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Betty Uprichard



12 OF AMERICA'S FINEST ROSES

QUALITY PLANTS

Guaranteed to bloom within three months from date of planting or your money refunded.

The 1929 "STAR DOZEN"

(SEE DESCRIPTIONS ON OTHER SIDE)



Radiance

EACH year we aim to offer you, in our "Star Dozen," the best twelve Roses for America. Almost every year we make some change in the collection, some improvement over the previous year's offering. We keep it up to date, including new Roses as they prove themselves. Thus, we consider our "Star Dozen" even better than the nation-wide choice of The American Rose Society—better, because more universally adaptable to amateur gardens.

We have added Betty Uprichard (see large colored plate) this year, a newer and much better Rose than the one we took out. Thus we give you the best twelve Roses for this year's blooming—Roses that have been tested and tried—Roses that will grow gloriously in your garden—Roses that you will find completely satisfactory. Every plant is labeled with our durable, celluloid star tag and guaranteed to bloom within three months from the date you plant it.



Souv. de Georges Pernet



Red Radiance

The "STAR Dozen"

"Constantly imitated but never equaled"

The Roses shown here (except Betty Uprichard), are miniature reproductions of those grown in our own experimental gardens and Rose-fields. They show the actual color and shape of the Roses that make up our famous "Star Dozen."

Just picture to yourself how these gorgeous blossoms would look in your own garden, transforming it into a fairyland of color and fragrance. You can grow these Roses in your own yard—that we guarantee. Our Roses bloom or you get your money back. Could anything be fairer? The "Star Dozen" will furnish you Roses to cut, within three months after you receive the plants, and they keep on blooming, almost every day from the time they start, until hard frost.

The "Star Dozen" has been selected for you by expert Rose-growers, after years of experimentation and research, and the expending of thousands of dollars. For sturdy growth, profusion of blossoms, beauty of form, exquisite coloring, no other collection of 12 Roses can compete with the "Star Dozen" in quality and price. They are the only Roses you can buy that are *trade-marked and guaranteed*. You really take no chances at all when you order the "Star Dozen." It is not the fine varieties only that you get here, but also the unrivaled "Star quality" plants.

The "Star Dozen" is specially priced at \$10.50. Individually, any one of the Roses costs \$1 (except Rev. F. Page-Roberts, which is \$1.50), so you save \$2 by ordering the twelve Roses at once. Do it now. We will ship at proper planting-time.

There is only one "Star Dozen"—it is the dozen offered by the

★Star Rose Growers

The CONARD-PYLE CO.

ROBERT PYLE, President

WEST GROVE, PENNA.



Etoile de France



Rev. F. Page-Roberts



Mrs. Aaron Ward



Kaiserin Auguste Viktoria



Mme. Edouard Herriot



Mme. Butterfly



Duchess of Wellington



Souv. de Claudius Pernet

SEE OVER
FOR
DESCRIPTIONS

Descriptions of the 1929 "Star Dozen"

AS SHOWN IN COLOR ON OTHER SIDE

★**Betty Uprichard.** HT. The carmine buds open to medium-size salmon flowers, suffused with orange on the inside and coppery carmine on the reverse, holding their color in any weather. Plant is healthy, vigorous, and floriferous. \$1 ea.

★**Radiance.** HT. Large blooms of two tones of pink—light inside, and almost carmine outside—similar in form to a large Darwin tulip; delightfully perfumed. The bush is practically perfect in all respects. \$1 each.

★**Red Radiance.** HT. Brilliant, cerise-red flowers of the same style as Radiance, with the same habit of growth, vigor, foliage, and blooming quality. \$1 each.

★**Rev. F. Page-Roberts.** (Pernet.) Long, shapely buds of Indian-yellow, washed with deep carmine which "runs" as the bud unfurls but never disappears. In the half-open stage, the flower is nearly perfect in form. The interior has the rare tint of the finest Marechal Niel and is deliciously fragrant. A low, bedding plant. \$1.50 each.

★**Kaiserin Auguste Viktoria.** HT. A large, full white Rose following a short, ovoid bud, with petals of unusual substance, lightly tinted with lemon at the base. Very handsome. \$1 each.

★**Mme. Butterfly.** HT. Delicately modeled flowers of tender pink, shaded with salmon, cream, and gold; very highly scented and unusually long-lasting when cut in the bud. A steady bloomer, summer and autumn. \$1 each.

★**Duchess of Wellington.** HT. Its lovely yellow buds are very long-pointed, with brushings of carmine-red on the outside of the petals. The large flowers are orange-yellow, reddish gold, and lemon; rich fragrance. \$1 each.

★**Souvenir de Claudius Pernet.** (Pernet.) Flowers of the most striking sunflower-yellow, with the recurving outer petals becoming cream; very large and full, beautifully formed. Does best in warm weather. \$1 each.

★**Mme. Edouard Herriot.** (Pernet.) Newly open flowers are deep coral-red which soon change to a pleasing orange-pink. Its large, semi-double flowers are well formed and very showy. \$1 each.

★**Mrs. Aaron Ward.** HT. Indian-yellow buds, and blooms of golden fawn, shading to creamy pink. The plant is of good form, low-growing, admirably suited to close-planting in masses. Does well in any location but is better if it is partly shaded. \$1 each.

★**Etoile de France.** HT. Rich red, globular buds and unusually large, crimson-maroon flowers full to the center. Very fragrant and one of the few red varieties which bloom well in summer. \$1 each.

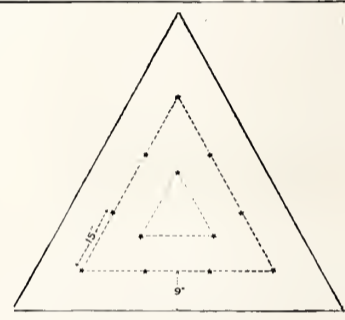
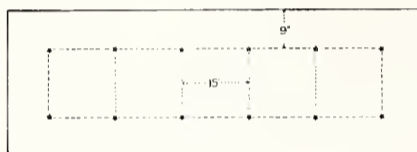
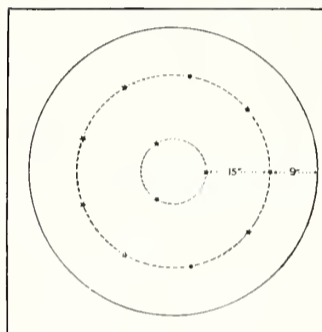
★**Souvenir de Georges Pernet.** (Pernet.) Long, pointed buds of rich Oriental red tipped with deep carmine, on a base of buttercup-yellow, blending into glorious old-rose as the flower opens. Low, spreading grower and a good bloomer. \$1 each.

Remember

That the plants we send you will not be puny "slips" or anæmic bushes. They will be three-year-old, hardy, healthy plants that have had a good start in life, because they have been grown out in the open, under the same conditions they will meet in your own garden. They have every chance in the world to grow into fine, vigorous, and healthy bushes, capable of producing an abundance of beautiful Roses.

DIAGRAMS SUGGESTING DIFFERENT WAYS TO PLANT THE "STAR DOZEN" ROSES

Plant 15 inches apart



Order Your "Star Dozen" Now

It takes three long seasons to grow a Rose for the "Star Dozen." If our supply runs out, we cannot "manufacture" more. Order early and assure the reservation of your "Star Dozen." It will be shipped at the right time for planting in your part of the country.

If ordered all at one time, the "Star Dozen" costs only \$10.50. Individually, the same plants would cost you \$12.50. You save \$2—the price of two plants! For easy ordering, use the enclosed yellow sheet.

Ask for Offer No. F-1

12 One each of the justly famous "Star Dozen" Roses, guaranteed to bloom within three months from date of planting, and "Success with Roses" for **\$10.50**

If you have room for more than the Star Dozen Roses, we strongly recommend this splendid Collection of twenty-five (regular Catalog price of these 25 is \$26)

Twenty-five Roses get one acquainted with a very satisfactory range of types and forms. A beginner in Rose-growing will have a most interesting and delightful time noting the fresh, eager buds before the flowers open. There is much pleasure to be obtained in observing the ever-changing colors, the difference in the thorns and foliage, and also the habits of growth.

This Collection of 25 Everblooming Roses includes the famous 12 in the "Star Dozen," as described above and shown in natural colors on the other side. Each Rose is distinctly different in form and color. Every plant will be labeled with our exclusive, durable celluloid Star tag, so you will have the satisfaction of knowing each beauty by name when it blooms.

The "Star Dozen" and these Thirteen Make the "Star 25"

★**Francis Scott Key.** HT. Great, full, crimson blooms. \$1 each.

★**George C. Waud.** HT. Striking vermilion color. \$1 each.

★**Gruss an Teplitz.** H.Bengal. Dark, velvety crimson. \$1 each.

★**Hawtmark Crimson.** H.Bengal. Crimson, with black shadings. \$1 each.

★**Lady Alice Stanley.** HT. Perfect blooms of flesh-pink. \$1 each.

★**Lady Ashtown.** HT. Brilliant shining pink with a golden underglow. \$1 each.

★**Mme. Caroline Testout.** HT. Bright rose-pink. \$1 each.

★**Mme. Jules Bouché.** HT. White, with pink flush. \$1 each.

★**Miss Cynthia Forde.** HT. Perfect, silvery pink blooms. \$1 each.

★**Miss Lolita Armour.** (Pernet.) Lovely copper and fawn. \$1 each.

★**Mrs. Henry Morse.** HT. A beautiful large-flowered two-toned pink. \$1 each.

★**Ophelia.** HT. Perfect blooms, pearl-pink and gold. \$1 each.

★**Ville de Paris.** (Pernet.) Gleaming buttercup-yellow. Winner of 1925 Bagatelle Gold Medal. \$1.50 each.

ASK FOR OFFER F-2 { **25** Choice Everblooming ★Roses, including the "Star Dozen" with the 13 named above—all guaranteed to grow and bloom within three months from date of planting, and "Success with Roses" for } **\$20**

Send for "Success with Roses"

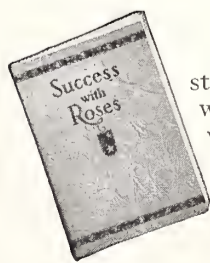
This 32-page book gives you full instructions for planting and caring for your Roses—preparing the soil, planting instructions, pruning, summer care, mulching, destroying rose pests, fall care, winter protection—all the valuable information we have gathered throughout our years of experience in Rose-growing. It's a book you cannot afford to pass up, if you want to have success with your Roses. It's yours for 25 cts., or free when you order the "Star Dozen" or the "Star 25."

★Star Rose Growers

The CONARD-PYLE CO.

ROBERT PYLE, President

WEST GROVE, PENNA.



6273
 ADVANCE PAGES FROM THE NEW AND ENTIRELY REVISED

Star Guide to Good Roses



IN HIS search for the right path, mankind for ages and ages has depended upon the Stars as his guide. The more experienced the traveler, the better does he know his Stars and rejoice in them, until they have come to be for him the symbol of what is reliable. The Stars never fail!

Such is our aim with Star Roses: that *they* shall never fail!

After two generations of specializing upon better Roses, we know why some Roses can be expected to fail, or to do poorly at best—such Roses as the under-glass-grown and own-root striplings, and the “spent” thrown-out, big bushes discarded from the glass-houses of the florists. Such plants we refuse to offer to our friends. They are, as a rule, expensive at any price.

Three years in good soil, under the open sky, harden the Star Roses to all kinds of weather and build up the sturdy constitution. Naturally, they cost more, but the slight difference is more than made up with the first season’s bloom, and then the Star Roses live for years.

The physically robust constitution of the plant is but one of the factors that make for success. There are other pitfalls of failure and disappointment awaiting those who choose many mediocre and unworthy varieties offered all too glibly. Here, again, the STAR GUIDE TO GOOD ROSES assures “Safety First,” and points the straight and easy pathway into your garden of delightful Roses. The following pages explain how we test all varieties and eliminate the unfit, so that the expert finds here kinds to his taste, while the novice cannot go wrong. (Please read pages 2, 3, and 4.)

Other branches of our establishment are devoted to the production annually of well on toward a million plants herein offered under the following heads:

THIS BOOK IS ARRANGED AS FOLLOWS

	Page		Page		Page
The Star Dozen Roses	10	Hybrid Perpetual Roses	34, 35	Evergreens	48, 49
The Star Twenty-five	13	Polyantha Roses	36, 37	Cannas	50-53
Everblooming Roses	14-29	Rugosa Roses	38, 39	Perennials	54-57
(With full alphabetical index)		Hardy Climbing Roses	40-45	Gladiolus, etc.	58, 59
Novelty Roses	30, 31	Hardy Vines	46	Flowering Shrubs	60-63
Out-of-the-Ordinary Roses	32, 33	Hedge and Edging Plants	47	Dahlias	64

In addition to this Spring “Star Guide to Good Roses,” we publish:

1. An Autumn Star Guide to Good Roses.
2. “Success with Roses”—complete instructions about growing, from planting to winter protection. Price 25 cents.
3. “Rose News”—issued almost monthly in the pages of “The American Home” magazine. (Copies on request.)
4. Hints on Planting and Care of Roses. (Sent with each order.)



Our West Grove Garden of Star Roses—visited by over 20,000 Rose enthusiasts last summer and fall



“The Most Important Rose-growing Concern in the United States”

One of America's best-informed horticultural editors thus recently referred to us. If he is right that we “Star Rose-Growers,” after two generations of effort in the very spot in the United States where the American Rose-growing industry had its beginnings, have attained to such a position of leadership, it is proper to ask, Why? You will be interested in knowing what we take as the reason our business continues steadily to increase.

No man, or group of men, can hope to hold a place of leadership unless there is actual leadership. This does not mean merely to outstrip in a competitive race for volume of business. That idea has long since been lost sight of as we strive toward our definite objective:

To so serve the Rose-lovers of America that they will get from us the utmost returns in Rose-enjoyment.

This involves much more than mere merchandising. There was a time when “The Best Roses for America” satisfied us as a slogan, but we have come to see that it is not enough, in our thirty years of earnest endeavor. These years, full of interest and effort, have not been spent in any isolated environment, but rather in increasingly coming in touch with Roses and Rose-gardens everywhere.

Our Rose Test-Garden

When it is realized that there are, today, broadly speaking, between two and three thousand Roses in American commerce, and, furthermore, that nearly 200 new varieties appear each year, it will be understood that special facilities are required in which to make adequate tests and to arrive at reliable judgments with reference to comparative values. Therefore, for this purpose, we maintain an extensive Rose Test-Garden, in which are being studied at present over 1,200 different varieties, from which we can constantly revise and improve the 120 or more sorts we care to recommend to our customers.

In addition to this comprehensive testing at home, we hear from thousands of customers in all parts of the United States, who write us freely regarding their failures and successes. Further, as Rose students and specialists, we gain abundant experience through visiting both successful and unsuccessful Rose-gardens in many places. Extensive Rose-travel also gives us knowledge as to the climatic adaptability of varieties. Gold Medals abroad do not always mean superiority here. The Scriptural admonition to “prove all things—hold fast that which is good” is most important, in revising the descriptions written by enthusiastic foreign introducers to be truthful in America's differing climates. It is our own frosts and dews, our sunshine and storms, that tell us the facts about Roses we here record for our trusting customers.



Entrance to our private Rose Test-Garden



This picture shows only a portion of one of our Rose-fields



Digging and harvesting ★ Star Roses when matured and before the ground freezes

Our Garden of Rose Species

We have brought in Rose immigrants until practically every country and climate in the world is represented in our great collection of Species or Native Roses. Indeed we believe our Species collection is more extensive and more complete than any other in this hemisphere. These pioneer Roses form the foundation for the extensive and careful Rose-breeding being carried on in our Research Department. Time alone will tell the tale as to the offspring from the countless international marriages that thus take place in our Species Garden and in our Rose Test-Garden every year.

In addition to our own extensive work in hybridizing and originating new Roses, we have come to know by repeated visits and through sympathetic personal contacts nearly all the great Rose men of today on two continents. This means that we are in constant and intimate touch, and, in some cases, have definite contracts with important original sources of new Roses abroad. We are determined to know and to have the best from all the Rose world.

Rose Show Garden (See illustration, page 1)

In addition to our Rose Test-Garden and our Garden of Rose Species, is our Show Garden, close to our office, and to be seen at any time. In it are samples, growing under natural and normal conditions, of practically every Rose offered in this guide. This is our "show window" which is appreciated by customer-visitors from all over the Union. Tens of thousands stopped to see this garden last year. It lies directly on the National Highway, U. S. Route No. 1, leading from Maine to Florida. We extend a hearty invitation to all. Come when you can, winter or summer, there is always something worth seeing.

Growing Star Roses by the 100,000's

Star Roses are grown by Rose specialists. We know, and other nurserymen know, that Rose specialists are required to grow the best Roses, and even then some sorts baffle us. Proper soil-preparation, fertilizing, spraying and dusting, digging, storing, and packing require years of experience to provide the skill necessary to insure against too-frequent failure.

In this phase of the work there stand out the able and experienced men who have learned to guard Star Roses from the neglect which so easily happens when Roses are handled in large quantities, and which can be so easily concealed from the unsuspecting public. Ultimate failure in the purchaser's garden often results from careless handling, after they are dug, of even the best-grown plants.

It should be easily apparent why better Roses may be had from sincere Rose specialists. Reasons should likewise be apparent for the great variation in quality between different grades of Roses on the market, and how a slightly higher price may provide a vastly better article, very much cheaper in the long run. To quote again from the same authority cited at the head of this page.

"It is my deliberate judgment that you have on hand a stock of plants to sell equal to the best and superior to most. It is my definite knowledge that your methods of handling them are the best and not average."



This new storage cellar provides for an additional hundred thousand Roses



THE 1929 IMPROVED

12

★ STAR DOZEN

\$10.50

DEPENDABLE, EVERBLOOMING ROSE BUSHES

Every plant guaranteed to bloom within three months from date of planting
Bought at single rate these 12 would cost you \$12.50. Buy the 12 and save \$2

The "Star Dozen" includes the most notable kinds, carefully selected from our large assortment. So important do we consider these that most of them are elsewhere pictured in natural colors.

These twelve Roses have won front place by long and faithful service, unfaltering loyalty, and the best behavior under difficult conditions, for all who have planted them.

The four major color-ranges are represented in these varieties—Red, Pink, Yellow, and White, with intermediary connecting tints, each one a "topper" in its class. Both amateur and professional experience proved them to be easy of growth, of relative hardiness, and of maximum bloom-production.

Some of these good Roses are especially adapted for cut-flower use, having handsome, long-stemmed buds that will keep the house supplied most of the season. Others, with shorter stems, are excellent bedders, or will fill a bowl in the center of the dining-table. Still others won the distinction of being favorites for boutonniere or corsage bouquets. These are the kinds we would ship if you would write to us to send you what would grow for you with the minimum of special attention beyond the usual regular routine, and from which you could expect maximum results. (See the color plates on pages noted.)

While flattered by imitations, there is but one Star Dozen—The Conard-Pyle Star Dozen Star Rose Plants.

★**RADIANCE.** HT. Top of the list for years past, and still on top, as the most popular and satisfactory pink Rose, for it thrives and blooms continually in every soil and climate where Roses can be grown. The delightfully scented flower is large, and the color is a two-tone pink, light inside and almost carmine outside, while the form is similar to a large Darwin tulip. The Rose is not entirely perfect, but the bush is, in all its growth, hardiness, foliage, and activity. It will prosper where the more temperamental beauties will fail. A chicken fancier may have a large collection of "Gold Medal" birds, but he has to go to the lowly hen for eggs when hungry! Radiance is the producer par excellence, the "lowly hen," from which, in a hurry call for a bouquet, you may be sure to gather lovely long-stemmed Roses. \$1 each.

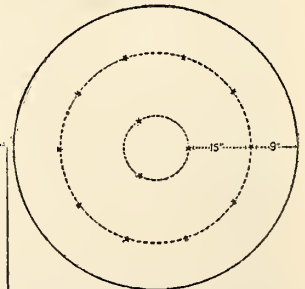
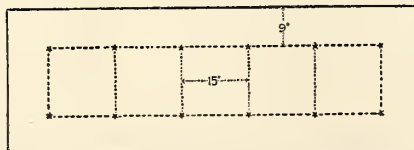
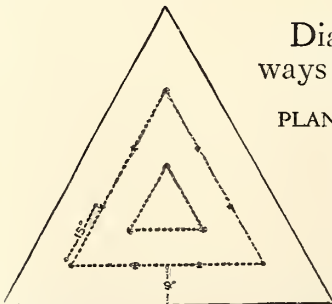
★**RED RADIANCE.** HT. A sport of Radiance and its close companion. It has the same form, habit of growth, fragrance and healthy foliage. The only difference is in the color of the flower, which is brilliant cerise-red, very attractive. Two other reasons for the popularity of this famous Radiance pair are that they are remarkably hardy and disease-resistant, and that they flourish north and south, east and west. \$1 each.

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★Rev. F. Page-Roberts. Indian-yellow with reverse of petals carmine. \$1.50 each.....	6	★Souvenir de Georges Pernet. Oriental red and carmine. \$1 each.....	27
★Mme. Edouard Herriot. Coral-red and orange-pink. \$1 each.....	28	★Mme. Butterfly. Pink and gold. \$1 each.....	21
★Souvenir de Claudius Pernet. Sunflower-yellow. \$1 each.....	12	★Duchess of Wellington. Orange-lemon to yellow. \$1 each.....	12
★Etoile de France. Sparkling red. \$1 each.....	27	★Kaiserin Auguste Viktoria. White, tinted lemon. \$1 each.....	18
★Betty Uprichard. Carmine and salmon. \$1 each.....	22	★Mrs. Aaron Ward. Apricot to pink. \$1 each.....	21

Price of any of above (except Rev. F. Page-Roberts) \$1 each; 90 cts. each when any 12 or more \$1 varieties are ordered; 80 cts. each for any 25 or more \$1 kinds

Diagrams suggesting different ways to plant the Star Dozen Roses

PLANT FROM 15 TO 18 INCHES APART



ASK FOR OFFER 10{ 12 One each of the famous ★ Star Dozen Roses, guaranteed to bloom within } \$10.50
three months of date of planting.