomer, a very tall growing bush and insect resisting foliage. Whenever you need a cut flower you can always rely on this particular variety.

Tubers, \$5.00



FRED SPRINGER ON PARADE

FRED SPRINGER (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or as a hedge. **Tubers, \$1.00**

A news clipping (through the Courtesy of THE DAILY FREEMAN, Kingston, New York) concerning one of the outstanding Flower Shows staged at West Park, New York.

Exhibits were sent from a large three-local area extending to New York. One of the important dahlia displays was that from Albert Parrella's gardens in the Bronx. A large fern was sent by Gude Brothers of Washington, D. C., and Florida, Missouri, and California were represented.

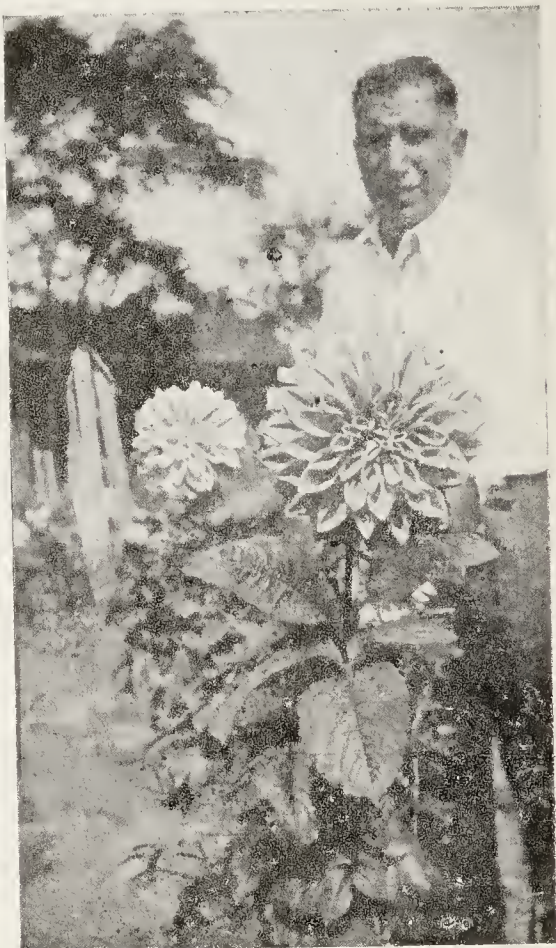
Seedlings 4,001 from the Dahlia Gardens of Albert Parrella, New York city, took first prize in the seedling class. Mr. Parrella presented it in a bouquet to Mrs. Roosevelt. It will be called the Emma J. A decorative of medium size, it is outstanding for its color arrangements, a yellow shading to pink at the tips. Several novelties in color and shape marked the Parrella exhibit. Among his 1935 novelties of American origin are Boychick, Chattauqua Regal, Wenoka, Princess Morning Dove, and Alice Hughes. European and Canadian varieties include Fay Beaton, Lady Myra Ponsby, Paul Phitzer, and Eunich. Some of his Australian varieties, new to the United States, are Miss Fan Fitz, Bertie Guilding, Dainty Rose, and Mrs. C. Channing.

three.
third.
Atkins
the St
year 1
was p
of Hig
Mrs. S
Lon
bert. F
first; s
Six
lias, it
first.
Lon
gladio
Yama
Vas
first, s
eral d
Whi
first, a
other
Dis
van, s
third.
Zini
mon

GOLDEN GOBLIN (F. D.)—

Here is a dahlia that drew more attention to it than any dahlia in my gardens. A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it great depth. The huge blossoms are held at a 45 degree angle on cane-like stems, well above the strong robust growing bush. It is without a doubt one of the best dahlias I have ever grown, and one should win many prizes.

Tubers, \$2.00



Golden Goblin, one of the outstanding dahlias in my garden last year. What can be done with it when grown for size. this one was 13 inches in width.

GOOD NIGHT (I. D.)—This is one of the prettiest dark dahlias we have had the pleasure of growing. Blossoms average 10 inches or more. Color, ox-blood red shaded maroon. This is one dahlia that should not be overlooked. **Roots \$1.00**

GRACE CURLING (S. C. - I. D.)—A charming dahlia of good size, color bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. **Tubers, \$.75**

HARRIET THOMPSON (I. D.)—An exhibition dahlia of rich orange buff and bronze with a reverse of Oriental red. **Tubers, \$.50**

HILLCREST FLUFFY RUFFLES (I. D.)—Here is a new variety we are happy to recommend to our customers. The color, a beautiful new shade of soft apricot. The blooms are very artistic and unusual and the petals are truly "Fluffy Ruffles." A most profuse bloomer, the flowers and the foliage strong, healthy, insect resisting. We are glad to endorse this dahlia as one of the recent outstanding varieties and predict a bright future for it. **Tuber stock limited, order early. Tubers, \$5.00**

No business transaction is complete without both parties becoming satisfied.

HILLCREST SWISS ROSE (F. D.)—Color, Swiss rose. Blooms of extremely large size and perfect quality. The foliage is strong, healthy, and insect resisting. No spraying necessary. Stems average two feet long and the blooms are held above the plant. We recommend this dahlia to you.

Tubers, \$2.00

INDIANA MOON (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink. A tall bush, fine insect resisting foliage, good branching habit all go to make this a prize winner wherever shown. It is also an honor roll and certificate winner.

Roots \$1.00

IROQUOIS ECLIPSE F. D. (Toth)—The large blooms on this particular variety stands erectly on fine stems. The color is phlox pink with dark shading at the base of the petals. A good exhibition flower and has fine keeping qualities.

Roots \$5.00

IROQUOIS GIANT I. D. (Toth)—The color bluish violet, a very prolific bloomer of 10 inch flowers on strong stems. This dahlia has also done well at the N. Y. Botanical Garden. The bush is a strong robust grower with leathery foliage, a good keeper when cut.

Roots \$7.00

JAMES KIRBY (I. D.)—Winner as best 1932 Introduction, Ten blooms on long stems at New York, also as best red in the Open-to-all Section in Rockville Centre. The color is a bright, rich cardinal red on well-formed, deep flowers, with extra good stems and foliage.

Tubers, \$2.00

JANE COWL (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color a glistening bronzy buff and gold, blending to a deeper shade at the center. The petals of this monster curl and twist so that it shows the pale flesh reverse, giving the flower a soft warm glow.

Root, \$.35

JERSEY BEACON (F. D.)—The most spectacular of the Jersey family, Color a bright Chinese scarlet with a buff reflex, giving it a two toned effect.

Tubers, \$.25

JERSEY BEAUTY (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper.

Tubers, \$.25

JERSEY DAINY (S. C. (Waite))—A lovely and very satisfactory dahlia. White with a faint overtone of pink, and is sometimes an absolutely pure white. It has an excellent growth, fine stem, and is known to be a profuse bloomer.

Roots \$2.50

JEAN CHAZOT OR GAY PAREE (C)—This has been well described as "Autumn tinted dahlia." The color is a golden bronze heightened by a suffusion of nasturtium red.

Roots \$.25

JERSEY'S MAJESTIC (I. D.)—A giant dahlia and naturally large under normal growing conditions. The color is a pleasing blend of salmon, old rose, and gold.

Tubers, \$2.50

JERSEY MELODY (S. C.)—The color of this marvelous dahlia is Tyrian rose, shading to silver at the tips with a silver reverse that gives it a two toned color and enhancing its striking beauty, which are held erect on stiff wiry stems. A very prolific bloomer.

Tubers, \$1.00

JEAN TRIMBEE (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth can be cut from a single plant. An unusual and outstanding variety that drew plenty of attention at my gardens the past season.

Tubers, \$1.00

The dahlias of yesterday were beautiful, the dahlias of today are divine, but
the dahlias of the future no one knows.

JIM MOORE (I. D.)—A flower of great substance. Pale yellow suffused strawberry pink. The blooms which are always large and of good depth are held erect on top of strong, stocky stems, a very early and prolific bloomer.

Tubers, \$5.50

JOSEPHINE G. (S. C.)—The color of this most gorgeous flower is Thulite-pink, the petals of which are tipped pinard yellow. A very prolific bloomer, bush is always literally covered with blooms until it is killed down by frost. A consistent winner on the exhibition table and one that will keep for a long time when cut.

Root, \$5.50

KARL BONAWITZ (S. C.)—Color a brilliant velvety carmine and has sufficient size, depth, form, color and keeping qualities to hold the popularity it has gained. It comes the nearest to developing a perfect bush without topping or disbudding than any dahlia I know of. It just naturally branches and produces perfectly formed blooms in great profusion on strong, long, erect stems.

Tubers, \$1.00

KATHLEEN FELLOWS (F. D.)—The color of which is lavender shading to lilac at the center. A giant flower in every respect, the blooms which are held erect on top, like can-like stem. Tall bush and insect resisting foliage. An ideal flower.

Tubers, \$2.00

KATHLEEN NORRIS (I. D.)—Color a true rose pink, deepening to a mallow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad and overlapping with twisting ends that not only give the flower great depth, but also enhance its beauty. The huge blooms are held erect, facing sideways on cane-like stems, with insect resistant foliage and strong robust growing bushes. They were one of the outstanding varieties at my gardens the past season. I believe that I have the finest stock of this on the market.

Tubers, \$5.50

KEMPS VIOLET WONDER (I. D.)—The predominating color of this one is Naphthaline violet, shading to a bluish violet at the tips of petals and with a lavender reverse. The flowers are of perfect form and attains great size both in diameter as well as in depth and are held erect on fine stiff stems, well above the foliage of the robust strong growing plant. Will not burn in the hottest sun. Is a remarkably good keeper both on the plant and when cut.

Tubers, \$5.50

KENTUCKY RED (I. D.)—Color a bright vivid scarlet that is very attractive and distinct in its color, and admired by all who saw them in bloom. Very few could leave without leaving an order for it. It is a very prolific bloomer. The flowers are large and held erect on strong stiff stems. Blooms will not burn in the hottest sun.

Tubers, \$1.00

KING MIDAS (I. D.)—This is a gorgeous golden yellow of one tone that can easily be grown to great width and depth, and are held erect on the best of cane-like stems.

Tubers, \$3.35

KING OF THE BLACKS F. D. (Kunzman)—A dahlia of giant size, very free blooming on long stiff natural stems without disbudding. Color is the darkest rich velvet red, almost black, and holds color in any weather. Bush is ideal; low and spreading, with flowers high above bush. Has been very outstanding for the past two years at the New York Botanical Garden.

Roots \$5.00

LADY MOYRA PONSOBY (I. D.)—This is an Honor Roll dahlia of real merit, giving a good account of itself wherever exhibited. The color is a pure glowing yellow and blooms 14 inches in diameter is not uncommon. Has a fine stem and foliage for a yellow type of variety. It is a prize winner wherever shown and deserves the best of recommendation.

Roots \$4.00

Parrella's Dahlias have proven to be the best by test

- LINCOLN G. DICKEY** (S. C.)—A good sized dahlia on a fine stem, early and free bloomer; color, primrose yellow with a decided rose suffusion. A medium sized plant and has a very good growing habit. **Tubers, \$5.00**
- LONG HILL** (I. D.)—It is a seedling of Jane Cowl and an improvement over this one in many ways. Color a combination of gold and rose shadings with a yellow center and rose reverse. Imagine a dahlia with these colors and you have a fair idea of its beauty. The petals are long, curled and twist, further enhancing its beauty. The plant is a strong grower and a very prolific bloomer. Flowers are held erect on long, strong stems, well above the dark green leathery insect resistant foliage. A grand dahlia for cutting, as well as the exhibition table. **Tubers, \$2.00**
- LORD OF AUTUMN** I. D. (Almy)—One of the finest yellow dahlias to date. Immense size, blossoms average 13 inches across by 9 inches deep, without forcing. This dahlia has been a great winner this past season and has made a wonderful record for itself. **Plants \$5.00**
- MARY ELLEN** (I. D.)—Another seedling of Mrs. I. De Ver Warner, with the same habits of growth, but the blooms of this one are not only much larger but also have a greater depth. Color is a lavender pink with considerably more pink than lavender. The flowers are held erect on the best of stems, well above the robust and prolific flowering bush. An ideal dahlia in every way, as it has the best of keeping qualities and is ideal for the table or exhibition. **Tubers, \$1.00**
- MARY GERALDINE** (F. D.)—An unusual and beautiful dahlia. The color of which is Rose Red. All the petals tipped white, 9 inch flower on very good stem, a very clean grower and free bloomer. This is one dahlia, for her unusual beauty should be in every garden, scored 83 at Storr's trial ground. One of the central attractions, at The Botanical Gardens, Bronx, New York, and in the popularity contest held there, this last October, this dahlia received quite a number of votes. I recommend this one very highly. **Tubers, \$2.00**
- MARY GRIGSBY** (I. D.)—Color of which is orange shading to gold. Good stem and a free bloomer. **Roots \$2.00**
- MARYLAND ORANGE** (S. C.)—Color, orange medium sized flower on very good stems. Early and prolific bloomer, and has very fine growing habits. **Roots \$.75**
- META SCAMMEL** (S. C.)—A large exhibition dahlia, the color of which is a very attractive pale amaranth pink at the center and shading to a deeper amaranth pink towards the outer petals. **Tubers, \$.50**
- MONMOUTH CHAMPION** (I. D.)—The color of this marvelous dahlia is a bright xanthine orange, the blooms which are of very large size, over 13 inches in width, are borne in great profusion on cane stiff stems, well above the foliage, of an ideal growing plant that no insects will go near and one that seems to be immune from disease. The plant is a strong, vigorous grower with wide spreading habits and is always covered with blooms. A wonderful keeper when cut. **Tubers, \$.75**
- MRS. ALFRED B. SEAL** (I. D.)—The color of this magnificent dahlia is a pure rich glowing rose, without a trace of any other color and can very easily be grown to over 10 inches in width and 5 inches in depth. A very free, early and prolific bloomer that has all the habits a good dahlia should have. The stems that hold the huge flowers are not only long but strong and stiff, and the plant a tall, robust grower, always in bloom. **Tubers, \$.50**
- MRS. EDWARD WIGGLESWORTH** (F. D.)—This is an unusual dahlia, and very hard to describe, where it is not very large in size, it is very beautiful. The color of which is salmon buff and rose, white tipped, 7 inch flower on fine straight stems. This dahlia deserves a trial. **Tubers, \$2.00**

Your garden won't look like it should be buried, instead it will be reborn,
if in fall, instead of dead weeds, with dahlias it is adorned.

MRS. L. L. HOOK (F. D.)—Here is a dahlia that is entirely different from the average run of dahlias, both in petal formation and plant growth. The color, blended shades of gorgeous purple, lighter on reverse. Beautiful large blooms with wide pointed petals. The bush is hardy, tall and positively insect resisting, never stunts. Scored 84 at Storr's Trial Grounds. A superb variety in every respect and we guarantee its performance.

Tubers, \$2.00

MYRA HOWARD (I. D.)—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. Throughout the deep flower are petaloids which give it distinction in both form and color. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. If you are after the big fellows and a prize winner, you should not miss this one. It won the Home Achievement medal as the best seedling at the New York Show in 1931. If you want a sensation for your garden and a winner for the show room, here it is.

Tubers, \$1.50

MRS. KENYON (I. D.)—Color a light salmon, shading to a beautiful peach pink, more pronounced at the outer edge. The flowers are very large and of good depth and are held erect on the best of stems, facing the sky. The flowers are not only graceful for their size, but also beautiful and pleasing to the eye. With good insect resistant foliage. An early and very prolific bloomer and a robust grower.

Tubers, \$.25

NANAQUAKET (I. D.)—Here is a dahlia that not only has giant size but depth, as well as grace. Color, a beautiful shade of orchid pink, a very early and prolific bloomer. The flowers are held sideways on the best of stems, well above the foliage, which is insect resistant, will keep for a long time when cut. . . .

Tubers, \$.50

NANNIE SINE F. D. (Termant)—This is an unusual and beautiful flower. Color delightful shade of Rose pink. Flowers average 10 inches or more in diameter. Fine form bush, insect resisting foliage and the best of stems. This dahlia deserves a trial.

Roots \$2.50

OLIVE WRIGHT (I. D.)—A magnificent blending of lemon yellow and peach red, combining to give an orange effect to the whole flower, which has a high, full center. The outer petals have an artistic wave of a graceful and imposing manner, thus adding great depth to this novel dahlia which grows to good size. Stems are rigid and hold the huge blooms erect.

Tubers, \$1.00

OMAR KHAYYAM (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. The flowers which can easily be grown to over 10 inches in width are held erect facing sideways, well above the foliage on cane-like stems that can be cut from 4 to 6 feet in length. This variety has won many prizes and is good as a cut or exhibition flower.

Tubers, \$1.00

ORIENTAL BEAUTY (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The Petals gracefully curl and twist, making this flower very attractive and desirable.

Tubers, \$1.00

ORIENTAL SPLENDOR (F. D.)—Color resembling Jersey Beacon, but somewhat darker. Large flower, free bloomer, good stem and good growing habits.

Roots \$3.50

PALO ALTO (S. C.)—A real giant, the color of which is clear, bright salmon shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centres. Well recommended as a winner.

Tubers, \$5.00

If you have tried to grow dahlias once and failed, try again

- PASTEL GLOW** (I. D.)—Color, white with mellow purple reverse, which shows through giving a glow of orchid-violet iridescence. The large size blooms are erect on fine stems. This is one dahlia that shouldn't be overlooked. An Honor Roll dahlia. **Tubers, \$3.50**
- PETER PAN** (I. D.)—This variety produces flowers in abundance, on good straight stems. The color is a beautiful rich luminous pink, good size, Has lasting quality after it is cut. An early prolific bloomer. **Tubers, \$.50**
- POTLATCH I. D.** (Hulin)—Grenadine red with back of petals pinard yellow and many petals splashed with it. Compact bush of 5 feet holding the large blooms on long stems. The blossoms will average 8 and 9 inches and face sideways. **Roots \$3.50**
- POT O' GOLD** (I. D.)—A 1932 Honor Roll dahlia that created a sensation at the recent New York show. A massive clear yellow, with very graceful and artistic formation. The petals are very long and wavy, both the face and reverse of the flower are a clear yellow, giving an unusual richness in a pastel shade. For a massive flower she is a prolific bloomer and the flowers are held erect on strong can-like stems, well above the foliage which is leathery and insect resistant. **Tubers, \$2.00**
- PRINCE OF PERSIA** (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson. The petals of which are of great depth and substance, making an unusually deep and attractive flower. Blooms of 10 inches in width can easily be attained with very little disbudding in abundance and profusion as the bush is robust, vigorous and of widespreading habit in growth. The stems are all that can be asked for as they hold the giant blooms facing sideways well out of the foliage, which is insect resistant. **Tubers, \$1.00**
- R. A. BROOMFIELD** (I. D.)—Here's a new dahlia that will give perfect satisfaction to all who grow it. It has come to stay! Glorious in color, perfect in formation. In fact what R. A. Broomfield has not isn't worth having. Try it and be convinced. A flower that immediately attracts attention. The blooms are large and distinctive, easily grown to great size and depth. They are held upright and always well up out of the foliage. The color is a glorious saffron orange flushed with rose. Stems are stiff and strong but not clubby. They are always straight. The foliage is dark green, heavy, and of leathery appearance. The plant is a fine clean grower and makes a thrifty bush about 5 to 6 feet high. Has been placed on the Roll of Honor. Mr. Derrill W. Hart in his story of outstanding Dahlias said, "This Dahlia was not shown this year but of all the new varieties no one made a finer impression on me. It is giant of very impressive form; I saw a complete row of this and I predict a great future for this variety." **Tubers, \$7.50**
- ROBERT E. LEE** (S. C.)—The color is a bright luminous cardinal red, reverse of petals lighter that will not burn or fade in the sun. The blooms are held from facing to upward on very good stems. An exceptionally free and prolific bloomer. **Tubers, \$.50**
- ROSE FALLON** (F. D.)—When well grown, this is a massive flower and a pleasing color of dark orange, tinted amber and salmon. A very free and prolific bloomer. **Tubers, \$.25**
- RUTH M. F. D.** (Greenough)—Color Cameo pink and Citron yellow. Flowering habit prolific. Blooms are of an exceptionally good size and stem. This dahlia scored 83 at Storr's Trial Ground in 1933. **Roots \$5.00**
- SALEM PRIDE** (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches in width and 4 inches in depth. Can very easily be grown with very little attention. **Tubers, \$.50**

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

Sarah Jane (Galvin) ID--New for 1934! A fine clear yellow dahlia. A 9 inch, well formed flower on cane like stem. The Petals are mitered and curved at the tips, giving this flower a very artistic appearance. Scored 83 at Storr's. No garden is complete without it. If you want something that is outstanding this is it. Tubers, \$3.00

SATAN (S. C.)—Here is one that should be in every garden. Color a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The blooms regularly measure from 10 to 12 inches in diameter and 6 inches in depth, and the long horn like petals so perfectly rolled and incurved give rare form and character to a flower of unusual brilliancy. The rugged almost leafless stems give the impression of being nearly as thick at the top as at the base. Large, fine blooms which last a long time when cut, as well as on the bush, and will continue to bloom to the very end of the season. The bush is a strong, healthy, vigorous grower with leathery insect resistant foliage. Tubers, \$2.50

SHAHRAZAD (I. D.)—This is a gorgeous new variety that has been aptly described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems, well above the strong, vigorous bush with leathery insect resistant foliage. Plant is always literally covered with huge blooms. Tubers, \$1.00

SOLLUX (F. D.)—A genuine yellow of deepest sunlight shades. Quite like a yellow Elite Glory. A marvelous dahlia held facing up of the stiffest of stems. An ideal growing plant. Flowers are large as well as attractive. Tubers, \$.75

“**SPOTLIGHT**” (HULIN) --A new informal Decorative of a most delightful color. Sulphur yellow shading, lighter at the tips and nearly white reverse. Petals curl in a most pleasing and fascinating manner.

WINNER of American Home Achievement Medal at Seattle in a strong class, also at the show of the Washington State Dahlia Society of Tacoma. It won first and sweepstakes. It also won as a yearling and a two year old seedling.

NOTE:--The following is what Mr. Derrill W. Hart has to say about this dahlia, in his account of it, in his Honor Roll on dahlias in December issue of The American Home Magazine.

STILL hailing from the Pacific is the clear yellow Spotlight (Cottage Grove Gardens) which achieved The American Home Achievement Medal as the best undissemintated variety at Seattle. 7.50

STAR OF BETHLEHEM (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth, but needs heavy disbudding and pruning for exhibition blooms, as it is a very free and prolific bloomer. The bush is always covered with blooms which have the shape and appearance of huge stars. If ever there was an attractive plant in bloom this is the one. Tubers, \$1.00

SUNSET TRAIL (I. D.)—Color Chinese Scarlet with gold tip gold reverse, large flower, fine stem and prolific bloomer. Very much admired at my garden. Roots \$1.00

There is a great difference between the dahlia our father used to know and the modern dahlias.

TACOMA BEAUTY (F. D.)—A deep salmon pink blending with strawberry pink and shading to gold at base of petals. A wonderful keeper and a good root producer. Winner of many prizes in the northwest. **Roots \$2.50**

TANG (I. D.)—This is an unusual dahlia for its color and formation. Orange flame with gold shadings. A very showy and attractive flower. No garden is complete without this one. **Tubers, \$1.00**

THE COMMODORE (I. D.)—A nice clean growing, bright lemon yellow. Won American Home Achievement Medal & A. D. S. Certificate. Petals large, centers full with flowers of loose and open formation. Good stem, and a very large size flower. **\$1.00**

THOMAS EDISON (F. D.)—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. The low growing bush is always covered with blooms which are held erect on the best of stems, well above the dark green insect resistant foliage. This one was picked out by the electrical wizard, who was a dahlia lover, to be named after himself. **Tubers, 50**

VIN WELL FAIRY I. D. (Blamer)—Color a pure white and one of the best white dahlias we have grown. This particular variety stands all kinds of abuse of the elements, and especially the hot weather. It does not bruise or burn. Size of blossom averages 8 x 4 inches. Height of bush about 5 ft. A fine clean bush and insect resisting foliage. Try this dahlia. You will never regret it. **Roots \$2.00**

VON RUSSWURM (F. D.)—Color, creamy yellow flushed with pink. A fine flower on a good stem and insect resisting bush. This is a good one. **Roots \$1.50**

WATCHUNG WONDER (F. D.)—This is a very spectacular dahlia, and one that created a sensation at all of the Eastern shows and the winner of many prizes. Color a royal red with a touch of gold at the center of the massive flowers with now and then a tiny petaloid of gold, to enhance its beauty. A very nice flower in every respect and one that you should not overlook. **Tubers, \$1.00**

WHITE WONDER (I. D.)—Bloom 11x7. A pure white dahlia, the giant blooms are well formed with long pointed, twisted and curled petals, gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. **Tubers, \$2.00**

W. H. T. (F. D.)—A long stemmed flower of brilliant appearance in the garden, and a perfect type for the exhibition table. Color a cerise-rose with tints of mauve on the reverse, the face however gives a solid color, owing to the tight formation of its petals, flowers easily attain a diameter of 8 inches, and almost as deep, and are held erect on the best of stems, the plant is a robust grower, a very attractive flower that should be in every garden. **Tubers, \$.75**

If there is any variety that you're interested in and don't find listed, write to me I may be able to accommodate you, as I have many more varieties but only in small quantities, and that is why I have not listed them.

SUNFLOWER PRESS

COMMERCIAL PRINTING

1201 Mace Avenue

Bronx, N. Y.

Let the gorgeous dahlia blooms be the Good Will Ambassador to your loved ones.



WILLIAM J. RATHGEBER
"Honor Roll Dahlia"

It is with the Greatest of Pleasure, we are able to supply a limited number of stock of this marvelous dahlia. (I. D.) Color, deep Tyrian rose, suffused with a soft translucent glow, the petals are long and broad, with a slight wave near the tips of the outer petals, exhibition blossoms of 10 to 12 inches in diameter and of great depth, can be attained with a minimum of disbudding. The stems supporting the huge blossoms are exceptionally long, straight and sturdy, and hold the flowers at a 45 degree angle, well above the medium tall robust bush. This variety is a seedling of Bagdad, but considerably larger, having better stems, better foliage, flowers will not fade or burn in the hottest of sun, a very free and prolific bloomer, and the general trend of growth is also better in every respect. This great dahlia was named in memory of Mr. William J. Rathgeber, who for years was Secretary of the American Dahlia Society, and by whose efforts the dahlia has reached the foremost rank among flowers.

Roots \$5.00. Plants \$2.50

"SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised as can be attested to by the many visitors to my gardens the past season as well as the letter in the next page.

You can get results just as good, if not better, and what is more, I GUARANTEE these results, as I do not believe in the practice of putting a few good seed into a packet of cheap and inferior seed, and then trust to luck. That is not my way of doing business, like Luther Burbank, the great plant wizard, whose instructions I have followed, to select and reselect the best from the best to achieve better results, and that you cannot expect to raise elephants out of dogs, no more than you can raise an ostrich, in crossing them with canary birds. It is the big fellows I am after, it is for this reason that I absolutely do not grow a single plant, of Pompons single, collarette, show or open centered dahlias.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

Price 50 Seed \$3.00

100 Seed \$5.00

SPECIAL COMBINATION

As an introduction of my stock these are all special, and all made up from A No. 1 Stock. No substitute, but I reserve the right to refund you the money back if I am sold out. First come, first served!

No. 1 (a)

Agnes L. Young.....	\$5.00
Alyce Marie Galvin.....	3.00
Hillcrest Fluffy Ruffle.	\$5.00
Ruth M.	5.00
SARAH JANE	3.00
SATAN	2.50
\$23.50 Value for.....	\$15.00

No. 2 (a)

E. R. Superba.....	2.50
CITY OF JAMESTOWN	2.50
FAY BEATON	2.00
GERALDINE FAITH	2.00
JAMES KIRBY	2.50
MARY GRIGSBY	2.00
\$13.50 Value for.....	\$8.00

No. 3 (a)

For \$4.00 we will send you twelve roots, all named and labeled. My own selection, all different, no two alike. Catalogue value at least \$8.00.

No. 4 (a)

For \$2.00 we will send you twelve roots, all named and labeled. My own selection, all different, no two alike. Catalogue value at least double.

No. 5 (a)

For \$1.00 we will send you six roots all named and labeled. My own selection, all different, no two alike. Catalogue value at least \$2.00.

Subscribe for the MID WEST DAHLIA NEWS, a very fine publication, and should interest all dahlia growers. For more information, write to MR. D. O. ELDREDGE (Editor), 170 Talmadge St., Madison, Wisconsin.

If you have never tried my Dahlia Seeds before try now and be convinced.

READ THIS INTERESTING LETTER

Where I am not in the habit of publishing satisfied customers' letters, I cannot help to publish this particular one.

HIGH GRADE PENNSYLVANIA OILS OUR SPECIALTY

BRANCHES
TORONTO OFFICE AND FACTORY
1304 BLOOR STREET WEST
PHONE LLOYDWOOD 3500
VANCOUVER OFFICE AND FACTORY
960 POWELL STREET
PHONE HUNH. 1420
WINNIPEG OFFICE AND FACTORY
COR. NOTRE DAME AND VALOUR ROAD
PHONE 28541
EDMONTON OFFICE AND FACTORY
10044-101 STREET
PHONE 25078
SASKATOON OFFICE AND FACTORY
401 AVENUE W. SOUTH
PHONE 4302
REGINA OFFICE AND FACTORY
SOUTH RAILWAY AND WINNIPEG STS.
PHONE 8131



EMPRESS OIL
THE PRIDE OF PENNSYLVANIA

Calgary
CANADA

October 11th 1933

Mr. Albert Parrella,
3380 Ely Avenue, Corner 222nd St.
Bronx, New York, U. S. A.

Dear Sir:

You were good enough to send me some Dahlias seeds, in fact I purchased one lot and they did not grow and you sent me another lot free of charge, which I did not expect. These seeds turned out marvelous, every seed I planted grew and 85% of them were doubles, principally decorative, some cactus, some of them went as large as 13 and 14 inches across, in fact they are the finest I ever grew. There were dahlias among them equal to Jean Cowan and Eagle Rock Fantasy, in fact they were so gorgeous they would knock your eye out. I just thought you would like to know this and I want to thank you very much indeed for these wonderful seeds.

Wishing you all kinds of success, I remain,

Yours sincerely,

G. G. Snowdon

CCS/DB

Snowdon's Oils are good Oils

No flower garden is complete without dahlias

For special reason we do not grow pompons, singles, or collarettes, but due to the great demand on these varieties, we have made an arrangement with a very reliable grower, and for the first time we are able to accommodate our customers on the varieties mentioned above. Naturally these will carry the Parrella **GUARANTEE**.

POMPONS

AMBER QUEEN —Clear rich amber, free flowering.	Roots \$.25
BANTAM —Small, bright red.	Roots \$.25
DEE DEE —Long stemmed lavender, ideal for cutting.	Roots \$.25
DONNIE —Orange of perfect form.	Roots \$.35
EDITH MEULLER —A bright cerise pink. A fine cutting variety.	Roots \$.25
GANYMEDE —A beautiful shade of fawn.	Roots \$.25
HAZEL DELL —Clear pink, cerise edge; prolific.	Roots \$.35
HAZEL —Buff deepening to brown. Small and of fine form.	Roots \$.35
HONEY —Honey yellow with faint suffusion of red on edges of petals. A superior pompon.	Roots \$.25
JOE FETTE —Best small white for cutting or exhibition.	Roots \$.25
LITTLE DORRIT —Maroon purple.	Roots \$.50
LITTLE DAVID —Small, deepest shade of orange.	Roots \$.25
SUNNY DAYBREAK —Gold tipped bright orange. Extra choice.	Roots \$.35
YELLOW GEM —Fine clear yellow. Best variety of this color for all purposes.	Roots \$.25

MINIATURE DAHLIAS

CORONNE —Pure white, gardenia flowered.	Roots \$.35
EARLY GEM —Bright orange, long-stemmed.	Roots \$ 1.00
FREDA —Very formal decorative of a rich, dark plum color; very good for contrast with the lighter shades.	Roots \$.50
FEDORA —Cerise-salmon and gold; early and prolific.	Roots \$.50
GARDEN LOVE —Dwarf plant. Salmon rose.	Roots \$.50
GOLDINA —Miniature decorative of a soft rose pink color; very free blooming. Plant about 3 feet high. A German variety.	Roots \$.50
GOOD LUCK —Bright orange.	Roots \$.50
IRENE —Old Rose.	Roots \$.25
JEAN (New) —Apricot buff, nice semi-cactus.	Roots \$ 1.50
LADY MARY HOPE —Petals are fluted and turned back; amber and orange tipped white. Very attractive.	Roots \$ 1.00
RHODA —Glowing orange, rose, or shrimp pink shade. Most perfect and artistically formed decorative.	Roots \$.25

MIGNON DAHLIAS

DAZZLER —Bright scarlet.	Roots \$.50
NORTHERN GOLD —Exceptionally fine bedder of a beautiful golden color; plants about 2 feet tall and covered with flowers.	Roots \$.50
MAROON BEAUTY —Deep maroon.	Roots \$.50
PRINCESS MARY JOSE —Very fine variety, flowers about 4 inches across; of a lovely satin pink. Flowers early and late.	Roots \$.50
SNOWDRIFT —Pure white.	Roots \$.50

ENGLISH SINGLES

A new race of Dahlias, especially desirable for table decoration. The flowers are small, dainty, with wiry stems.

BETTY —Rose pink, dark crimson disk.	Roots \$.75
FUGI SAN —Rich gold with a band of crimson around the disk.	Roots \$.50
KITTIE —Bright pink with crimson disk.	Roots \$.75
LITTLE JENNY —A combination of salmon, rose and bronze.	Roots \$ 1.50

TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st scatter a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

Try a package of my Chrysopecan seed

CHRYSPOPCAN
THE BEAUTIFUL FLOWER

SEEDS

Combination package 50 cents.

Special combination consisting of the double amount of seed, and varieties, \$1.00.

The CHRYSPOPCAN is a very robust plant and grows on the style of a dwarf Dahlia plant, but does not need any stake to support it.

CHRYSPOPCANS begin to bloom about June 15th and keep on sending out beautiful blooms until the latter part of July.



This picture shows a chrysopecan plant in bloom. Note the sturdiness and vigor of this plant, also the stem that holds the flowers erect. Note the size and shape of flowers on plant, which was 4 ft. high, also the foliage.

CHRYSPOPCAN DESCRIPTION

Twelve years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it in bloom to really appreciate its rare beauty. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites.

The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foliage forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

A chemist would probably analyze the CHRYSPOPCAN to be composed of the following strains, Poppy 75% Carnation 10% Chrysanthemum 10% Dahlia 5% with some plants varying slightly one way or the other.

Most of the flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, which others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date, are Ashes of Rose, Chinese Red, Pink, Fuchsia, Red, Lavender, Maroon, Mauve, White, Pink Tipped, White and Scarlet with Light Stripes.

To grow Chrysopecan once means it will always have a choice spot in your garden.

REASONS WHY YOU SHOULD JOIN THE AMERICAN DAHLIA SOCIETY

TO GROW BETTER DAHLIAS

THIS IS ONE OF THE BEST INVESTMENTS

1st. You will receive a Membership Card and also a Special Pass for the big Show, (The New York Show) free of charge.

2nd. You have the privilege of displaying your dahlias in The New York Show, (free of charge), by being a member of the Society, otherwise it would cost you two dollars admission fee for the same.

3rd. You will receive the quarterly American Dahlia Society Bulletin, which is brim full of information, giving many helpful hints by well-known growers, both Amateur and Commercial.

4th. The bulletin in itself is a real master-piece and chock full of information, which in my estimation is the supreme book of knowledge in the dahlia kingdom.

For more information regarding a subscription write to the Secretary of the A. D. S. Mr. C. Louis Alling, 251 Court Street, West Haven, Conn.



Our 100 ft. display at The A. D. S. Society Exhibit, held at Hotel Pennsylvania, New York City.

Order early and you will not be disappointed

INTERESTING CLIPPING
THROUGH THE COURTESY
OF THE SAN DIEGO UNION
San Diego, Calif.

'CHRYSPOPCAN' IS NEW AND NIFTY

The "chryspopcan" has made its appearance in the floral world bringing with it all the delightful curiosity that surrounds a new animal in the circus.

Its peculiar name is a composite of the flowers it resembles, namely the chrysanthemum, the poppy and the carnation. It is large, three to four inches in diameter and growing on busy plants two to four feet high. Its colors range through pink, rose, red and mauve.

The petals of the chryspopcan give it much of its striking beauty. They vary greatly in form, differing from most flowers which have a recognized pattern for their petals. The chryspopcan flaunts to the breeze silky, satiny ones trimmed variously in ruffles, fringes or curls. Considering the size of the flower and its gorgeous colors, such petals arrangements are more than enough to make it stand out in any collection of blossoms.

The genealogy of the chryspopcan has not yet been published. The seeds resemble poppies except that they are larger. They are planted in the open in either fall or early spring in San Diego. No transplanting takes place. The sowing is done in a two or three inch trench, the seeds covered about a quarter of an inch and the trench filled in around the seedlings as they grow.

Since transplanting is not recommended, the seeds are sown in hills. That is, half a dozen are dropped at a time at points 18 or 24 inches apart.

A FEW SUGGESTIONS TO DAHLIA LOVERS

The Dahlia is the "queen of the garden" It is in all its splendor at a time when most other flowers are out of bloom. No other flower will give as much satisfaction as the dahlia. Among many other things it has to its advantage an enormous size, a very lengthy season and many beautiful blossoms.

Today one can purchase a very fine selection of standard varieties for a mere trifle. For that particular reason everyone should grow this beautiful flower. Grow them wherever you have space. If you lack a site for planting, I might suggest growing the plants in convenient vats or large pots and placed around walks, on the lawn, on sun-porches or even on roofs of low buildings.

If anyone intends growing these beautiful flowers, he should take advantage of the flower shows and numerous dahlia shows then personally choose his own varieties.

The next step is to purchase a few bulbs from these varieties and when the season for planting presents itself, do so, using the technique and care which the flower deserves. Bear in mind, however, that anything will grow even if barely kept alive, but in order for something to grow to perfection, it must have the proper care and time spent on it.

If you purchase a dahlia which was originally grown in a different locality and your results are not what you expected, try growing the same variety the following season and you will be surprised at the results. If, however, after the second attempt the flower has not come up to your expectations, I would advise your discarding that particular variety. For that reason, my motto for a number of years has been "I grow the best and discard the rest."

The dahlia has progressed more in the last five years than it has done since it has been in existence and will continue to do so if the growers will endeavor to produce more and better commercial typed flowers.

Several years ago, seeing a dahlia in a florist's window was more or less a novelty, but today the flower has reached and passed the other flowers in popularity. To produce a better dahlia will mean an increase in business and a way out of the depression. So let us try for more and better dahlias and the future of the dahlia is assured.

ALBERT PARRELLA



BE IN THE SPOTLIGHT
AND GROW "SPOTLIGHT"

ALBERT PARRELLA

DAHLIA GARDENS

Originator and Grower of

CHRYSOPCAN AND SELECT DAHLIAS

3380 ELY AVENUE, Cor. 222nd St., BRONX N. Y.

Tel. EStabrook 8-3490