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Horticultural Specialists Since 1871  
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LOS ANGELES 22, CALIFORNIA

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### Thrilling Exhibition Mum

### STEPHANIE

Yes! The most exquisite clear fuchsia purple color ever seen in any mum. Each exciting petal is silvery pink on reverse side. This exhibition mum is a must for your garden!

NC6167

ONLY

3 for \$2<sup>50</sup> \$1<sup>00</sup>

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U.S. DEPARTMENT OF AGRICULTURE  
WASHINGTON 25 D.C.

## ANNUAL MUM CARNIVAL



Form 3547 Requested





# Each Variety EXOTIC SPIDER

These lovely creatures of the Chrysanthemum family, when they will bring you enjoyment with their "eye catching" form and color.

**NC6176 ALBERT WITT** — Clear yellow sport of "BESS WITT." October 20th.

**NC6177 ANNE** — Truly magnificent purest white spider of the large tubular class. October 5th.

**NC6178 ARCTIC** — Enchantingly beautiful true spider in the purest white. October 20th.

**NC6179 BERTHA OLIVER** — Deep orchid pink. October 20th.

**NC6180 BESS WITT** — A pleasing combination of apricot-bronze and salmon pink. October 20th.

**NC6181 BRIDESMAID** — Deep lavender pink spider. Short compact growth makes it popular for pot culture. One of the best early varieties. October 10th.

**NC6182 CANDY BRONZE** — Most entrancing double spoon flower reaching maturity about mid-October. Bright golden-bronze tubulated part plus the

rich Indian Red color at the spoon opening complete a most enthralling combination of this blossom. October 15th.

**NC6183 CATHAY** — The quilled petals of this charming flower are a most beautiful shade of old copper with spoon tips of brilliant red. October 30th.

**NC6184 CELESTIAL BEAUTY** — The quilled petals are amaranth with the spoon tips opening to a stunning shade of dubonnet. November 15th.

## EXOTIC SPIDER MUM PICTURE COLLECTION

Imagine all of the exotic spider mums illustrated to the left blooming in your own garden.

Collection includes 1 each Bertha Oliver, Bess Witt, Maria, Melody, Paul Miller, Sarah Morasch, and Georgina Hedinger.

All 7 <sup>NC66</sup> (\$3.50 Value) only \$2<sup>50</sup>

## CASCADE CHRYSANTHEMUMS

### Royal Cascades

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

3 for \$1<sup>25</sup>

6 for \$2<sup>00</sup>

**NC6389 ANA** — White daisy type flower with golden-yellow center. Blooms about 2 inches in diameter. "JANE HARTE" is a sport of this variety. November 1st.

**NC6390 CHERRY BLOSSOM** — Anemone flowered type cascade variety in duo-tones of pink and white. Outer edge of each flower is pink and the rest is white. October 28th.

**NC6391 GERTRUDE COMPTON** — Button-anemone type flower in pure yellow. Suitable for medium size cascade and splendid item for rock gardens or borders. October 20th.

**NC6392 FIREFALL** — Garnet red daisy flower. Free flowering and attractive. October 25th.

**NC6393 HALLOWEEN** — Anemone type flowers. Harmoniously beautiful bronze petals with deep bronze center cushion. October 25th.

**NC6394 JANE HARTE** — Clear yellow sport of "ANA." Together with its parent the most popular and satisfactory cascading variety of today. November 1st.

**NC6395 LAVENDER BEAUTY** — Daisy type in a beautiful lavender pink. Extremely free flowering and lasting. October 20th.

**NC6396 NIAGARA FALLS** — Creamy white daisy type blossoms about 3 inches in diameter. Best early flowering cascade. October 20th.

**NC6397 PINK SWEETHEART** — Daisy type pink. Flowers similar in form to "ANA." Good production. October 20th.

## ROYAL CASCADE COLLECTION

Now you can create your very own "Hanging Garden of Mums." Collection includes 1 each of all nine above cascade mum varieties.

All 9 (\$3.75 VALUE) only \$2<sup>75</sup>



JANE HARTE  
NC6394  
3 for \$1.25 6 for \$2.00

## WORLDS FINEST SPIDER MUM COLLECTION

Really a collector's collection of the most beautiful types ever offered! Full garden into a mum paradise. Collection includes 1 each of the following varieties: Bess Witt, Paul Miller, Sarah Morasch, Mamoru, Sunnyslope Spider, and JANE HARTE.

All 10 (\$5.50 Value) only \$4<sup>50</sup>









# Each Variety a Thrill to behold! EXOTIC SPIDER and FEATHERY MUMS.

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

colors. Win the sweepstakes at your local flower shows and excite your whole neighborhood with these exotic spider mums.

**50¢ each 6 for \$2.25**



NC6176 ALBERT WITT — Clear yellow sport of "BESS WITT." October 20th.

NC6177 ANNE — Truly magnificent purest white spider of the large tubular class. October 5th.

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NC6182 CANDY BRONZE — Most entrancing double spoon flower reaching maturity about mid-October. Bright golden-bronze tubulated part plus the

NC6185 CHERIE — A most beautiful shade of soft orchid pink with slender petals hooked at the tip. A very full-centered flower which is similar to our old variety, "CATALINA." November 10th.

NC6186 CHOPSTICK — The broad spoon tips of this full-centered quilled type flowers are rich henna-red and the tubulated portion is golden bronze. October 25th.

NC6188 OALWIN — The long tubulate petals of this spider is a buff-bronze. October 15th.

NC6189 DUCHESS — Gorgeously beautiful orchid pink throughout, a color similar to our "BUNBU." Truly magnificent flower with splendid foliage and stem. October 20th.

NC6190 EMERALD ISLE — As the name suggests, the predominant color of these slender cordlike petals is green with an undertone of creamy white. November 1st.

NC6191 GALLANT — Bronze spider, like "PAUL MILLER" with better color and growth habits. October 20th.

NC6192 GEORGINA HEINGER — This full centered spider of a beautiful shade of pink ranks unrivaled in the early flowering class. October 5th.

NC6193 GOLOEN LACE — Deep yellow. Fully double at the center and an excellent keeper. Splendid foliage. October 30th.

NC6194 KING TUT — Solid coppery-bronze spider; medium tubular petals uniformly and gracefully arranged on strong stem. October 25th.

NC6184 CELESTIAL BEAUTY — The quilled petals are amaranth with the spoon tips opening to a stunning shade of dubonnet. November 15th.

NC6195 LORRAINE — A "DEEP ORCHID PINK RAYONANTE" is the description of this beautiful flower. November 1st.

NC6196 MAMORU — Light orange shading to a deeper bronze at the center. October 20th.

NC6197 MARIA — Creamy white, but is also suffused with a faint pink shade when it first opens and over-laid with chartreuse at the top. Tall grower. October 20th.

NC6198 MARY VANCE — Deep pinkish-lavender spider with straight tubular petals and spoon-end tips. November 10th.

NC6199 MAUVE — Wine red spider. Slender size quilled petals with fish-hook tips. October 20th.

NC6200 MELOOY — Clear deep yellow throughout. October 20th.

NC6201 MISS GINA HARWOOD — Sport of "RAYONANTE." Color is a beautiful blend of light rose and straw-bronze. October 15th.

NC6202 ORIENTAL KNIGHT — Perhaps this is the deepest garnet red (bordering towards purple) quilled type flower known on the market today. November 1st.

NC6203 PAUL MILLER — Most fascinating buff-bronze with a darker shade of bronze at the center. October 25th.

NC6204 PEGGY ANN HOOVER — Clear light pink. Flower formation similar to "BESS WITT." October 20th.

NC6205 PUNCH BOWL — Rich burgundy red spider with slender quilled petals falling away from a full centered of deeper shade. October 30th.

NC6206 QUEEN OF HEARTS — Pale pink spider like "GEORGINA HEINGER," but with larger petals and fish-hook tips; graceful. October 25th.

NC6207 RAYONANTE — The cord-like quilled petals of this full-centered flower are a lovely shade of light rose. October 15th.

NC6208 SAN GABRIEL — Gorgeous clear deep yellow. October 15th.

NC6209 SARAH MORASCH — Beautiful shade of rose pink which changes into a fascination pink as it matures. October 25th.

NC6210 SONDRRA GAIL — Charmingly beautiful blend of buff-bronze and coral shades — more popular during the final stages when color turns to a beautiful shade of soft salmon-bronze. October 25th.

NC6211 SUNNYSLOPE SPLENDOR — Unparalleled glistening white full-centered large flower with a light overcast of green throughout, even at full maturity. Indisputably the most satisfactory and outstanding foremost pride. October 10th.

NC6212 SWINGTIME — Peerless white among the exhibition class spiders. Long bold petals drop gracefully on the most luxuriously formed plant we have experienced growing. October 30th.

NC6213 TRANQUILITY — A sensational "pure white" spider. Extra large and perfectly formed in every respect. October 15th.

NC6214 WALTZTIME — Color varies from charmingly beautiful orchid pink to a delicate lavender pink at the center. Extra large flower with long petals cascading gorgeously beyond description. Tall. October 25th.

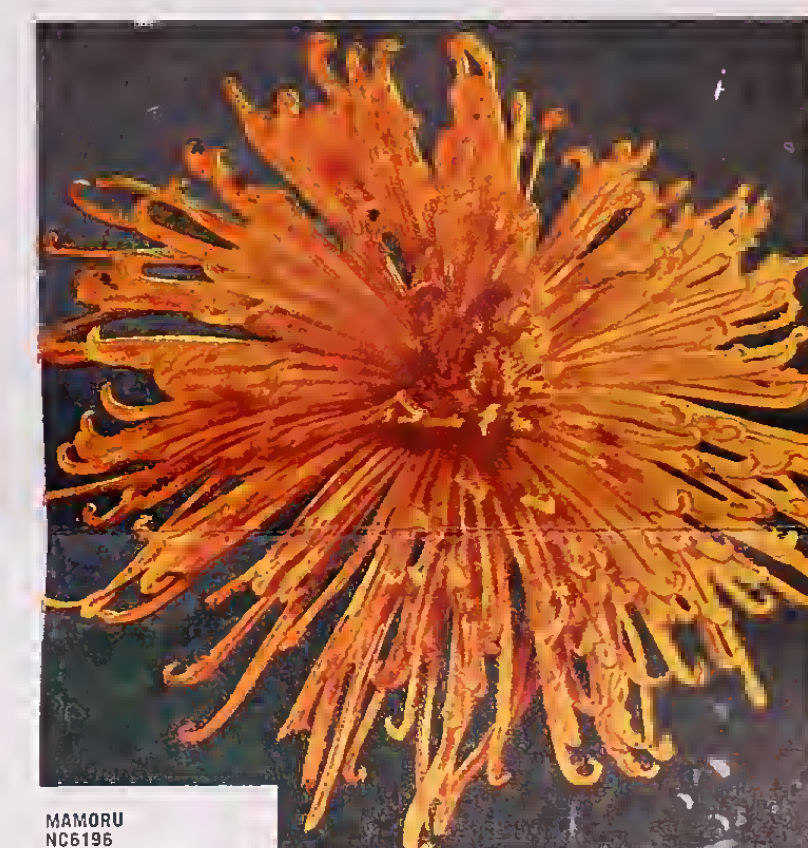
NC6215 WHITE RAYONANTE — Pure white sport of "RAYONANTE." October 15th.

NC6216 YELLOW FRILL — Clear yellow petals are long and tightly curled at the tip. October 15th.

NC6217 YELLOW RAYONANTE — Beautiful yellow sport of "RAYONANTE." October 15th.



SUNNYSLOPE SPLENDOR  
NC6211  
50c ea. 6 for \$2.25



MAMORU  
NC6196  
50c ea. 6 for \$2.25



NIGHTINGALE

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All 9 <sup>(\$3.75 VALUE)</sup> only \$2.75

**WORLD'S FINEST SPIDER MUM COLLECTION**  
Really a collector's collection of positively the finest Spider Types ever offered! Full range of colors to transform your garden into a mum paradise.  
Collection includes 1 each, Georgina Hedinger, Maria, Bess Witt, Paul Miller, Sarah Morasch, Bertha Oliver, Melody, Mamoru, Sunnyslope Splendor, PLUS NIGHTINGALE.  
NC6H  
All 10 <sup>(\$5.50 Value)</sup> only \$3.95

Now the Most Exotic Spider Mum Ever Grown

**NIGHTINGALE** →

Truly Unique

Yes, the most unique Chartreuse color ever seen in any flower. Sure they take a little extra care but what results. Bloom must be shaded from bright sunlight to prevent fading. Most thrilling spider form. October 25th.

NC6222 \$1 each 3 for ONLY \$2.50

JANE HARTE  
NC6394  
3 for \$1.25 6 for \$2.00







CRIMSON CUSHION  
NC6280  
3 for \$1.25 6 for \$2.00

## CUSHION MUMS

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

**3 for \$1<sup>25</sup> 6 for \$2<sup>00</sup>**

NC6278 AMELIA — Pink Cushion. The original cushion mum in variable shades of pink. September 1st.

NC6279 CHAMPION CUSHION — Deep bronze color and general habit like the "AMELIA." September 1st.

NC6280 CRIMSON CUSHION — Beautiful wine red. True cushion. September 1st.

NC6281 GOLDEN CARPET — Dwarf pompom. A creeping low grower. Excellent border item. September, 1st.

NC6282 GOLDEN CUSHION — Rich golden yellow. Rugged, stocky, well formed plant of "AMELIA" strain. September 1st.

NC6283 SALMON CUSHION — Most pleasing shade of salmon pink and soft coral. September 1st.

NC6284 YELLOW CUSHION — Beautiful orange yellow. September 1st.

### CUSHION COLLECTION

All 7 1 each above only \$2<sup>25</sup>

## SINGLE MUMS

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

**3 for \$1<sup>25</sup> 6 for \$2<sup>00</sup>**

NC6309 GINNY LEE — Pure white true daisy flower. October 25th.

NC6310 GRAND SLAM — Very attractive cherry pink single. October 25th.

NC6311 MASON'S YELLOW — Clear yellow. October 30th.

NC6312 MELBA — Orange bronze. Showy. November 1st.

NC6313 RADIANT — Bronzy red. Popular variety. November 5th.

NC6314 ROYAL ROBE — Wine red almost purple. November 10th.

### SINGLE MUM COLLECTION

All 6 1 each above only \$2<sup>00</sup>

## ANEMONE MUMS



BRONZE FRIEDA  
NC6294  
3 for \$1.25 6 for \$2.00

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

**3 for \$1<sup>25</sup> 6 for ONLY \$2<sup>00</sup>**

NC6294 BRONZE FRIEDA — Buff bronze rays with cushion of yellow. November 1st.

NC6295 FRIEDA — Deep orchid pink with yellow cushion. November 1st.

NC6296 F. S. PARKS — Especially large when disbudded. Both rays and disc petals are glistening white. Healthy growing habit. November 1st.

NC6297 MURAT — Garnet red throughout with tiny glints of gold in the cushion florets. Not to be disbudded. October 28th.

NC6298 SUNRAY — Medium size flowers of rich golden yellow. Not to be disbudded. October 20th.

NC6299 YELLOW SINCERITY — Clear soft yellow. Very popular. October 25th.

## NEW! SENSATIONAL! EARLY BLOOMING HARDY MUMS

Yes, now you can have gorgeous mums blooming in your garden weeks earlier than ever before. Famed the world over for the most striking brilliant show of color, the early blooming hardy varieties can be planted in massive

**3 for \$1<sup>25</sup>**

NC6407 AVALANCHE — Luscious ivory white up to 3 inches in diameter. September 15th.

NC6408 CARNIVAL — Glorious blend of gold and bronze. October 10th.

NC6409 CHARLES NYE — Clearest of yellows, globular pompom. October 1st.

NC6410 CHIPPEWA — Aster purple. Decorative. September 25th.

NC6411 ENTERPRISE — Distinguished rich amaranth pink — a beauty! October 1st.

NC6412 HUNTSMAN — Reddish bronze, lively and vivid. October 5th.

NC6413 LAVENDER LADY — Interesting lavender, free flowering. October 1st.

NC6414 LEE POWELL — Yellow with slight orange tinge at center. September 25th.

displays, along driveways, or used for general garden planting.

Developed especially for areas of early frost or short growing seasons this sensational new type of mum is the answer. Buy plenty of this new type at this low price.

**6 for \$2<sup>00</sup>**

NC6415 PINK RADIANCE — Beautiful radiant pink, very luminous. October 10th.

NC6416 RED VELVET — Soft, velvet red, a real smoothie. October 5th.

NC6417 STELLA — True Pink. Decorative. October 1st.

NC6418 TIFFANY ROSE — Majestic deep rose. October 5th.

NC6419 YELLOW AVALANCHE — Soft yellow. Decorative. Sport of "AVALANCHE." September 15th.

### EARLY BLOOMING HARDY MUM COLLECTION

All 13 1 each variety only \$3<sup>95</sup>

## SINGLE DWARF MUMS

Low Growing — For Borders

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

**3 for \$1<sup>25</sup>**

**6 for \$2<sup>00</sup>**

NC6324 ASTRID — Soft pinkish apricot. September 25th.

NC6325 GOOD MORNING — Pure yellow. Identical in general growing habit to "ASTRID." September 25th.

NC6326 IGLOO — A white daisy. Exceedingly free flowering. September 25th.

NC6327 KRISTINA — Deep rose pink which is almost purple, a shade which is most attractive in the fall gardens. September 25th.

NC6328 LOKI — Variable shades of pink and rose. September 25th.

### ANEMONE COLLECTION

All 6 1 each above only \$2<sup>00</sup>

DWARF MUM COLL.  
All 5 1 each above only \$1<sup>75</sup>











# ODD FORM CHRYSANTHEMUMS *Interesting*

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

**50¢ each**      **6 for \$2<sup>25</sup>**

NC6338 **GERRY** — Intense bronze with gold reverse. October 30th.

NC6339 **PANSY SILL** — Stunning beautiful blend of rich wine red with light silvery reverse. Strong stems and healthy foliage. Tall grower. November 1st.

NC6340 **PINK EXQUISITE** — A suitable name for the flower which is the most exquisite shade of pink. The reflexed petals, radiate from the center which is unique swirl. November 1st.

NC6341 **REVERIE** — This flower is composed of spoon-shaped petals of irregular formation with an anemone flowered center. The ray petals are a beautiful orchid pink while the disc of it is a slightly lighter color. November 1st.

NC6342 **RONDO** — A snowy white decorative flower. Petals are flat and feathery. Should be disbudded for best results, but not as big mums. October 20th.

NC6343 **YELLOW TAGGART** — An odd yellow flower with quilled petals covered with hairy spines. October 30th.



PANSY SILL  
NC6339  
50c ea. 6 for \$2.25

**Odd Form Collection**  
All **6** OF THE ABOVE only **\$2<sup>25</sup>**

## SPoon MUMS *Garden Highlights*

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

**3 for \$1<sup>25</sup>**

**6 for ONLY \$2<sup>00</sup>**

NC6372 **KIMIE** — Popular large size flower. Clearest yellow. October 20th.

NC6373 **MRS. GWEN CHEESEWRIGHT** — Single layer petals of grayish lavender quill and spoon openings of a stunning rose pink. November 15th.

NC6374 **INCA** — Long, tubular petals, spoon tips, light orange in color. October 30th.

NC6375 **PAULA** — A spectacular recent introduction of special merit. Quilled part is buff-yellow and broad spoon opens to an amazingly lovely bright crimson. October 25th.

NC6376 **SCINTILLATION** — Luminous orchid pink. Semi-double spoon. October 20th.

NC6377 **SNOW QUEEN** — Unparalleled pure white spoon. October 30th.

NC6378 **WHITE SPOON** — Ever popular double flower. October 1st.

NC6379 **YELLOW SPOON** — Excellent double flower in buttercup yellow. October 5th.

**SPoon COLLECTION**  
ALL **8** <sup>1</sup> EACH ABOVE only **\$2<sup>50</sup>**



PAULA  
NC6375  
3 for \$1.25 6 for \$2.00