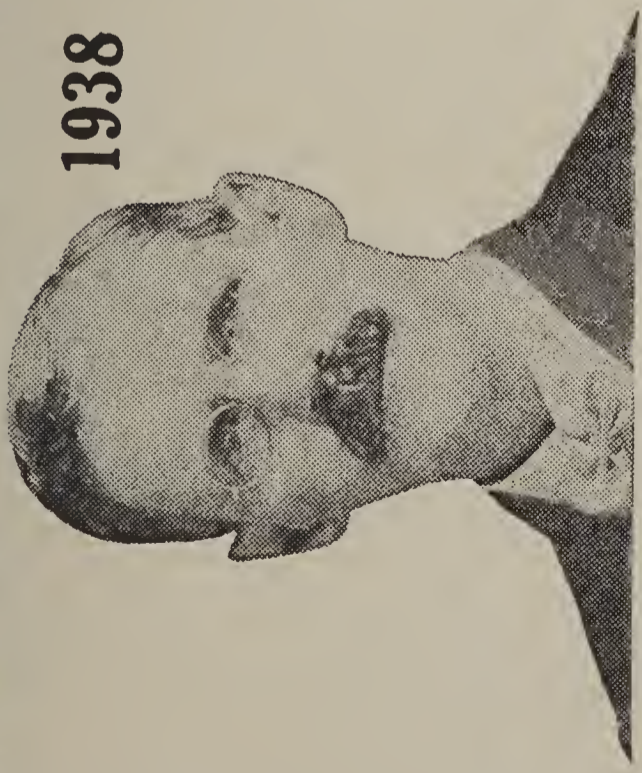


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1938



J. K. ALEXANDER
The World's Largest Dahlia Grower

ALEXANDER'S DAHLIAS

599 CENTRAL STREET
EAST BRIDGEWATER, MASS.
RETURN POSTAGE GUARANTEED

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East Bridgewater, Mass.
Permit No. 2

Mrs Newman
U.S. Dept. of Agriculture
Washington
D. C.
Dept of Plant Industry

INSTRUCTIONS—INFORMATION

Please Read Before Ordering

REMITTANCES—May be made by Check, Post Office or Express Money Order, or Registered Letter, and if for less than \$1.00 can be made in U. S. Stamps. Coin and money should be sent by registered letter. Customers residing outside the United States please do not send Foreign stamps or currency—a Post Office order is preferable. All unpaid orders will be sent C. O. D. unless satisfactory arrangements can be made when the order is given.

GUARANTEE—I wish it distinctly understood that although I take all possible pains, I will not be responsible beyond the purchase price. I guarantee every root and plant I send out to be just as represented, absolutely true-to-name, reach its destination safely in good growing condition. I will cheerfully replace anything that fails to prove otherwise, and will appreciate your calling my attention to it. All orders postpaid.

NAME AND ADDRESS—Please remember to write your name, street and number, Post Office, County, State and Country if Foreign, as plainly as possible. Post Office Box or R. F. D. number if you have one. This will avoid delays and chances for errors.

ALWAYS ADDRESS

J. K. ALEXANDER, The Dahlia King

or HONEST JOHN

559 Central St., EAST BRIDGEWATER, MASS.

THE CULTURE OF THE DAHLIA

Success Will Follow If You Observe These Instructions

PLANTING. Plant roots in hills or drills, laying flat down, 6 inches deep. Do not stand the root on end. If you stand the root on end, having the sprout end near the top of the ground, all the new roots which will form will grow near the top of the ground and when you have a dry spell your plant becomes stunted, whereas, if the roots were planted flat down 6 inches deep, no matter how dry the season, the roots would receive sufficient moisture to keep them growing. If planting with manure, cover manure an inch or so before planting roots; fertilizer should be thoroughly worked into the soil. Either fertilizer or manure will burn the sprout; be sure to cover with soil.

By planting the root first, then covering an inch or so with soil and applying your fertilizer or manure, your plant receives the entire benefit of the dressing. The dressing is above the root and every rain carries the food down to the roots, whereas, if your dressing is below the root, each rain takes your dressing further away from your plant.

CULTIVATION. Cultivation is the principal requirement of the Dahlia—the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

Be sure your friends get all my catalogs, as I guarantee all my stock to grow true to name, or stock is cheerfully replaced free of all expense.

I have been in the Dahlia and Plant growing business for over 50 years and at one time had over 40,000 customers and have shipped bulbs all over the world.

I shall only issue a Spring catalog on account of hard times, so send all orders from this circular.

NEW SELECT PRIZE-WINNING DAHLIAS

All Large Flowering Varieties, OF THE DECORATIVE TYPE

For 1938

I will send these 14 new Dahlias, regular value \$27.00 for \$22.00 to any place in the U. S. A. Postpaid.

All of my Dahlias are potash-fed, as I use 7/10% Potash in all my Fertilizer at planting time.

- CLARA BARTON.** Orchid and lavender. \$1.00 each, 3 for \$2.50.
ARELDA LLOYD. Lemon yellow, suffused rose. \$1.00 net.
CHIEF JUSTICE. Soft chamois, with rose suffusions. \$1.00 net.
CITY OF CLEVELAND. Orange, suffused scarlet. \$1.00 net.
EAGLE ROCK FANTASY. Violet-rose. \$1.00 net.
HILLCREST MANDARIN. Red and gold, medium size. \$1.00 net.
H. R. STOVEL. Large golden yellow. \$1.00 each.
INDIAN MOON. Gorgeous blooms of a pleasing color hard to describe. Ochre—with lines of spinel pink. \$1.00 each.
JULIA IRENE. A wonderful pink very striking flowers, with pencillings of deep rose pink. Blooms of immense size, with petals flowing wide open and turning to the back as the blooms grow older. Stems are straight and strong, holding the flower erect, well above the foliage. This Dahlia is one of the very best Dahlias I ever grew. It is a Seedling from Kathleen Norris, but far superior in every way and produces three times as many blooms. This Dahlia should be in every garden. \$10.00 each, net.
LORD OF AUTUMN. It is a deep clear yellow, has wonderful form and size. The stems are strong and cane-like. Flowers stand well after being cut. \$1.00 each.
ORIENTAL GLORY. Beautiful deep orange. This is one of the leading Dahlias in this color as yet and can be recommended highly. \$1.00 each, 3 for \$2.50.
ROCKLY MOON. A giant light lemon yellow, very free flowering and flowers well above the foliage. \$1.00 net.
SANHICANS MONARCH. Taryian-rose. Good sized flowers, very free blooming. \$1.00 each.
SHELDON LOUISE. A rich red with a slight purplish shade through the center of the flower. Won Special Medal at Boston Show. Large and fine, free flowering. \$5.00 each net.

This fine collection of 42 GOLD MEDAL Prize Winning Dahlias are World Beaters. Either in keen competition or for cut-flowers.

They are some of the largest and best that I have been able to offer for such low prices since I have been in the business. They excel in size and blooming qualities. Flowers measure from 8 to 14 inches.

I will sell complete collection of 42 Dahlias, regularly \$49.00, for \$42.00 postpaid anywhere in the U. S. A. This collection cannot be split up, but must be sold at the above price.

- AMFLIA EARHART.** Apricot-buff with primrose at base of petals. Very large. \$1.50 each, 3 for \$4.00.
ALICE MARIE GALVIN. White with faint tone of cameo-pink, a 12-inch flower. .50 each, 3 for \$1.25.
AGNES L. YOUNG. A brilliant red with golden tips, petals much curled. \$1.00 each, 3 for \$2.50.
AUTUMN BEAUTY. A large golden yellow, fine form. .50 each, 3 for \$1.25.
AUTUMN QUEEN. Salmon suffused orange-buff. .50 each, 3 for \$1.25.
AVONELLA. Amaranth purple with a sheen of rose-purple on reverse. Large. \$1.00 net.
BAGDAD. A large flaming scarlet-red and no Dahlia has a more vivid color. .50 each, 3 for \$1.25.
BUCKEYE BRIDE. Geranium pink, very delicate shade, excellent cue-flower, fine form. \$1.00 net.
BUCKEYE FLAME. Scarlet-flame. Very beautiful. .50 each, 3 for \$1.25.
BUCKEYE KING. A very large clear amber yellow, flowering on top of very long stiff stems. Beautiful for exhibition or cut-flower. \$1.00 net.
BISHOP FRANCIS JOSEPH SPELLMAN. Pure white, fine with long stems. .50 each, 3 for \$1.25.

- CHAMPOEG.** This fine large flower has three colors, the ground being lemon yellow with suffusion of deep rose-pink splashed with soft carmine, a wonderful bloom. .50 each, 3 for \$1.25.
- CAPTAIN COSTE.** Large clear bright gold, very waxy looking. \$1.00 net.
- DWIGHT W. MORROW.** A gigantic cardinal red, much admired. \$1.00 net.
- EVA QUADLING.** Ox-blood red, immense flowers. \$1.00 net.
- EASTLAND SUNBEAM.** Large showy flowers of deep cinnamon-red, an unusual shade. One of the finest Dahlias grown. \$2.00 net.
- GIRL OF HILLCREST.** Apricot-buff, very large. \$1.00 net. each, net.
- GOLDEN GOBLIN.** Large deep rich gold, perfect form. \$1.00
- HAWAIIAN NIGHT.** Large bright deep red with yellow cast, fern-like foliage. \$1.00 net.
- HELEN IVANS.** A beautiful orchid-lavender-pink of immense size with fine long stems, one of the best Dahlias grown. \$1.00 each, 3 for \$2.50.
- HUNTS VIOLET WONDER.** It is a rich, bright violet, Burgundy shade; under artificial light it has the appearance of a giant purple. \$2.00 net.
- JANE ROSS.** Bright purplish-crimson, shading violet. \$1.00 each, 3 for \$2.50.
- JANET SOUTHWICK.** Bright burgundy-red, fine large flowers borne on stiff stems. \$1.00 net.
- JAURICE.** A large purple-crimson, strong on the crimson, with fine long stems. \$1.00 each, 3 for \$2.50.
- J. K. ALEXANDER, JR.** The largest crimson-red Hybrid decorative ever offered, even larger than Murphy's Masterpiece, with a yellow fleck in the center. It is a giant. \$1.00 each, 3 for \$2.50.
- KING OF THE BLACKS.** Nearest to black of any Dahlia grown. \$1.00 each, 3 for \$2.50.
- LINCOLN G. DICKEY.** Primrose yellow with a decided rose suffusion. \$1.00 net.
- LONG HILL.** Cadmium-orange shaded coral, fine form. \$1.00 each, 3 for \$2.50.
- MRS. J. K. ALEXANDER.** The very best clear buttercup-yellow Dahlia ever offered. Exceptionally large on long stems. A real Dahlia. \$1.00 each, 3 for \$2.50.
- MISS LONG ISLAND.** One of the finest pinks ever introduced. \$3.50 net.
- MRS. GEORGE LE BOUTELLIER.** One of the finest bright carmine-red to rich cardinal, with full center, very deep flower on long stiff stems. \$1.50 each, 3 for \$4.00.
- MYRA HOWARD.** The color a glowing combination of saffron yellow and tints of salmon in center. \$1.00 each, 3 for \$2.50.
- ORIENTAL GLORY.** Very beautiful. The color is cadmium-orange overlaid with scarlet, fine formed flowers with stiff stems. \$1.00 each, 3 for \$2.50.
- PANSY G. WHITE.** A fine Hybrid cactus, clear yellow, good size. \$1.00 net.
- PATRICIA WYMAN.** White with a soft cast of lavender-veining in each flower. \$1.00 each, 3 for \$2.50.
- QUEENSBORO.** Very large blooms of clear scarlet, long stems, free flowering. \$1.00 each, 3 for \$2.50.
- RIPPLES.** The blossoms are rose-pink and held on long stiff stems. \$1.00 each, 3 for \$2.50.
- SATAN.** Flaming red, very bold large blossoms on long stiff stems, a good cut flower. \$1.00 each, 3 for \$2.50.
- SARAH JANE.** A clear yellow, flowers large and very beautiful. \$1.00 each, 3 for \$2.50.
- THE FIREMAN.** Spectrum-red of occasional stripes and tips of mustard-yellow, and won many prizes. \$2.00 each net.
- TOWERS EMPIRE.** Flowers of mammoth size, highly recommended. Foliage is fern-like, different from most Dahlias. Blossoms are clear gold, shading amber. \$5.00 net.
- VERCHIE HANCOCK.** One of the best Dahlias offered. The color is a little lighter than Judge Marean, a bright orange suffused red and lemon, a very large bloom, one of my own introductions. \$1.00 each, 3 for \$2.50.

This grand list of superb large-flowering decorative Dahlias is without an equal to price or quality for such wonderful large flowers. Very good for exhibition or cut-flowers for table purposes, or any type of decorations. Try some of them or the entire collection.

These Dahlias are .50 each or \$5.00 per dozen. I will sell the entire collection of 65 for \$20.00; the regular value is \$27.50. This is offering my customers 15 Dahlias free, or really a wholesale price on this marvelous collection. This collection cannot be sold only as stated.

- ADELPHION. Pink and lavender, fine with long stems.
- ALICE GREEN. Golden autumn shade.
- ALTA NEVADA. Very beautiful, deep rose with glowing tangerine color. Nothing ever grown any better.
- AMULET. Deep burnt orange and bronze.
- ARTHUR HYDE. Large, orchid in color.
- COQUETTE. One of the most beautiful red and gold combinations, a fine large flower.
- EDWARD THOMAS BEDFORD. Large rich purple, one of the best.
- FORDHOOK VICTORY. Deep pink, very fine.
- FRANK GALVIN. A delicate pink.
- GLORY OF MONMOUTH. Rich eosine-pink.
- GRACE CURLING. A clear cattleya-lavender, one of the best.
- HAROLD SMITH. One of the largest deep yellow ever offered.
- HERALD TRIBUNE. White with a faint shading of pink.
- IDA PERKINS. Large pure white, fine.
- IDA TARBELL. Deep crimson, large and fine.
- JACQUES FUTRELLE. Light greenish yellow, large.
- JACK O'LANTERN. Brilliant scarlet, like a bonfire, beautiful.
- JANE TRIMBEE. Large violet, very long stems.
- JERSEY FIANCEE. Rose pink, fine.
- JERSEY MASTERPIECE. Salmon and gold, large.
- KATHLEEN NORRIS. A true rose pink, large flowers, one of the best.
- KING MIDAS. Golden yellow, fine.
- LENA THOMPSON. Crimson-red, tipped white.
- MABLE GOODACRE. Soft pink and salmon suffused with orange. a fine large blossom.
- MARDI GRAS. A bold flower, American Beauty shade.
- MARMION. A large pure golden yellow with bronze shadings.
- MARGARET K. ALEXANDER. Bluff and burnt orange, large.
- MARVEL. A beautiful orange shade.
- MONMOUTH CHAMPION. A beautiful orange scarlet, very large.
- MRS. A. B. SEAL. Pure glowing old-rose shading to violet-rose.
- MRS. EDNA B. CHAMPLIN. Deep rhodamine pink, very large.
- MRS. GEORGE SKEEN. Shrimp pink, large.
- MRS. J. M. SHAFER. One of the finest pinks ever introduced.
- MRS. R. T. EDWARDS. Pink, reverse plum, very beautiful.
- NANAQUAKET. Amaranth pink, large and one of the best grown.
- OMAR KHAYYAM. A large Chinese red shading to bright orange.
- POLAR SNOW. Large pure white, full to the center.
- POP STEWART. Lavendar pink, good.
- PRIDE OF FORT MORGAN. Crimson red.
- RADIO. The huge blooms are red edged and tipped golden yellow.
- ROBERT SCOTT. Apricot yellow.
- ROBERT LEE. Huge flowers of a deep red.
- ROBERT TREAT. American Beauty, rose color, a fine flower.
- ROCKY LEDGE. One of the best yellows grown.
- ROSE ALEXANDER. Deep chrome orange, edge of petals tipped white.
- ROSE FALLON. Deep old gold, large.
- ROXY. Blends and shades of yellow-pink, old-rose and gold.
- SALEM PRIDE. Rhodamine purple flecked white, large and one of the best flowers grown.
- SALMON SUPREME. Glistening salmon-orange-pink, with long stems, a fine flower.
- SANHICAN'S PEACH. California peach, with a clear peach-cheek glow.
- SANHICAN'S KING. One of the dark shades.

SANHICAN'S QUEEN. Apricot and carmine-rose.
SANTA ANNA. A beautiful salmon rose.
SIDNEY P. MITCHELL. A rich velvety red.
SUSAN R. ALEXANDER. Antimony yellow, a fine flower and large.
THE COMMODORE. A clear lemon yellow, large.
THE WORLD. Rich, deep rose-magenta over-laid garnet.
THOMAS A. EDISON. A large Royal purple or petunia violet.
WALKOVER PRINCE. Nopal red, each petal flecked deep orange,
 this is a noble flower always full to the center.
WATCHUNG SUNRISE. Golden-amber and rose-pink.
WHITE WONDER. Large fine clear white.
WHITE KING. True large clear white.
W. H. T. Old rose-pink, a beautiful dahlia on fine stems.
YANKEE KING. A deep strawberry pink.
YANKEE QUEEN. A large fine pink.

THIS COLLECTION OF SELECT large flowering Dahlias is the finest and best list of this type of dahlias ever offered in this country for such low prices. For wonderful exhibition or cut-flower types nothing excels them. All these varieties are .25 each, \$2.50 per dozen. This entire collection of 76 varieties regular value \$19.00

I will ship anywhere in the U.S.A. each variety labelled true to name post-paid for \$15.00.

ALICE M. ALEXANDER. An opal-red, very rich.
ALMA ALEXANDER. Deep orange.
AVALON. Pure yellow, very fine.
ARMUN RA. Coppery bronze.
ANN RUTLEDGE. Glowing orchid-cerise shaded rose with curled petals.
BONNIE BRAE. Peach and cream.
BASHFUL GIANT. A giant in size, deep burnt orange.
BEATRICE TAYLOR. Empire yellow.
BETTY ALEANXDER. A beautiful persian lilac.
BROCKTON BEAUTY. A large flower, lavender in color.
CATHERINE WILCOX. White with petals tipped cerise.
CATHERINE ALEXANDER. A little lighter than old rose.
CHARLOTTE ALEXANDER. White with vein of purple at tips, a fine flower.
CHEMAR'S CHARM. A light autumn pink shade.
CHEMAR'S EUREKA. Pure white.
CITY OF NEW YORK. A large reddish-salmon.
C. T. HARDWICK. Blush lavender with white tip.
DAD. A large red, very fine, dwarf in growth.
DOROTHY ALEXANDER. Rich apricot yellow.
DOROTHY STONE. A large brilliant pink.
DR. TEVIS. Salmon-rose.
EASTERN STAR. Saffron yellow.
EAGLE ROCK JEWEL. Cream overlaid cameo pink.
ELEANOR GRANT. Almost white.
ELINOR VANDERVEER. Rose pink, fine.
ELIZABETH SLOCOMBE. A large rich purplish garnet.
F. L. MILLIS. Yellow shading to orange.
FRANCIS LARROCO. Yellow, very fine.
FRANK MILLER. Very large picric-yellow.
FRED TENNANT. Burnt orange.
GILDA GRAY. Pure lilac shading to deep Tyrian rose.
GRACE RICHARDS. White and lavender.
HELVELLA. Rose-pink.
HARRY MAYER. Pale rosaline purple and lavender.
HARRIET THOMPSON. Brilliant orange-buff, reverse Oriental red.
JACK ROSE. Jack rose color.
JEAN KERR. White, medium size.
JANE COWL. Bronze-buff and old gold, fine and large.
JERSEY BEAUTY. True pink, a very fine flower.
JERSEY BEACON. Chinese scarlet, large and fine.
JERSEY TRIUMPH. Bright copper flushed salmon.

JERSEY IDEAL. A lavender-pink.
JIM MOORE. Primrose yellow, shading to gold.
JUDGE ALTON PARKER. Godlen buff.
JUNIOR. Pure lavender.
LA TOREADOR. A brilliant red, fine large blooms.
LEMONADE. Light lemon.
LILLIAN GUNTHER. Deep orange and apricot shades. One of the best bloomers.
MARGARET BROOMHALL. Soft pink.
MARGARET MASSON. Rose pink.
MARGARET WOODROW WILSON. Opalescent pink, very large.
MILLIONAIRE. Delicate lavender.
MINA BURGLE. Brilliant scarlet.
MORDELLA. Bright clear apricot-buff.
MRS. CARL SALBACH. Mauve pink.
MRS. A. E. WHEELER. Fuchsia color.
MRS. E. L. TROTTER. Dark crimson, flecked.
MRS. IDA DE VER WARNER. Deep mauve pink, large and very fine.
MRS. JOHN L. EMERSON. Deep orange suffused red and yellow.
MRS. JOHN T. SCHEEPER. Large canary-yellow tipped old rose.
NELLIE KNAPP. Clear white, fine flower.
PENN CHARTER. Clear golden yellow, tinted apricot.
PRIDE OF STRATFORD. Cadmium orange, large.
PRIDE OF SPRINGFIELD. This is one of the finest rose-red dahlias offered.
PRIDE OF CALIFORNIA. Crimson-red.
RALPH BLODGETT. Cornelian red blending to yellow, center tipped orange and white.
RODMAN WANAMAKER. Yellow, bronze and salmon-pink, a fine flower.
SOMERSET. Salmon and old gold shades, a fine flower.
SNOWDRIFT. A fine large white.
SPIRIT OF ST. LOUIS. Deep American rose shading purple.
SOUV. de G. DOAZON. Orange-red.
THE EMPEROR. Deep crimson, a strong grower.
TOMMY ATKINS. Fiery scarlet.
WILLIAM SLOCOMBE. Pale yellow.
W. J. IRWIN. Best lavender-purple.
WILLIAM SELTSAM. Crimson-red.

This Collection of CACTUS Dahlias are a select list of the largest and finest of this type of dahlias grown in this country for exhibition or cut-flower purposes especially at such low prices.

I will ship these 29 varieties regularly valued at \$13.35 to any place in the U.S.A. post-paid for \$10.00.

ALICE WHITTIER. Primrose or surphur-yellow. .50 each.
AMBASSADOR. Giant flowers of soft bright yellow, orange center. 50c.
AMERICAN TRIUMPH. Large red, a true cactus. 50c.
ANDREAS HOFER. Light pink, center white. 50c.
BERTHA HORNE. Deep orange yellow tinted apricot. 50c.
BETTY IVINS. A lovely Salmon shade. 35c.
BOB PLEUSE. Giant wine-maroon, tipped white. 35c.
BRIDE'S BOUQUET. Clear pure white. 25c.
COUNTESS OF CLAVERLY. A large rose pink with gold glints shaded lighter pink a, very beautiful dahlia. 75c.
COUNTESS OF LONSDALE. Salmon, rose and pink. 35c.
CHEMAR'S MASTERPIECE. A large orchid-pink. 35c.
CIGARETTE. Soft red tipped white. 50c.
DELLA V. POTTER. Lavender and white.
EDNA FERBER. Coral, shaded old-rose, large. 50c.
ELKRIDGE. Splendid pure white. 50c.
FLYING AMBASSADOR. A large white. 50c.
JANE HARE. Apricot buff tipped golden bronze. 50c.
JERSEY RADIANCE. Bright glowing salmon. 50c.

- KALIF. Deep scarlet. 35c.
 LAURINE. Deep pink. 25c.
 LIBELLE. Deep purple. 25c.
 MRS. C. B. BENEDICT. A clear light yellow. 25c.
 MRS. C. H. BRECK. Creamy yellow with shadings of rose and pink. 35c.
 MRS. ETHEL F. T. SMITH. A large white shading to lemon yellow. 35c.
 MT. SHASTA. Cream white shaded pink. 25c.
 NATURE'S JEWEL. Large pink with white center. 50c.
 ROLLO BOY. Amber shading gold. 50c.
 SISKIYOU. Large pinkish-mauve. 50c.
 SAMUEL T. ALEXANDER. Japan rose. 50c.

NEW POMPONS FOR 1938. Select List of some of the best new recent introductions ever offered. Try some of them or the entire collection and have flowers all summer. If planted early they will flower from 16 to 20 weeks successively and there isn't any flower grown that is any more beautiful for blooming qualities or for cut flowers. Be sure you grow some in your garden this coming Spring. You will surely like them. This Collection of 28 regularly valued at \$9.80 for \$7.50. I will ship them to any place in the U.S.A. post-paid. 35c each or \$3.50 per dozen.

- ANNA KRISTMAN. Clear yellow.
 ACHILLES. Very light pink, with deep pink center.
 BIT O' LILAC. Lilac.
 BRONZE PAPOOSE. Rich bronze, shaded amber.
 DARKEST OF ALL. Deep crimson maroon.
 DARKSOME. Deep maroon.
 DUSKY PAPOOSE. Copper red, shaded with buff.
 DR. JIM. Deep lavender, white at the base.
 GEORGIANNA. Yellow, edged brownish red.
 GOLDEN PAPOOSE. Golden yellow, shaded cherry red.
 HAZEL. Buff to brown.
 JOAN. Yellow suffused with red.
 JONKER VON CITTERS. Yellow tipped-orange.
 JOHNNIE PEPPIN. Dark crimson-red.
 KITTY C. Red, fine.
 LITTLE LLOYD. Deep orange, shading to amber.
 LITTLE DAVID. Deep orange.
 LITTLE DOROTHY. Blotched, cream and red.
 MADELINE. Primrose yellow, edged purple.
 MARY HELEN PAPOOSE. Rose, pink, fine form.
 NANKY POO. Golden yellow, brownish center.
 ROSE WILMOTH. Soft rose pink.
 SCARLET GEM. Very bright scarlet.
 SHAWNEE PAPOOSE. Copper red, shaded to amber.
 SPY. Scarlet, fine and small.
 SUNNY DAYBREAK. Apricot edge red.
 WIGWAM PAPOOSE. Golden yellow, fine cut-flower.
 WILD PAPOOSE. Reddish bronze, densely quilled.

POMPONS SELECT LIST FOR SPRING PLANTING

This is one of the finest lists of Pompon Dahlias I have been able to offer as a collection they are the best I know of and I will ship all 24 varieties all different, regular value \$6.00 to any place in the U.S.A. Postpaid for \$4.00 or 25c each, \$2.50 per dozen.

- ARIEL. Buff and yellow.
 BELLE OF SPRINGFIELD. A fine red and very small.
 BOBBY. Plum color, fine.
 BRUNETTE. Crimson, blotched white.
 DAYBREAK. Flesh with soft pink tips.

DEW DROP. Light pink edged darker.
FASHION. Orange, large.
FAIRY QUEEN. Deep orange.
FRAU DE KNOBLE. A fine, delicate flesh color over-laid lavender.
JESSICA. Yellow edged-red.
JOE FETTE. Pure white, good stems.
LASSIE. Yellow elged and tipped white.
LEADER. Lemon, tipped purple.
LITTLE BEAUTY. Soft pink and white.
LITTLE BELLE. Mauve pink, small.
LITTLE HERMAN. Red and white, variegated.
LITTLE JENNIE. Soft primrose.
MARY MUNNS. Fuchsia, dark orchid sheen.
PEE WEE. Sofe yellow, with brown center.
PURE LOVE. Heliotrope.
PRIDE. Crimson scarlet.
SNOWCLAD. Standard white.
SUNBEAM. Crimson-scarlet, fine.
VIVID. A perfect yellow, a neat flower.

GENERAL LIST OF SIX POMPONS

I will ship this fine collection of six Pompons for 70c postpaid, 15c each, \$1.50 per dozen.

AMBER QUEEN. Amber clear, shaded apricot, one of the finest.
CHALLENGE. Red and white.
GOLDEN GEM. Yellow and white, very attractive.
GOLDEN QUEEN. Pure yellow, fine.
PRINCE CHARMING. Purple.
RAPHAEL. Dark Maroon.

SHOW DAHLIAS

This collection of 24 Show and Fancy Dahlias are some of the very best dahlias of this type grown. All for \$3.00 or 15c each, \$1.50 per dozen, postpaid.

A. D. LIVONI. Soft pink.
AMERICAN BEAUTY. The flowers of gigantic size. The color of this dahlia is a gorgeous crimson.
ARABELLA. Sulphur-yellow, tipped pinkish white.
D. M. MOORE. Nearly black, a deep maroon.
FREDERICK SPITTEL. Vermilion-scarlet, tipped white.
GLORIE DE GUISCARD. Orange-red, yellow, pink and white.
IMPERIAL. Deep purplish-maroon.
LES AMOURS DE MADAM. Pale rose striped scarlet.
JAMES VICK. Purple-crimson.
MAUDE ADAMS. Snow white, overlaid pink, very lovely for cut-flowers.
LUCY FAUCETT. Yellow, striped deep pink.
MAYOR DUNN. A clear scarlet.
MISS HELEN HOLLIS. Deep scarlet, very fine.
MRS. CLARA D. ANDERSON. Purple crimson, fine.
PURITAN. White, overlaid pink.
RED HUSSAR. Cardinal red.
ROBERT BROOMFIELD. White, very good.
ROSE. Deep pink.
STRADELLA. Deep purple-crimson, fine stems.
STORM KING. White, good.
UNCERTAINTY. A brilliant combination of very light shell pink and scarlet. No two flowers are the same.
VIVIAN. White edged rose violet.
WHITE SWAN. White.
YELLOW DUKE. Yellow, large.

MINIATURE OR ART DAHLIAS

These are all dwarf growers but very beautiful for cut-flowers.

A new type of dahlias, I will ship the 5 any place in the U.S.A. for \$2.00 postpaid.

BABY ROYAL. Salmon, shaded apricot. 50c.

ELIZABETH PAPE. Miniature cactus. Pink and white. 50c.

IRENE. Decorative, deep orange. 50c.

PINK PEARL. Decorative. Bright pink, fine. 50c.

RAPALO. Crimson heavily tipped orange buff. \$1.00 each.

TO ANY CUSTOMER sending in a \$10.00 to \$14.00 order, I will send free one of my own creations, J. K. Alexander, Jr., blossoms 12-14 inches in diameter, the largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in the center of each petal.

This is even better than Satan and it sells for \$1.00 per root and is worth \$5.00 to any dahlia grower.

TO ANY CUSTOMER sending in an order for \$15.00 or over, I will send free a bulb of my new Dahlia, Mrs. J. K. Alexander, a 14-16 inch blossom and flowers very freely and is most beautiful, a clear yellow as ever introduced and sells for \$1.00 per root.

SINGLE AND PEONY-FLOWERED DAHLIAS

This Select list of Peony-flowered and Single Dahlias are a most graceful type of dahlias grown and very attractive and sell for .25 each, \$2.50 per dozen. Try some of these in your garden this year and you will get much pleasure from their unusual beauty.

ACHIEVEMENT. Col. Single. Crimson, with a white collar.

BLACK BIRD. Single, deep maroon.

CRIMSON QUEEN. Crimson.

ELLEN E. KELLY. Peony, soft yellow.

E. T. TITUS. Peony, a clear yellow.

INCOMPARABLE. Single, white and purple.

LOUIS BLACKMER. Single, red.

MARGARET PERKINS. Single, red.

MME. VAN BYSTEIN. Peony, light lavender-blue.

MRS. M. W. CROWELL. Peony, soft amber.

SOUVENIR DE CHABANE. White striped lavender, collarette.

PERFECT BEAUTY. Single, white and red.

PARABLE. Single, purple and white.

THE BRIDE. White.

MIXED DAHLIAS

This mixture of some of the best named varieties without labels all large flowering, all different, and which sell under names at \$2.50 to \$5.00 per dozen. I will send 12 fine bulbs, all colors, for \$2.00 postpaid.

Regular Mixed, All types, All colors, a fine mixture of 12, all different, I will send postpaid for \$1.00.

DAHLIA LABELS

Dahlia Labels, Painted, with Wires, 3 $\frac{1}{2}$ -inch iron wire, 75 cents per 100 prepaid; \$3.00 per 1000 prepaid; 3 $\frac{1}{2}$ -inch, copper-wire \$1.00 per 100, prepaid; \$4.00 per 1000, prepaid.

Dahlia Labels, with Wires, 3 $\frac{1}{2}$ -inch, iron wire, .50 cents per 100 prepaid, \$3.00 per 1000; 3 $\frac{1}{2}$ -inch copper wire, 75 cents per 100 prepaid, \$3.50 per 1000, prepaid. NOT LESS THAN 600 at 1000 rates.

WOODEN PLANT LABELS

For any kinds of plants. These are plain labels to be used either in pots or out of doors, with one end pointed.

Plant Labels, 4-inch, plain, 50 cents per 100; prepaid, \$2.00 per 1000. 5-inch, plain, 60 cents per 100; prepaid, \$3.00 per 1000. Six-inch, plain, 75 cents per 100 prepaid, \$4.00 per 1000. Not less than 600 at 1000 rates.

GLADIOLI

The Gladioli are without an equal either for bedding or borders.

As a cut flower they are far superior to any other Summer bloomer, either for lasting qualities or for the various uses for which they can be excellently and artistically employed. If planted by the last of May, they will bloom by the first to the middle of August, if cared for properly.

THE WAY TO PLANT Gladioli—Dig the row or bed from eight to ten inches deep, then spread a liberal amount of good fertilizer in the bottom of the row or bed, then rake it in thoroughly before planting your bulbs from four to six inches deep.

GLADIOLUS FOR 1938

New varieties of Special Merit. These are all blooming size and all true to name. These are all large flowering kinds. No Primis in this collection. Six bulbs shipped of one kind at dozen rates.

- ANNIE LAURIE. Light apple-blossom pink. 3 for 20c, 60c per doz., \$3.50 per 100.
- BAGDAD. Smoky old rose. 3 for 25c, 85c per doz., \$6.00 per 100.
- BYRON L. SMITH. Choice lavender. 3 for 15c, 55c per doz., \$4.00 per 100.
- COMMANDER KOEHL. Blood red, very large. 3 for 25c, 85c per doz., \$6.00 per 100.
- DR. MOODY. Light lavender. 3 for 20c, 60c per doz., \$4.00 per 100.
- FAY LANPHIER. Large rose pink. 3 for 20c, 60c per doz., \$4.00 per 100.
- FERN KYLE. Soft lemon, large. 3 for 25c, 85c per doz., \$6.00 per 100.
- GLORIANA. Deep orange. 3 for 20c, 60c per doz., \$4.00 per 100.
- JACK LONDON. Soft orange. 3 for 20c, 60c per doz., \$4.00 per 100.
- LA PALOMA. New orange, very tall. 3 for 20c, 60c per doz., \$4.00 per doz.
- MAID OF ORLEANS. Large creamy white. 3 for 25c, 85c per doz., \$5.00 per 100.
- LAVENDER BEAUTY. Lavender and pink. 3 for 25c, 85c per doz., \$5.00 per 100.
- MARMORA. Lavender suffused rose. 3 for 20c, 60c per doz., \$4.00 per 100.
- MRS. VAN KONYNENBURG. Popular light blue. 3 for 25c, 70c per doz., \$5.00 per 100.
- NANCY HANKS. Orange, very choice. 3 for 20c, 60c per doz., \$4.00 per 100.
- PAUL PFITZER. Velvety purple. 3 for 30c, \$1.00 per doz., \$7.00 per 100.
- PERSIA. Velvety maroon, splendid flower. 3 for 35c, \$1.00 per doz., \$7.50 per 100.
- PICARDY. Sensational new Shrimp pink. 3 for 20c, 60c per doz., \$4.00 per 100.
- PRIDE OF WANAKAH. Lavender rose. 3 for 20c, 60c per doz., \$4.00 per 100.

STANDARD GLADIOLUS

This collection of 25 varieties that I will ship for 3 for 15c, 50c per doz., \$3.50 per 100. Try these beautiful flowers in your spring garden and have cut-flowers for your home all summer.

- ALBANIA. Pure glistening white.
- BERTY SNOW. Lavender pink, large.
- BETTY NUTHALL. Coral pink, large, very good.
- CARMEN SYLVIA. Large, white.
- CHICAGO WHITE. Early white.
- CRIMSON GLOW. Rich crimson.
- DR. F. E. BENNETT. Brilliant scarlet.
- DORRITT. Dark pink shaded rose.
- EVELYN KIRTLAND. Tall, deep pink.
- GIANT NYMPH. Very popular, tall pink.
- GOLDEN DREAM. Best golden yellow.

HALLEY. Deep salmon pink.
HERADA. Lavender.
JACK LONDON. Soft orange.
LONGFELLOW. La France pink, one of the best.
LOS ANGELES. Large clear pink, tall spike.
MRS. DR. NORTON. Peaches and cream shade.
MRS. FRANK PENDLETON. Rose pink.
PEACE. Large late white.
PINK WONDER. Fine large pink.
PRINCE OF INDIA. Smoky old rose.
SCARLET PRINCEPS. Bright scarlet.
ROSE ASH. Ashes of roses.
SEABROOK GEM. Rose pink.
WILBRINK. Pale lavender with blotched throat.

PRIMULINUS TYPE GLADIOLUS

All very soft shades, exceptionally fine for table decoration and basket work as well as for florist use. Try some of them this spring in your garden. Three of any one kind for 10c, 35c per dozen, \$2.50 per 100.

ALICE TIPLADY. Orange.
ANABELLE. Orange and yellow.
APRICOT GLOW. Clear apricot, tall spike, fine for cut-flowers.
BLUSH QUEEN. Pink.
COPPER BRONZE. Bronze shade.
ETHELLYN. Soft pink.
GOLDEN FRILLS. Yellow.
GOLDEN EAGLE. Early golden yellow.
JEWELL. Salmon pink.
MAIDEN'S BLUSH. Light pink.
MIDSUMMER DREAM. Nopal red.
PINK PEARL. Pink.
PRIMROSE PRINCEPS. Golden yellow.
SALMON BEAUTY. Salmon, fine.
TOPAZ. White red throat.

MIXED PRIMULINUS HYBRIDS

A large range of soft yellows, bronze, pinks, reds, and orchid shades. Flowering two weeks earlier than all others. 25c per dozen, \$2.00 per 100.

ALEXANDER'S SELECT MIXED

Nothing better offered in a Gladioli mixture than these. Large flowering blooms. 35c per dozen, \$3.00 per 100, \$25.00 per 1000.

GRAND MIXED

This is a mixture of all varieties, very attractive at these prices. 30c per doz., \$2.50 per 100, \$20.00 per 1000.

EXCEPTIONAL REDUCTIONS OR HARD TIME PRICES

On Some of the Best Bulbs Ever Offered

These are less than wholesale prices quoted by any firm. When ordering please order by number. I stand back of every bulb shipped in these collections and they are the same as regular catalog varieties. **ALL SPECIAL OFFERS PREPAID—Let me Send Copies of This Catalog to Your FRIENDS. Send me their Adresses and I will greatly appreciate it as well as they will to receive one.**

SPECIAL OFFER NO. 1

TWELVE GIANT FLOWERING DAHLIAS, some of the best ever grown, all 8 to 12 inch blossoms in diameter, and if you wish a beautiful garden this coming year try some of them and see for yourself how lovely they are. Regular value \$4:50 my price to you \$2.50

- ALMA ALEXANDER. Deep orange. 25c each.
 - CHARLOTTE ALEXANDER. White with vein of purple at tips. 25c each.
 - ELEANOR GRANT. Almost white. 25c.
 - GILDA GRAY. Pure lilacs shading to deep tyrian rose. 25c each.
 - JACQUES FUTRELLE. Light greenish yellow, large. 50c each.
 - MARGARET W. WILSON. Opalescent pink large. 25c each.
 - MRS. GEORGE SKEEN. Shrimp pink, large. 50c each.
 - MARGARET K. ALEXANDER. Buff and burnt orange, large. 50c.
 - ROYCROFT. A golden-bronze, very lovely. 50c each.
 - SALEM PRIDE. Rhodamine purple, flecked white, large and very fine. 50c each.
 - YANKEE KING. A deep strawberry pink. 50c each.
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SPECIAL OFFER NO. 2

100 SPECIAL MIXED GLADIOLI. All blooming size. All kinds, all types. Regular value \$3.50 for \$2.00. If you wish a fine buy on Glads try these.

SPECIAL OFFER NO. 3

SIX GIANT FLOWERING DAHLIAS, all wonderful flowers, nothing any better for the price. Regular value \$2.25 for \$1.00. Less than wholesale cost.

- ALICE MARIE GALVIN. White with faint tone of cameo pink, large. 50c.
 - CHEMAR'S EUREKA. Pure white. 25c.
 - COQUETTE. Beautiful red and gold, a fine large flower. 50c.
 - IDA TARBELL. Deep crimson large and fine. 50c.
 - JERSEY TRIUMPH. Bright copper flushed salmon. 25c.
 - HARRY MAYER. Pale rosoline purple and lavender. 25c.
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SPECIAL OFFER NO. 4

TWELVE OF THE BEST DAHLIAS ever offered to the public at such a low price, all 8 to 14 inch flowers. Regular value \$8.00 my price to you \$5.00. Try some of these beautiful creations this spring.

- ADELPHION. Pink and lavender, fine long stems. 50c.
- AUTUMN QUEEN. Salmon suffused orange-buff, good size \$1.00.
- BAGDAD. Flaming scarlet-red, large. 50c.
- BISHOP FRANCIS JOSEPH SPELLMAN. Pure white, fine cut-flower. 50c.
- EDWARD THOMAS BEDFORD. Large rich purple one of the best. 50c.

- JANE ROSS. Bright purplish-crimson shading violet \$1.00.
 J. K. ALEXANDER, JR. Large crimson red Hybrid-Decorative exceptionally fine. \$1.00.
 MRS. EDNA B. CHAMPLIN. Deep rhodamine pink, very large. 50c.
 NANAQUAKET. Amaranth pink, large. 50c.
 RIPPLES. Rose pink blossoms, on long stiff stems. \$1.00 each.
 ROSE ALEXANDER. Deep chrome orange, edge of petals tipped white. 50c.
 WATHCHUNG SUNRISE. Golden amber and rose-pink. 50c.
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SPECIAL OFFER NO. 5

I am offering a fine collection of six bouquet dahlias of some of the best cut-flower varieties at almost half-price. They can be planted 10 to 12 inches apart, they will flower very freely, can be grown in any kind of soil or climate. Regular value \$1.80 all for \$1.00.

- ROSE WILMOTH. Soft rose-pink, 35c.
 LITTLE LLOYD. Deep orange, shading to amber. 35c.
 JOHNNIE PEPPIN. Deep crimson-red, 35c.
 JOE FETTE. Pure white, good stems. 25c.
 LEADER. Lemon tipped purple. 25c.
 MARY MUNNS. Fuchsia, dark orchid sheen. 25c.
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SPECIAL OFFER NO. 6

TWELVE LARGE FLOWERING DAHLIAS. One of the best collections ever offered by any one for so small amount. A fine collection for an amateur to begin with. Regular value \$3.50 for \$2.00.

- AVALON. Pure yellow.
 ALMA ALEXANDER. Deep orange.
 DR. TEVIS. Salmon-rose.
 ELEANOR GRANT. Almost white.
 JUDGE ALTON PARKER. Golden buff.
 MRS. CARL SALBACH. Mauve pink.
 MARGARET K. ALEXANDER. Buff and burnt orange, large.
 MRS. IDA de VER WARNER. Deep mauve pink, large and fine.
 MARGARET W. WILSON. Opalescent pink, large.
 PRIDE OF CALIFORNIA. Crimson-red.
 SOMERSET. Salmon and old gold shades, a fine flower.
 ROYCROFT. A golden bronze, very fine.
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SPECIAL OFFER NO. 7

SIX OUTSTANDING DAHLIAS, some of the largest varieties grown. Regular value \$3.25 only \$2.00 for 1938.

- BISHOP FRANCIS JOSEPH SPELLMAN. Huge white. 50c.
 J. K. ALEXANDER, JR. Crimson-red, one of the largest grown. \$1.00.
 PRIDE OF SPRING HILL. Rose red. 25c.
 MRS. EDNA B. CHAMPLIN. Deep rhodamine pink. 50c.
 RADIO. Red tipped, golden yellow. 50c.
 ROXY. Yellowish pink, old rose and gold. 50c.
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SPECIAL OFFER NO. 8

TWELVE WONDERFUL LARGE FLOWERING DECORATIVE DAHLIAS. A wonderful combination of different colors, very free flowering. Regular value \$5.00 for this year price \$3.00.

- ALICE GREEN. Golden Autumn shade. 50c.
 ALICE M. ALEXANDER. An opal-red, very rich. 25c.
 BEATRICE TAYLOR. Empire yellow. 25c.
 BROCKTON BEAUTY. A large lavender. 25c.
 CHARLOTTE ALEXANDER. White with vein of purple at tips. 50c.
 COQUETTE. Beautiful red and gold combinations. 50c.
 HERALD TRIBUNE. White with a faint shading pink. 50c.

- MABLE GOODACRE. Soft pink and salmon suffused with orange. 50c.
 MARGARET K. ALEXANDER. Buff and burnt orange, large. 50c.
 MRS. EDNA B. CHAMPLIN. Deep Rhodamine pink, very large. 50c.
 MRS. GEORGE SKEEN. Shrimp pink, large. 50c.
 NANAQUAKET. Amaranth pink, large very fine. 50c.
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SPECIAL OFFER NO. 9

TWELVE LARGE FLOWERING DAHLIAS. A very fine combination of colors, free flowering and exceptionally fine for cut-flower purposes. Add these to your garden and have a gorgeous spot of beauties to show your friends. Regular value \$3.75 my price to you \$2.00.

- C. T. HARDWICK. Blush lavender with white tip. 25c.
 DAD. A large red, dwarf grower. 25c.
 EASTERN STAR. Saffron yellow. 25c.
 GILDA GRAY. Pure lilac, shading to deep Tyrian rose. 25c.
 IDA TARBELL. Deep crimson, large and fine. 50c.
 JACQUES FUTRELLE. Light greenish yellow, large. 50c.
 JANE COWL. Bronze buff and old gold, fine and large. 25c.
 JERSEY TRIUMP. Bright copper flushed salmon. 25c.
 MRS. A. E. WHEELER. Fuchsia color. 25c.
 MRS. JOHN L. EMERSON. Deep orange suffused red and yellow. 25c.
 MRS. R. T. EDWARDS. Pink reverse plum. 50c.
 PRIDE OF STRATFORD. Cadmium orange, large. 25c.
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SPECIAL OFFER NO. 10

POMPON DAHLIAS. I am offering 12 Bouquet dahlias for cut-flowers, that have no equal for lasting qualities at less than wholesale prices. You can plant them ten to twelve inches apart and they flower galore, in any soil or climate. You do not have to stake them, they will take care of themselves, providing you keep the soil well cultivated. Regular value \$2.75 my price to you \$2.00 postpaid.

- AMBER QUEEN. Amber shaded apricot. 15c.
 CHALLENGE. Red and white. 15c.
 DEWDROP. Light pink edged darker. 25c.
 JESSICA. Yellow edged red. 25c.
 GOLDEN QUEEN. Golden yellow. 15c.
 IRENE. Rose salmon. 50c.
 LITTLE BEAUTY. White and lavender. 25c.
 LASSIE. Primrose and pink. 25c.
 PRINCE CHARMING. Purple. 15c.
 RAPHAEL. Crimson, dark. 15c.
 SPY. Scarlet. 25c.
 SNOWCLAD. Standard white. 25c.
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SPECIAL OFFER NO. 11

TWENTY SELECT DAHLIAS, all different, without labels. This is the best collection ever offered. **ALL TYPES and COLORS.** Regular value \$6.00 all for \$2.00 postpaid.

SPECIAL OFFER NO. 12

All large **GLADIOLUS** of **SPECIAL MERIT.** These are some of the finest large flowering Gladiolus grown. Six each of the following varieties, Regular value \$2.00 all for \$1.00 postpaid.

- 6 APRICOT GLOW. Clear Apricot.
 6 ANNIE LAURIE. Light apple-blossom pink.
 6 CARMEN SYLVIA. White.
 6 EVELYN KIRTLAND. Tall dark pink.
 6 JEWELL. Gold, amber and pink.
 6 LOS ANGELES. Salmon pink.

