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COOLEY'S GARDENS

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SILVERTON
OREGON
1936

KALINGA

AGAIN WE GREET YOU WITH -

Cooley's ANNUAL PAGEANT of

New **IRIS NOVELTIES**, never before offered in our catalog. The great **Naranja**, in shades of orange . . . **Far West**, possibly the most beautiful blend ever introduced, a symphony of salmon and sand . . . **Mohrson**, the sensational tall seedling of Wm. Mohr . . . **Caballero**, a huge deep rose of satiny finish . . . **Ballet Girl**, a gay flower in delicate flesh pink . . . **Copper Lustre**, gigantic coppery pink blend . . . **St. Louis**, a new and extremely dark thing in blue-black . . . and many others, including **Sandia**, **Oxheart**, **Neon**, **Crystal Beauty**, **Shining Waters**, **Crown Jewel**, **Vision**, **Joycette** and **Golden Flare**. They are the ultra-moderns of iris aristocracy.

New **GROUP OFFERS**, wherein you may make your own selection of the world's finest irises at greatly reduced cost. Unlike most collection offers, you are not obliged to accept inferior varieties when you make up an order for one of our popular collection numbers. This year we have added many of the most recent novelties to these groups.

New **COLOR PLATES AND PHOTOGRAPHS** are an annual feature of our catalog. This 1936 issue brings you a greater variety than ever of fine portraits of beautiful flowers, and will help you to visualize the actual blooms far better than will any number of words.

New **LOW PRICES** will be welcome news to those who have long coveted certain rare and expensive sorts. Increased stocks have enabled us to reduce the prices of nearly every item in our list.

New **CUSTOMERS AND STAUNCH SUPPORTERS WHEREVER BLOWS THE SEVEN WINDS**. We number our customers in the thousands, from every state in the Union, every province of Canada, and in widely scattered foreign countries.





AND FOR YOUR SAKE AND OUR SAKE

Please read this:

Shipments: Will be made on bearded irises beginning about June 20th. If you wish your order sent later, or on any specific date, we shall carry out your instructions. Early shipments permit plants to become established before winter sets in, but rhizomes are not as large in July as they would be in August. We prefer to ship around July 10th as an ideal time.

✂ **HEMEROCALLIS, JAPANESE IRIS, AND POPPIES WILL NOT BE SHIPPED UNTIL THE PROPER PLANTING SEASON, AROUND SEPTEMBER 1st, OR SLIGHTLY LATER.**

Positively no stock shipped during the spring months.

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

NO ORDER ACCEPTED FOR LESS THAN \$1.00

Terms: Cash with order, either check, draft or money order. Enclosing cash in your letter may result in loss. 25% will hold until shipping date.

Discount: You may select additional plants to the value of 10% of your order if it totals \$3 or more. **THIS DOES NOT APPLY TO THE COLLECTION OFFERS, however.**

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

Our iris rhizomes are **NOT IRRIGATED, NOT FERTILIZED,** and we have **NEVER HAD AN IRIS BORER!**

COOLEY'S GARDENS

SILVERTON, OREGON

Introducing

FAR WEST

(Kleinsorge, 1936)

Shown on the opposite page, a warm and mellow blend of salmon and golden sand, of coral and henna, with a soft glow at the heart. Originated in the West, and containing that multitude of tints seen in the western sky at sundown. Of bold and sturdy growing habit, the big blooms are well spaced on fine stalks reaching 40 inches in height.

The likeness of this flower as shown on the next page is achieved by a new process and we guarantee its absolute accuracy, although some reduction in size was necessary. Each \$25.00

☞ We predict that Far West will become as popular as have Meldoric, Venus de Milo, Zuni and Ethelwyn Dubuar, all of which we introduced in former years and every one of which has become so favorably known that we sold out of every one of them again last year! ☜

ALLIES

EACH 25c; THREE FOR 50c

A French autumn flowering iris, that with us at least has bloomed not only in the spring and fall, but intermittently throughout the summer as well. The coloring is a combination of red-brown and fawn, a bit on the order of Dauntless, although lighter in tone. Rhizomes are usually quite small, but the flowers are of good size and there just seems to be no end to its blooming possibilities.

ALLUWE

EACH \$1.50

A new type variegata from Hans Sass. Of Nebraska X Rameses parentage, with fine yellow standards and red falls, on 40-inch well branched stems.

ALTA CALIFORNIA

EACH \$1.50; 3 FOR \$3.50

Standards clear yellow, falls deep yellow, faintly bronzed. Unquestionably among the leading yellows of recent introduction, and has performed superbly in Minnesota as well as in New England and California. The large blossoms are of smooth firm texture, produced on splendid stems. Shown in color on page 17.

ANAKIM

EACH \$3.00

Gigantic lavender, so outstanding in its color class as to defy all predecessors. Despite its colossal size, the flowers are graceful in effect, well carried on stems over four feet tall. The extremely broad falls are a noticeable feature in this flower of architectural perfection.

ANNE-MARIE CAYEUX

EACH \$1.00;
THREE FOR \$2.50

The smooth, soft tones of this iris are indescribable. The introducer says "a delicate blending of the sky's colors at sunset and those of a pigeon's throat." The flowers are very large, of an unusual thick and leathery substance. The whole effect is wonderfully beautiful—soft rosy heliotrope blended with greyish amber, beard orange. One of the finest things ever to come from France. See page 6.

ASHTORETH

EACH \$1.75

A delicate yellow of large size and perfection of form. The stems are quite tall, and the opening buds are a very rich butter yellow. Awarded an H.M. when exhibited as a seedling in Boston.

ASIA

EACH 25c; THREE FOR 50c

One of the most famous irises ever offered and still one of the best and most distinct. Standards silvery lavender, shading to yellow. Falls pale red-purple, lighter near the margins. Very brilliant beard. Blooms of huge size, on four-foot stems.

AUTUMN DAWN

EACH \$2.50

A blended pink fall bloomer. See page 34.

BALDWIN

EACH 30c; THREE FOR 60c

One of the largest varieties, of a peculiar shade of manganese violet. A sort of heliotrope color, with monster blooms freely produced.

BALLET GIRL

EACH \$12.50

Pure blush pink, soft and daintily colored, with large rounded flaring falls. Its daintiness and grace are indeed suggestive of a dancing girl. Above average size in the pink class, this clearly colored new introduction from H. P. Sass and Robert Schreiner is bound to win popularity on account of its exquisite coloring and unusual charm. Only a few plants for sale.

BLACKAMOOR

EACH \$1.00

Dusky dark purple, with a metallic sheen and blue beard. The great flowers are very long in appearance, and the odd lustre gives them a certain individuality seen in no other sort. Free blooming with purple tinged foliage. Very fine.

BLACK WINGS

EACH \$1.25

Those who have been looking for a black iris will find that the quest almost ends here. The actual color is midnight blue, with a frosty lustre on the velvety falls. A big flower, easily grown, and one of the most popular varieties in commerce. Runner up for Dykes Medal, 1935.

BLUE BANNER

EACH 35c

A fine tall iris in two shades of blue, the standards very bright and frilled, the falls deep velvety blue with a narrow band of brilliant blue matching the standards. An outstanding blue effect in the garden.

BLUE VELVET

EACH 50c; THREE FOR \$1.00

Few irises have been more favorably received than has this velvety giant in royal shades of richest blue. For several seasons past the price of this variety has remained quite high, but we now have a large stock of exceptionally fine plants.

BOADICEA

EACH 50c

Soft yellow flushed light clear pink in both standards and falls, overlaid sky blue in the center of each fall. A flower of bewitching effect, ruffled like Midgard, and an extra free bloomer.

BRUNO

EACH 20c; THREE FOR 50c

This Dominion seedling is the parent or grandparent of a large majority of the finest Dominion

FAR
WEST





A blending of countless pastel shades and tints (pedal and spal) and smokey blues and greys — indescribable and lovely beyond words — such a flower is Anhe Marie Cayeux, shown above.

strain irises of recent introduction. It stands today as one of the largest, richest, brightest and most velvety of all irises, and no collection should be without it. Standards are rosy fawn shading to yellow at the base; falls a glowing rich red-brown, edged with buff.

BUECHLEY'S GIANT EACH \$1.50; 3 FOR \$4.00

With the perfect form of Frieda Mohr, and the clean blue-lavender of Lord of June, this new iris is one of the most colossal flowers we have. The stalks are extra heavy and tower to great height, with foliage in proportion. Compared with Mabel Taft, another giant iris, this has a silky finish rather than velvety, different form, and is lighter in tone.

BURNING BRONZE EACH \$10.00

A dark but blazing metallic red, a flower of great size, and one of the superfine seedlings grown by America's foremost hybridist, Dr. Ayres. This spectacular flower created a sensation when shown at the AIS meeting in Freeport in 1933, and some critics pronounced it the finest red iris in existence. It differs from most others in its bronzy finish. H. M. AIS 1933. See page 12.

BUTO EACH 20c; THREE FOR 50c

A very dark, solid purple, from the Sass Brothers, one of the darkest of all irises, and a very early one. Flowers are of large size, rounded in shape, and without any veining or reticulation. A very free blooming iris on medium height stems.

Planted with the yellow Desert Gold, which blooms at the same time, a most striking garden effect is created.

BYZANTIUM EACH \$10.00

A tan-brown overlaid with gold; along the midrib of the standards is a delicate penciling of iridescent blue, adding a note of charm and refinement to the whole. Does not lose its delicate color in hot sun. This is one of Dr. Ayres' newest, and stock is of course very scarce.

CABALLERO EACH \$7.50

Medium deep rosy red, somewhat of the coloring of Rose Dominion, with very velvety falls and a satiny sheen over the entire bloom. Wide petaled, gracefully flaring, the huge flowers are majestically poised on stems of strong and vigorous growth. Heavy grape fragrance. This is a Nicholls introduction of 1935.

CALIFORNIA GOLD EACH \$10.00

The deepest large flowered yellow, being a seedling of Grace Sturtevant and unquestionably hardy. Does not fade, and shows no paling in standards, falls, or beard. We believe this to be the nearest to perfection of any deep yellow in commerce. Said one iris enthusiast, gazing upon one of its full blown golden blooms for a full minute, "It isn't so. There is no such iris!" Shown on page 16.

CAMELLIARD EACH 25c; THREE FOR 50c

One of the best and most brilliant light type variegatas. Towering to four feet or more, a clump is a distinctive, high-light in the garden. Standards clear amber yellow, falls flushed light purple, yellow near the edges. One of Miss Sturtevant's best.

CARDINAL EACH 20c; THREE FOR 50c

Certainly one of the best of all Dominion seedlings, and in fact one of the world's finest irises. Massive in size, with broad falls of deep, velvety, crimson-purple. Indispensable.

CHROMYLLA

EACH \$1.50

With its soft smooth finish, heavy substance, and uniform lemon chrome coloring, Chromylla has steadfastly advanced in popularity until it stands in the front rank of modern yellow irises. Of course there are a number of very good new ones, and tastes are bound to differ, but we can highly recommend this one.

CLARA NOYES

EACH 60c; THREE FOR \$1.50

This lovely warm blend from the Sass gardens has been a sensation in the iris world for the past few years. The coloring is a medley of peach and apricot tones, suggesting the rich and brilliant blendings of the rose "Talisman." A beautiful novelty which is always a complete sell-out each season. Small rhizomes always. See page 24.

COLUMBINE

EACH 50c; THREE FOR \$1.00

Introduced as a white Aphrodite, one of the parents. As clean and clear as a crystal, with lovely form, slender branching stems, this free flowering white is distinct from all other white irises, and as a result it was awarded the silver medal at the English Iris Society's exhibit in London in 1930. Columbine is a very fast multiplier.

COPPER LUSTRE

EACH \$25.00

Absolutely unique, a magnificent iris from the hand of Dr. Kirkland, who gave us Desert Gold, Black Wings, and a number of very recent novelties certain to make a fine impression on the iris growing public. Copper Lustre positively glows in its bright copper, gold, and pinkish tan blendings. It is a huge flower, with lush foliage, and in the garden of its originator was the center of attraction and comment last May when the American Iris Society met in Nashville, H. M. AIS 1935.

CORALIE

EACH \$7.00

A blend of pink and red that approaches raspberry color in effect, with a dazzling note added in the bright golden beard. With this fine variety Dr. Ayres has scored honors again, for Coralie was awarded an H. M. by the AIS in 1932 and in 1933 was given the Dykes Medal. Such recognition stamps it as a certain leader for many seasons to come. Very limited stock.

CORONATION

EACH 20c; THREE FOR 50c

For those who do not feel like investing in the newer yellows offered in this list because of the higher cost, we sincerely recommend Coronation. It is a uniform deep yellow, absolutely hardy, doesn't fade, and compares well with irises of recent introduction in other colors.

CROWN JEWEL

EACH \$6.00

A redder Clara Noyes, giving a burnt-orange mass effect. Valuable on account of its vivid coloring, being neither large nor tall, about thirty inches. An easy grower and rapid increaser.

CROWN PRINCE

EACH \$1.50; THREE FOR \$3.50

Finest and richest of Dominion variegatas, with deep orange-yellow standards and falls of dark and velvety red-brown, solid to the edge. A superb iris on the Pacific Coast, it reaches real perfection in

New England and the Northern tier of states. Produced by Dr. Kleinsorge, and one of our own well received introductions.

CRYSTAL BEAUTY

EACH \$7.50

A new white from the Sass Brothers, said by some to be the cleanest white yet produced. It has been highly praised by critics in the Iris Bulletins. Few plants.

DAUNTLESS

EACH 65c; THREE FOR \$1.50

Probably the most popular and widely known of all so-called red irises. Although we now have several newer introductions that surpass it, none the less Dauntless remains near the top, and there has never been sufficient stock to supply the demand. The blooms are of great size, on tall heavy stems, and last over a long season. The coloring is rich velvety red, with very little of the blue or purple undertone. A former Dykes medal winner.

DAY DREAM

EACH 50c; THREE FOR \$1.00

One of those "peachy-apricot" blends in shades of pink and yellow. For some reason, this variety has never been exploited as have many less deserving sorts. Day Dream is not just a lovely color medley—it is a very tall, well branched, vigorous growing iris, with large flowers; one of those things that will bring exclamations of delight from your garden visitors.

DEPUTE NOMBLOT

EACH 75c; THREE FOR \$2.00

One of the world's greatest irises, a French introduction that has proven extremely popular everywhere. Standards light glowing rosy-purple, overlaid bronzy gold. Falls very wide, spreading, purplish garnet-red shading to lighter rosy bronze at the edge. Deep orange beard. Over four feet tall, especially well branched. A Dykes Medal winner in France. Photograph on page 9.

DESERT DAWN

EACH \$1.00

Glorious yellow and lavender blend, the gold of the center extending almost to the tips of the standards and falls, which are pure lavender. A great improvement on Candlelight, with less lavender, larger blooms, and a stronger stem. Extra late.

DESERT GOLD

EACH 75c; THREE FOR \$1.75

Among the earliest of the tall bearded group. An extremely large, fine formed, smooth clear yellow. Standards are nicely domed, pure light yellow. Falls are extra broad, pure yellow with very rich yellow beard. It certainly is deserving of a position among the best new introductions. Plant a clump in front of several clumps of Santa Barbara—they bloom together, and what a picture! H. M. AIS 1931; A. M. 1932.

DOGROSE

EACH \$1.00; THREE FOR \$2.00

A very beautiful, superb pink iris, with very large oval shaped flowers in a uniform shade of soft rose-pink, with deep gold beard. The stalks are almost shoulder high, and it is a profuse bloomer. This variety will show up to best advantage after it has become established a full year. Winner of a silver medal in England. Small rhizomes. Shown in color on page 25.



ITASCA

DOLLY MADISON

EACH 20c; THREE FOR 50c

With the blended colorings of an intensified Quaker Lady, and size, branching habit and height comparable to the best, this Williamson introduction has no superior in its class. As the Longfield catalogue states: "Eventually you will own Dolly Madison." It carries some of the shades found in the new French varieties, Anne Marie Cayeux and Evolution. Reliable everywhere, and certain to evoke the admiration of all who see it. See cut on page 32.

EASTER MORN

EACH \$2.00; 3 FOR \$5.00

Remindful of all that is pure, like the candles and lilies at an Easter service. A creamier and heavier white than Purissima, with a rich golden center, flaunted on giant stalks that spring from broad sword-like foliage of vivid green. A flowering specimen of this in one's garden is a sanctuary for all visitors.

EGYPT

EACH 50c

A grand iris of immense size and great substance, enduring wind and rain, as well as a strong sun. Broad standards, stiff and erect, of a livid bronzy-violet. Falls very large, long and drooping, of deep velvety maroon-purple, with black sheen. Bright gold beard.

EL CAPITAN

EACH 40c; THREE FOR \$1.00

Here is one of the best and most popular irises ever originated, a gigantic light manganese violet bicolor, a frequent winner at the shows, and a real stunner in the garden.

ELEANOR ROOSEVELT

EACH 75c;
THREE FOR \$2.00

Our best bet in autumn flowering irises. See page 34.

ELOISE LAPHAM

EACH 60c; THREE FOR \$1.25

This delightfully ruffled flesh pink iris has received two successive awards, and made a universal hit last year when it flowered in various parts of the country. It appears to have the delicate smoothness of kid, and its rapid increase and great freedom of bloom will be sure to make it a great favorite. About the size and shape of Midgard; of medium height.

EL SINORE

EACH 25c; THREE FOR 50c

A flower but little known, and one which is deserving of greater popularity. Of only medium size, its dainty blossoms of pale primrose-yellow are delicately edged and stained violet, and are produced abundantly. Something different. Try it.

EL TOVAR

EACH \$8.00

A gorgeous variegata blend, in rich brown-yellow and blackish maroon, with a yellow glow at the heart. This iris is one of the foremost of all new introductions of the past three years, having been awarded an H.M. of the AIS in 1932 when first exhibited. Nothing like it. Height 3 feet.

EOTHEN (Out of the East)

EACH 85c;
THREE FOR \$2.25

Soft, ivory-yellow, entirely overlaid buff, producing an effect of rich antique ivory. Typical Dominion shape, the falls flaring widely, and with domed standards. Large blooms, freely produced, make this a marvel in the garden picture.

EREBIAN

EACH 85c; THREE FOR \$2.25

A self of rich, dark, bordeau red lightened by a heavy gold beard. The big dusky flowers are freely produced on very tall and well branched stalks. This iris was produced by Dr. Loomis of Colorado Springs, who gave us the popular Blue Velvet.

H. M. AIS 1930.

EROS

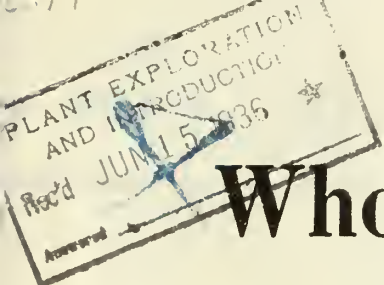
EACH \$8.00

Very tall salmon colored self, possibly the nearest to this color ideal that has ever been offered. The throat is lit with gold, giving it a brilliance and warmth especially telling in garden effect. Stock is scarce, and we have only a few rhizomes for sale this year.

ETHEL PECKHAM

EACH \$6.00

Large, perfectly formed flowers of a blazing reddish tone. This iris, put on the market in 1932, has created a stir equaled by few introductions in the past twenty years. The reason is that many irises with quite red falls possess standards of tan or violet or lilac, but Ethel Peckham is a red self—the largest, most brilliant, and most nearly red of all irises. One stalk of bloom in the garden will draw instant attention! H. M. AIS 1932.



Cooley's Gardens

Wholesale List for Dealers

1936



PLEASE observe that all varieties appearing in our descriptive catalog are not listed at wholesale. This is because we do not have such varieties in sufficient quantity for wholesale, and on such the price is strictly net as shown in the catalog. All collections are strictly net. We prepay all shipping and packing charges to your door. Terms, cash with order.

Bearded Iris List

| Variety | Price each in lots of | | | Variety | Price each in lots of | | |
|-------------------|-----------------------|-------|-------|--------------------|-----------------------|-------|-------|
| | 1 | 3 | 10 | | 1 | 3 | 10 |
| Allies | .20 | .18 | .15 | Far West | 17.50 | ----- | ----- |
| Alluwe | .75 | ----- | ----- | Frieda Mohr | .18 | .15 | .12 |
| Alta California | 1.00 | .85 | .70 | Frivolite | .70 | .60 | .50 |
| Anakim | 1.50 | 1.25 | ----- | Gilead | .75 | .60 | ----- |
| Anne-Marie Cayeux | .75 | .60 | .50 | Gloriole | 9.00 | ----- | ----- |
| Ashtoreth | 1.00 | .85 | .75 | Golden Flare | 2.50 | ----- | ----- |
| Autumn Dawn | 1.50 | 1.20 | ----- | Golden Harvest | .30 | .25 | .25 |
| Baldwin | .20 | .18 | .15 | Golden Light | 4.50 | 4.00 | ----- |
| Black Wings | 1.00 | .85 | .75 | Gold Top | .15 | .12 | .10 |
| Blackmoor | .75 | .50 | ----- | Grace Sturtevant | .20 | .15 | .12 |
| Blue Banner | .25 | .20 | ----- | Happy Days | 9.00 | 8.00 | ----- |
| Blue Velvet | .40 | .35 | .30 | Hearthstone Copper | .75 | .60 | ----- |
| Boadicea | .40 | .35 | ----- | Henri Riviere | .30 | .25 | .20 |
| Bruno | .18 | .15 | .10 | Hernani | .50 | .40 | ----- |
| Buechley's Giant | .85 | .75 | .60 | Imperial Blush | 1.25 | 1.00 | .85 |
| Burning Bronze | 7.00 | 6.00 | ----- | Indian Chief | .20 | .15 | .12 |
| Buto | .15 | .12 | .10 | Itasca | 8.00 | 7.00 | ----- |
| California Gold | 7.00 | 6.50 | ----- | Jean Cayeux | 4.00 | ----- | ----- |
| Cameliard | .15 | .12 | .10 | Jerry | 2.50 | 2.00 | 1.75 |
| Cardinal | .15 | .12 | .10 | Joycette | 2.50 | 2.00 | ----- |
| Chromylla | .75 | ----- | ----- | Kalinga | 4.50 | 4.00 | 3.75 |
| Clara Noyes | .40 | .35 | .30 | King Juba | .60 | ----- | ----- |
| Columbine | .35 | .30 | .25 | King Midas | .30 | .25 | .20 |
| Copper Lustre | 17.50 | ----- | ----- | King Solomon | .40 | .35 | ----- |
| Coralie | 5.00 | ----- | ----- | King Tut | .25 | .20 | .18 |
| Coronation | .15 | .12 | .10 | Lady Paramount | 6.00 | 5.00 | ----- |
| Crown Jewel | 4.00 | ----- | ----- | Largo | .85 | .75 | .60 |
| Crown Prince | 1.00 | .85 | .80 | Legend | .60 | .50 | .40 |
| Dauntless | .50 | .45 | .40 | Lodestar | .30 | .25 | .20 |
| Day Dream | .20 | .18 | .15 | Loetitia Michaud | .15 | .12 | .10 |
| Depute Nomblot | .60 | .50 | .40 | Los Angeles | .40 | .35 | .30 |
| Desert Gold | .50 | .45 | .40 | Magenta | .35 | .30 | ----- |
| Desert Dawn | .75 | .60 | ----- | Mabel Taft | .60 | .55 | .50 |
| Dogrose | .80 | .70 | .65 | M. A. Porter | .50 | .40 | .35 |
| Dolly Madison | .15 | .12 | .10 | Marquita | 2.50 | 2.25 | 2.00 |
| Easter Morn | 1.00 | .85 | .70 | Marquissette | .20 | .18 | .15 |
| Egypt | .40 | .35 | ----- | Mary Geddes | 1.50 | 1.35 | 1.25 |
| El Capitan | .30 | .25 | ----- | Mary Senni | 1.00 | ----- | ----- |
| Eleanor Roosevelt | .60 | .50 | .40 | Mehama | 2.25 | 2.00 | 1.75 |
| Eloise Lapham | .50 | .40 | .35 | Melchior | .25 | .20 | .18 |
| Elsinore | .20 | .18 | .15 | Meldoric | 1.50 | ----- | ----- |
| El Tovar | 6.00 | ----- | ----- | Midgard | .15 | .12 | .10 |
| Eothen | .60 | .50 | .45 | Ministre F. David | .90 | .85 | ----- |
| Erebian | .50 | ----- | ----- | Mme. Gaudichau | .18 | .15 | .12 |
| Eros | 6.00 | ----- | ----- | Mohrson | 5.00 | 4.00 | ----- |
| Ethel Peckham | 5.00 | 4.00 | ----- | Montour | .18 | .15 | .10 |
| Ethelwyn Dubuar | .80 | .70 | .60 | Moon Magic | .60 | .50 | .45 |
| Euphony | .15 | .12 | .10 | Morning Glory | .50 | .40 | ----- |
| Evolution | .75 | .60 | .50 | Mountain Sunset | 2.25 | 2.00 | 1.75 |

Rec'd JUN 1 8 1936

Bearded Iris List---Continued

| Variety | Price each in lots of | | | Variety | Price each in lots of | | |
|---------------------|-----------------------|------|------|---------------|-----------------------|------|------|
| | 1 | 3 | 10 | | 1 | 3 | 10 |
| Mrs. Herbert Hoover | .75 | .60 | .50 | Sacramento | .40 | .35 | .25 |
| Mrs. Valerie West | .20 | .18 | .15 | Sandia | 3.00 | | |
| Naranja | 17.50 | | | San Diego | .35 | .30 | .25 |
| Nebraska | .25 | .18 | .15 | San Francisco | .30 | .25 | .20 |
| Neon | 5.00 | | | Santa Barbara | .15 | .12 | .10 |
| Ningal | .60 | .50 | .40 | Senlac | .40 | .35 | .25 |
| Noweta | .80 | .75 | .65 | Sensation | .35 | .30 | .20 |
| Numa Roumestan | .25 | .20 | .18 | Sierra Blue | 1.75 | 1.50 | 1.25 |
| Nurmahal | 1.00 | .85 | .75 | Sikh | .20 | .18 | .15 |
| October Opera | 1.65 | 1.50 | 1.25 | Sir Michael | .30 | .25 | .20 |
| Omaha | .20 | .18 | .15 | Sonata | .18 | .15 | .12 |
| Opaline | .40 | .35 | | Southland | 5.00 | | |
| Oxheart | 2.50 | 2.00 | | St. Louis | 3.00 | | |
| Paulette | .65 | .50 | .50 | Talisman | .30 | .25 | .20 |
| Peaches | .40 | .35 | .30 | Theodolinda | 1.00 | .85 | .75 |
| Persia | .50 | .40 | .35 | Tiger-Tiger | 1.00 | .85 | .75 |
| Persian Princess | .85 | .75 | | Trail's End | 6.00 | 4.50 | |
| Phebus | .40 | .35 | .30 | Tuscany Gold | .40 | .35 | .30 |
| Pink Opal | .60 | .50 | | Valor | .85 | .75 | .60 |
| Pink Satin | .80 | .75 | | Vert-Galant | .75 | .60 | .50 |
| Pluie d'Or | .18 | .15 | .12 | Tapestry | .60 | .50 | .40 |
| Pres. Pilkington | .60 | .50 | .40 | Venus de Milo | .60 | .50 | .40 |
| Purissima | .30 | .25 | .20 | Winneshieck | .90 | .85 | .75 |
| Rameses | .25 | .20 | .15 | Wm. Mohr | .20 | .18 | .15 |
| Red Dominion | 1.00 | .90 | .85 | Wotan | 1.50 | 1.25 | |
| Red Orchid | .85 | .75 | | W. R. Dykes | .85 | .80 | |
| Red Robe | 1.50 | 1.25 | 1.00 | Zuni | .50 | .40 | .35 |
| Redwing | .25 | .20 | .20 | | | | |
| Rhea | .30 | .25 | .20 | | | | |
| Rheingauferle | .25 | .20 | .18 | | | | |
| Rubeo | 1.25 | 1.00 | .85 | | | | |
| Sachem | .75 | .65 | .50 | | | | |

PLEASE NOTE: All bearded, dwarf, and fall blooming irises not appearing in the above wholesale list are net catalog price. Our stock does not permit us to offer them at wholesale.

JAPANESE IRIS

(Pages 36, 37, 38, 39 in Catalog)

As our stocks of these vary in quantity to a marked degree, depending upon the variety, please note well the difference in discounts as follows:

50% on: Cloud Dress, Hatsuki, Komachi, Kombarin, Kumono, Kuro-Kumo, Josephine Heywood, Nishika, Rishono, Shiga, Shimoyo, Tuji, Violet Beauty and Yonomo.

NO DISCOUNT on the 14 varieties in collection top page 38, as follows: Asagire, Eleanor Parry, Genjiyama, Hotari, J. A. Hayden, Koyka, Lawrence, Martha Kemp, Monija, Neptune, Osamaku Miyo, Olympia, Otomene and Suri.

30% on all others.

ALL COLLECTIONS ARE NET.

HEMEROCALLIS

(Pages 41, 42, 43 in Catalog)

50% off on the following varieties: Bay State, Cressida, D. D. Wyman, Goldeni, J. A. Crawford, J. R. Mann, Mandarin, Mrs. A. H. Austin, Mrs. W. H. Wyman, The Gem, Royal, Luteola, Flamid.

ALL OTHERS ARE NET.

ORIENTAL POPPIES

(Pages 44, 45, 46 in Catalog)

30% off on all except those marked net. The two collections are net.

IMPORTANT! All above prices include delivery TO YOUR DOOR. Think this over when ordering at wholesale, as most growers do not prepay such shipments.

Cooley's Gardens

-:-

**SILVERTON,
OREGON**

ETHELWYN DUBUAR

EACH \$1.00;
THREE FOR \$2.50

A new outstanding pink, produced by E. G. Lapham, of Elkhart, Indiana, and introduced in 1933. A heavy flowering variety, it evoked the following comments in the AIS Bulletin for October, 1933: "The largest flower of any pink I have seen. A 'best seller' in my garden. A larger flower than Pink Satin." Deep pink in general effect, with lemon beard. Height 3 feet. See page 22.

EUPHONY

EACH 25c; THREE FOR 50c

The standards are mustard yellow, waved and fluted, stained with light brown at the tips. Falls are squarely held, mustard yellow, flushed with blue in the central portion and overlaid soft brown. This is a lovely and bright color harmony, and the great freedom of bloom of this variety makes it a heavy favorite. See color reproduction on page 29.

EVOLUTION

EACH \$1.00

Pale copper-bronze self, with heavily frilled standards. The falls are also copper-bronze, but are overlaid blue and capped with a brilliant orange beard. This is of French origination, and is one of the most worthwhile irises we have had from that master, Cayeux.

FRIEDA MOHR

EACH 25c; THREE FOR 50c

Dependable anywhere, despite the fact that it was originated in California and contains tender blood, it is perfectly at home in Ohio, Minnesota, and New England, as well as in the moist climate of the Pacific Northwest. The color is a lively shade of violet-pink, standards slightly lighter than the falls. Its huge size and great height make it a leader in any color class.

FRIVOLITE

EACH \$1.00; THREE FOR \$2.50

The general effect is one of brilliant shrimp-pink, with golden glints. This French introduction is offered as a great improvement upon the fine variety Marquisette, being a deeper shade. A very lovely and unique novelty, at its best when established a year. It increases rapidly.

FROST QUEEN

EACH \$1.00; THREE FOR \$2.50

The finest white fall bloomer. See page 34.

GILEAD

EACH \$1.00; THREE FOR \$2.50

A beautiful golden blend, tinged with bronze. The ground color is soft buff, overlaid amber, the falls somewhat deeper than the standards. These same lovely golden brown tones are found in the new French iris "Jean Cayeux", although the form is different. Gilead is one of the finest of all American introductions, and possesses a unique color distinction.

H. M., AIS 1932.

GLORIOLE

EACH \$12.00

Described as an "ice blue self", this introduction by Merton Gage was the outstanding new iris in New England during the past two seasons. Critics in that section waxed very enthusiastic when it was first shown, and it was immediately awarded an H.M. of the Iris Society. Of huge size, the pale blue petals are entirely overlaid with frosty crystal-like par-

ties. Wonderfully formed and surely a most noble flower. Few plants. A. M., AIS 1935.

GOLDEN FLARE

EACH \$3.00

Flame colored! And that is no exaggeration. Last spring the writer saw this for the first time flowering in a clump in the famous garden of Clint McDade, in Chattanooga, Tenn. The effect was a flash of brilliance that dominated that entire section of the garden. It is many shades deeper than Talisman, and somewhat taller. A blend of flame, rose, and yellow; a color jewel that will captivate you.



GOLDEN HARVEST EACH 35c; THREE FOR \$1.00
Free flowering yellow fall bloomer. See page 34.

GOLDEN HELMET EACH \$8.00
A huge King Tut, with very ruffled standards and ox-blood red falls. The public has long wished for a flower of large size with the bright red falls of the old favorite King Tut, and we have it here, with brighter standards and attractive ruffling to enhance it.

GOLDEN LIGHT EACH \$6.00
A seedling of Euphony, with the distinctive form and size of that lovely ruffled variety. The difference lies in the rich orange-cinnamon color of this new variety—something new in the tan group. Very bright and of wonderful carrying quality. 40 inches tall.

GOLD TOP EACH 25c; THREE FOR 50c
Rich old gold standards, set off by falls that are red violet in the center and edged old gold. The style arms and beard afford a further touch of gold. Blooms very early and continues all through the season, the color growing richer as the season advances; 42 inches tall and well branched. To me, this iris presented the novel appearance of being fashioned out of brass, because of the odd brass-yellow color effect. You surely will like it.

GRACE STURTEVANT EACH 35c; 3 FOR \$1.00
Almost black-brown when first opening, this velvety Dominion seedling holds first position in its color class. The chocolate falls are figuratively set on fire with the leaping brilliance of the orange-red beards. It is one of the most popular among visitors to our display gardens, and deservedly so. We now have a large stock of fine big rhizomes. See page 29.

HAPPY DAYS EACH \$12.50
A solid uniform bright yellow, in size as large as the giant El Capitan, and acclaimed by every iris critic who has seen it. Compared with California Gold, Happy Days is a brighter yellow, with a slight undertone of orange, as against the deep greenish-gold of the former. They do not compete with each other, being entirely different and similar only in that they both are ultra modern extra fine yellows. H. M. AIS 1935. See page 16.

HEARTHSTONE COPPER EACH \$1.00
Something very unusual, so bright as to be almost startling. Standards are bright old gold, shading down to the fiery red falls. The flowers are only medium size, and form is not especially good, but for lively color it is a considerable novelty.

HENRI RIVIERE EACH 40c; THREE FOR \$1.00
The huge waxen standards are solid lemon yellow, the broad falls are delicate mauve, edged canary yellow and blending into canary yellow at the throat. An exquisite pale blend, the predominant note being bright yellow. This iris is of very large size, produced on vigorous stems.

HERNANI EACH 60c
Among the brightest and most free flowering of the red group. The standards are rosy red, the falls

are very brilliant garnet-red and are held horizontally. Planted with such pinkish toned varieties as Frivolite it presents a most striking pure red effect.

HOOGIANA EACH 50c
A very smooth toned species of sky blue,—one of the bluest of all irises. Petals have a peculiar metallic lustre. Must have good drainage but is not a difficult subject to grow.

IMPERIAL BLUSH EACH \$2.00; THREE FOR \$5.00
A new creamy pink, tall, with very large blossoms, of delightful perfume. The stems reach 40 inches in height. A Sass production, vigorous and very free flowering. This does not carry any of the yellow glow of most other pink toned irises.

INDIAN CHIEF EACH 35c; THREE FOR \$1.00
Well named, for while classed as one of our superior reds, it carries a bronzy overcast, being regarded by some critics as a red blend. At any rate, Indian Chief is one of the most popular of the newer things, and a credit to Doctor Ayres, its introducer. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched. See page 24.

ITASCA EACH \$12.00
Raised by Dr. R. E. Kleinsorge, Silverton, Oregon. A positive self of the darkest, yet most vivid, deep amethyst. It carries no veining whatsoever, and the great depth of tone is intensified by a heavy brown beard, underlaid with blue. The texture is like silk, and the flowers are rounded in shape, with nicely branched stalks 30 to 36 inches high. Robert Schreiner, seeing this in flower in the originator's garden, declared it to be one of the greatest and most distinct irises turned out in recent years. See page 8.

JEAN CAYEUX EACH \$5.00; THREE FOR \$12.00
Certainly one of the most beautiful irises we have ever flowered in our gardens. Likewise, it is one of the most unusual in color—a soft, smooth, light buff, described by some as “coffee colored” and by others as Havana-brown. The form is perfect, as the accompanying illustration shows, and the size is larger than average. It is splendidly branched, over three feet tall, and flowers over a long season. Jean Cayeux has been awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest iris of the year. It is listed in Schreiner's “100 Super-Iris”. See page 14.

JERRY EACH \$3.00; THREE FOR \$8.00
Raised by Mr. E. G. Lapham, Elkhart, Indiana. We take particular pleasure in being numbered among the joint introducers of this perfectly formed, extremely brilliant red iris. Mr. Lapham has a splendid reputation for quality in his previous introductions, and enthusiasts will find that Jerry is very close to the reddest thing ever turned out in an iris. Not only that, but the large rounded flowers are as near perfection as could be desired. Height three feet, rapid of increase, hardiness unquestioned. We recommend it whole-heartedly. See page 13.

JOYCETTE

EACH \$3.00; THREE FOR \$8.00

Red, that is, as red as any iris we have and with both standards and falls in identical tones. This is a fine grower, with tall sturdy stalks and extra large flowers. Some critics declare this better and redder than Ethel Peekham; they are somewhat similar, Joycette undoubtedly being the taller of the two. No doubt but that this ranks with the leading introductions to date. We have a wonderful stock of it.

KALINGA

EACH \$6.00; THREE FOR \$15.00

Huge cream self, outstanding not only as an exhibition spike, but as a garden specimen as well. The broad, spreading, ivory textured blooms generally come out in groups of three or four simultaneously, and each stem will carry from twelve to fifteen flowers, with perfect spacing. An offspring of Dolly Madison, its hardiness is beyond question. Four feet in height. Illustrated on page 20 and in color on the cover.

KING JUBA

EACH 75c

Clear golden standards and brilliantly contrasting falls of velvety red, the latter especially wide and heavy of texture. A red and yellow effect as compared with the orange and brown of Crown Prince.

KING KARL

EACH 25c; THREE FOR 50c

A dotted and sanded plicata in apricot tones, with specks of brown and red, giving it a unique and attractive effect. A large flower; late.

KING MIDAS

EACH 35c; THREE FOR 90c

One of the first of the tall bearded irises to flower. Of a soft and bewitching tone of golden buff overlaid garnet brown. The heavy beard is deepest orange, and the entire center of the bloom is illuminated with intense golden lights. Perfect in every detail. Medium in height.

KING SOLOMON

EACH 50c

Stock of this we imported from England, heralded as a giant and improved Dominion. It is a monster flower, of very dark bluish purple, but not of the typical Dominion shape.

KING TUT

EACH 40c; THREE FOR \$1.00

One of the inherent qualities of the many new Sass irises is the element of rich red-brown in the various color schemes. This has been accomplished through the use of King Tut in the various crosses, and in spite of his almost countless progeny, the King still remains the most brilliant of all, blazing in the sunlight like a live ember. Easy to grow, a free flowerer. Every iris grower should have it.

KLAMATH

EACH 50c

A great, heavily textured, perfectly formed flower in tones of deep mulberry, bronze and brown. Not brilliant, but remarkably rich and sombre, suggesting a rare antique or valuable old tapestry.

LA BOHEMIENNE

EACH 20c;
THREE FOR 50c

A genuine novelty as to color, being a deep hellebore red, or russet-red, heavily veined cream and buff. Very low growing, less than 20 inches. This variety is positively smothered with flowers, and in-

creases tremendously. A French introduction, exceptionally valuable for mass planting or to use in the foreground of taller sorts.

LADY PARAMOUNT

EACH \$10.00

The sensational new seedling of the famous variety W. R. Dykes. A really magnificent flower in clear primrose yellow, with firm silken texture. It is one of the most stupendous in size and foliage in our collection.

We have several reports of excellent success in Nebraska, Ohio, and New England, where this iris was grown the past season. Not nearly so deeply colored as either California Gold or Happy Days, it is nonetheless one of the most beautiful varieties we have ever flowered, and will take its place among the best. See page 16.

LARGO

EACH \$1.25; THREE FOR \$2.50

The flower is of extra fine form and size, the stalks very tall and perfectly branched, and it lasts over a long period. Color is a harmony of wax yellow, mustard yellow, and citron yellow, the falls delicately overlaid mauve. In a class with Henri Riviere, Camelliard, and Gold Top, but having characteristics all its own; we regard it as the finest of the lot.

LEGEND

EACH 85c; THREE FOR \$2.00

A huge flower of the Cardinal type; rich deep claret falls, seemingly of pure velvet, and standards of deep blue, slightly bronzed. The color combination is a bit like that in Sir Michael, although Legend is considerably darker all around. The flowers are enlivened by a heavy gold beard. Here is one of the largest and most majestic irises in commerce today, with every possible good point, and the price is reasonable for such a new introduction. From the Wareham collection in Cincinnati. One of Schreiner's "100 Super-Iris". Shown on page 31.

LODESTAR

EACH 35c

One of the last to flower, this bright combination of glittering yellow standards and very dark brownish falls is a real "high light" in any garden. Flowers are of perfect formation, lavishly produced. Height about two and a half feet. Very small rhizomes always.

LOETITIA MICHAUD

EACH 20c; 3 FOR 50c

Gigantic in size, perfect in every detail, this iris retains its popularity in spite of numerous competitors. Of an even tone of soft lobelia-blue, a little deeper than the blue of the sky, a light yellow beard for contrast. This oftentimes grows shoulder high, and is one of the many irises classed as tender that can be depended upon to thrive in almost any section of the country. Among the indispensables.

LOS ANGELES

EACH 50c; THREE FOR \$1.00

Sister seedling of the wonderful plicata San Francisco. A giant in size, snowy white, with faint edgings of lavender-blue. Splendid stalks were on exhibit in the St. Paul iris show, and it was growing and blooming lustily in the Schreiner garden in that city, indicating that it is really quite hardy when once acclimated.

NOVELTY



Burning Bronze

— differs from most others
in its metallic finish.

CO

LECTION

YOU SELECT

6 for \$25

+

ANY TWO FROM EACH
OF THE FOLLOWING
THREE GROUPS —

ANY TWO . . .

LADY PARAMOUNT
BURNING BRONZE
CALIFORNIA GOLD
GLORIOLE

ANY TWO . . .

EL TOVAR
ETHEL PECKHAM
GOLDEN LIGHT
KALINGA
TRAIL'S END
VISION

ANY TWO . . .

JERRY
JEAN CAYEUX
JOYCETTE
GOLDEN FLARE
MAROUITA

Kindly observe the conditions
of this offer . . . Do not select
more than two from one set
and please don't request that
we accept an order for less
than six.



Jerry

*— very close to the reddest
iris ever turned out.*



JEAN CAYEUX

MABEL TAFT

EACH 75c; THREE FOR \$1.75

Wonderful giant blue, with velvety falls. A candidate for "the world's largest iris", the stalks towering to almost five feet in some instances, and with the largest foliage of any bearded iris we have. The group of about a dozen clumps pictured on page 15 was a real attention getter in our display garden.

MAGENTA

EACH 40c

Very deep amethyst-violet, a shade not comparable to any other iris. Very free blooming, with flowers better than average size. This is another variety which makes a grand showing on a two-year clump, and especially when planted adjacent to pink or yellow.

M. A. PORTER

EACH 75c; THREE FOR \$1.75

A very large seedling produced by E. G. Lapham, of Elkhart, Ind. Standards are close to Gaudichau in color, with much darker falls. A very deep violet of heavy substance, with brilliant orange beard. The growth of stem and leaf is very rampant, indicative of its vigor and size.

MARQUINETTE

EACH 35c; THREE FOR 85c

An odd tone of "shrimp pink". This is slightly similar to Frivolite, except that it is several shades lighter and lacks the golden sheen of this newer sort. Marquissette is most effective when established as a two-year clump.

MARQUITA

EACH \$3.00; THREE FOR \$7.50

A well named iris in brilliant ivory yellow, with ochraceous maroon veining on the falls. The stan-

dards are ivory deepening to sulphur at the base, and so large that they constitute the major portion of the flower. Falls are of the same color, but entirely lined maroon. This very late novelty was one of the two or three most popular things among our visitors last season.

MARTIE EVEREST

EACH \$3.00

Fall bloomer of a lovely tone of soft clear blue. Reliable in its autumn flowering habit, and an easy grower. We are one of the few dealers to list it.

MARY GEDDES

EACH \$1.75; THREE FOR \$5.00

In the forefront of American introductions during the past two or three seasons, and for that matter, one of the finest and most distinct irises of all time. The color is light ochraceous salmon, the falls stained deeper. In our garden it has always exhibited 4-way branching habit, and is one of our longest lasting varieties. Very little stock available anywhere in the country. Awarded an A. M. at Wisley, England, in 1933. Shown on page 27.

MARY SENNI

EACH \$1.50

Huge mauve blend, a sort of ashes of roses combination, with golden beard to relieve the sombreness. Produced by the great Frenchman, Millet, this iris was named for the foremost iris critic in Italy. We do not have any other iris near this color in our entire collection, and stock is offered by very few growers.

MEHAMA

EACH \$3.00

A blend of pink and yellow, with an underlying cast of pale blue. A self in effect, although the standards are slightly lighter and reflect the glints of dust-like golden particles. A very large iris, quite early, on stems from 30 to 36 inches tall. With the sun on it, or through it, **Mehama** is one of the most enchanting things in the garden. See page 33.

MELCHIOR

EACH 35c

The deep velvet-maroon flowers leave nothing to ask for in either size, shape, or all-round iris perfection. My own color description would be "a self of velvety-garnet, with beard of bronze-yellow." Melchior was introduced in England as an improved Mrs. Valerie West, but with us it is distinctly different, and we personally regard it as one of the world's very best.

MELDORIC

EACH \$2.00; THREE FOR \$5.00

Again last season the demand for this deep blue-black novelty completely absorbed every salable rhizome we had on the place. This leaves us with a limited quantity to start the present year, so we suggest early orders to avoid disappointment.

MICHELLINE CHARRAIRE

EACH 30c

Beautiful tall white, with golden beard. A clear white of large size, and very desirable.

MIDGARD

EACH 20c; 3 FOR 50c

When this lovely beauty was first shown, it created a furore, because the yellow-pink blended flowers introduced a new color note, and the ruffled petals were an added touch of distinction. It has proven to be one of the most reliable varieties for



MABEL TAFT — The Giant Among Irises

severe climates, besides being a very free bloomer and rapid multiplier. No iris since the introduction of Morning Splendor has been so universally popular. Especially lovely under artificial light, and unsurpassed for massed planting on the landscape. See page 32.

MINISTRE FERNAND DAVID Each \$1.25

A masterpiece in deep, rich, dark purple. This recent French introduction received much praise when first seen in Mrs. Pattison's garden at Freeport, Ill. A huge, well shaped flower, that has been awarded many certificates and prizes abroad.

MIRASOL EACH 40c

A very fine large yellow, containing some Mesopotamica blood, but reasonably easy to grow. The flowers are of large size, well formed, slightly rounded, and there are no markings to detract from the solid golden yellow color. Rich yellow beard. Three feet in height.

MME. DURRAND EACH 25c

One of the most unusual and most beautiful irises in the world, a blend of pale buff and creamy lavender, marked old gold. A heavy flowerer, fine in every way, but rather tender in cold sections where it should have protection and perfect drainage.

MME. GAUDICHAU EACH 20c; THREE FOR 50c

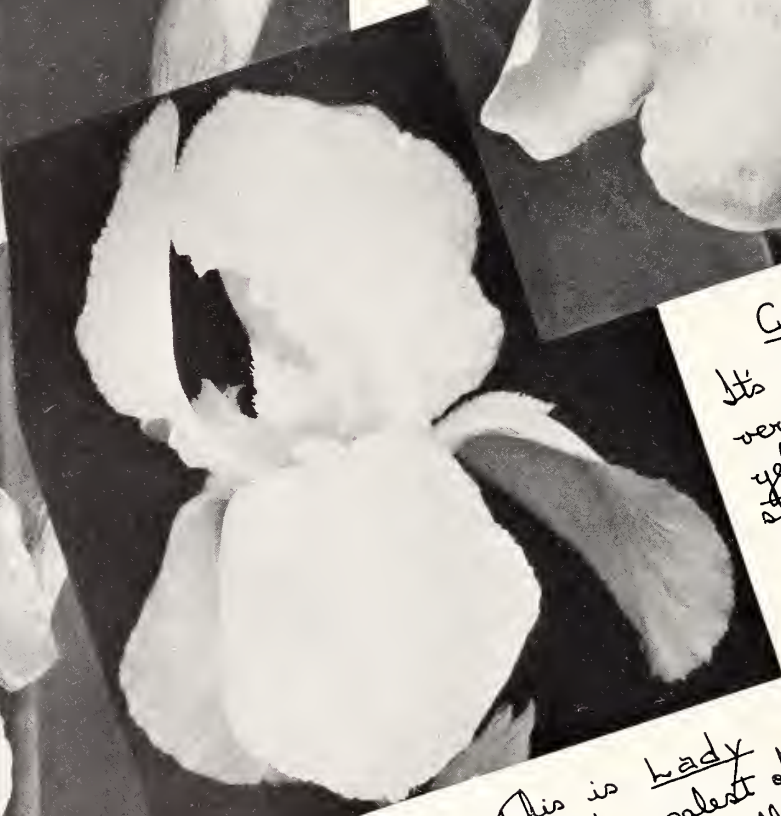
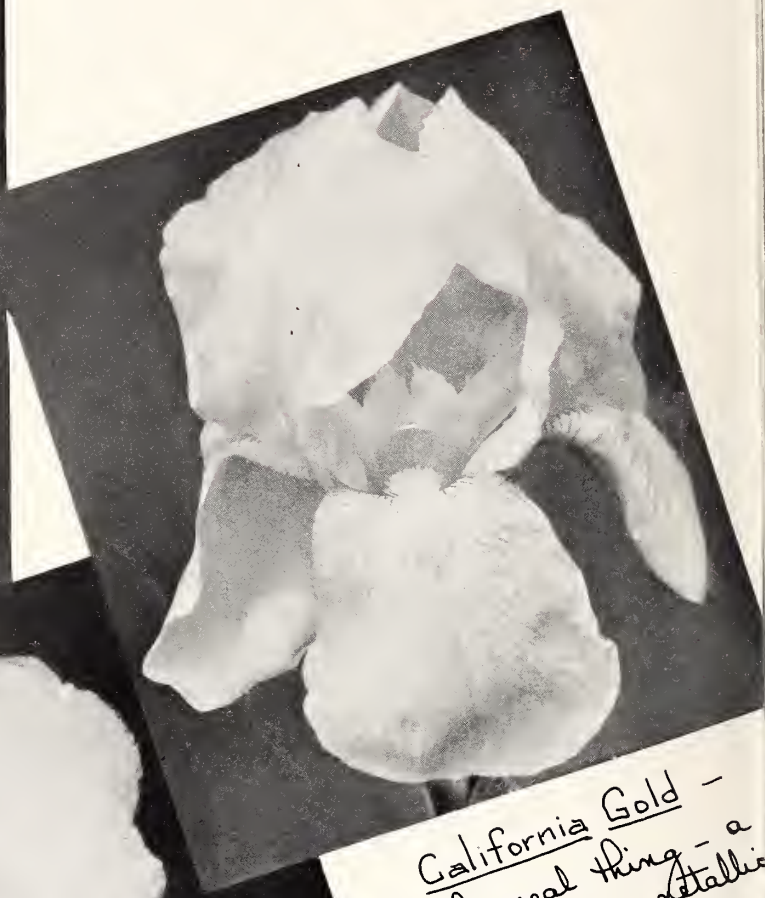
Very early dark violet blue self, with heavy gold beard. Perfect in form and substance and of velvety texture. Very fragrant.

MOHRSON EACH \$7.50

Seedling of the famous iris Wm. Mohr. For almost a decade hybridizers have been trying to secure seedlings from this strange and enchanting flower, and at last we are able to offer one. Mohrson is much taller than its parent, of a deep violet color, very heavily veined still darker. A number of stalks were sent via airplane to the Nashville meeting of the Iris Society last spring, and created quite a stir. We were so impressed with it that we invested in considerable stock, and can supply excellent plants this season. H. M. AIS 1935.

MONTOUR EACH 20c; THREE FOR 50c

This little gem, a medley of deep pink, cinnamon and red-brown, is perfect in every detail, and one of the very best for planting in the foreground of taller sorts. The bright brick-red effect is enlivened by a brilliant orange beard. Very rapid of increase, making a mass of bloom.



California Gold -
It's the real thing - a
very deep pure metallic
yellow with glorious
standards.

This is Lady
Paramount - palest of
the new sensational yellow
irises.

Here we have Happy Days, that huge
deep yellow that rivals El Capitan in size

*Gold
has been
Discovered!*

A veritable Treasure Island of golden hued flowers of majestic size, height and finish. For years we have longed for them, and at last they are here in great abundance . . . the three gigantics on the page opposite, **Alta California** alongside, and such things as **Phebus**, **Chromylla**, **Ashtoreth**, **Desert Gold**, and **Pluie d'Or**, all topped by the deep golden orange **Naranja**.



ALTA CALIFORNIA

MOON MAGIC

EACH 75c; THREE FOR \$1.75

Of a general buff-yellow tone, smooth and creamy in texture, of wonderful form. The stalks are freely produced, low and widely branched. An iris of rare merit. II. M. AIS 1932.

MORNING GLORY

EACH 85c

A much brighter flower than Morning Splendor, a fine grower, and exceedingly effective as a garden clump. The glittering golden beard enhances its brilliancy.

MORNING SPLENDOR

EACH 20c; 3 FOR 50c

Certainly among the best no matter what the price. A huge flower of crimson or wine color, perfect in every detail. Has received many awards and is surpassed by nothing in its color class.

MOUNTAIN SUNSET

EACH \$3.00

An indescribable medley of fawn and old gold, equally suffused in the standards, and the falls entirely overlaid with varying shades of violet. Novel in shape as well as in color; a blend of pastel tints that invites close inspection. Very late, medium in size, thirty inches tall. See page 21.

MRS. HERBERT HOOVER

**EACH \$1.00;
THREE FOR \$2.00**

One of the new pink or near-pink varieties. The standards are old rose, lightly tinged with bronze, and are broad and ruffled. Falls are a deeper rose, with midrib of turquoise blue. The center of the

flower is lit with a most brilliant beard and style arms. Exceptionally free flowering and rapid of increase. Stems are tall and well branched. In a class with Frivolite and Marquissette; between the two in general color effect.

MRS. VALERIE WEST

EACH 40c; 3 FOR \$1.00

The rich brown-reds of Bruno and the plush crimson of Cardinal combined into one gigantic flower—the crowning achievement of the great Bliss, who gave us Dominion and the long line of its famous progeny. The broad foliage is handsomely curved, lending a distinctive note, and the heavy stalks are widely branched. The enormous blossoms are produced in great profusion, completing all the desirable features anyone could ask for in a truly world famous iris. We have accumulated one of the largest stocks of this variety in existence, and offer it at an attractive price. Shown on page 28.

NARANJA

EACH \$20.00

The leading introduction from Sidney Mitchell during the past season, and the first iris of huge size with a definite orange tone. Taller even than Happy Days, and practically as large. The falls are ochraceous orange, with a yellow heart, and the standards are bright empire yellow, the beard orange-yellow. Our plants have made rampant growth, although not lush, indicating that it will prove to be reliable in growing habit.

NEBRASKA

EACH 35c

Deep golden yellow, with prominent veinings of reddish brown in the falls. A good sized flower, slightly ruffled. Extremely late.

NEON

EACH \$7.50

"The bright and shining light of the garden." Thus does the originator, Carl Salbach, describe it. The standards are bronzy gold, the falls bright and velvety carmine red, rich and glowing. The beard is fiery golden orange.

A perfect example of candelabrum type branching, with 48-inch stalks carrying a heavy quota of blooms and buds. Has been tested and found hardy under severe wintering.

NINGAL

EACH \$1.00; THREE FOR \$2.00

One of the recent productions of Dr. Ayres, of Cincinnati. A most lovely and unusual blend, unlike anything now in commerce. The standards are pure bronzy buff, extra large, and nicely domed. The flaring falls are of a smooth, warm buff, overlaid with iridescent very pale blue. This blue shading is deepest near the center and gradually fades to pale buff at the margin. Gigantic in stature, being up to 46 inches tall.

NOWETA

EACH \$1.00; THREE FOR \$2.50

Here is one of the latest sensations from those popular hybridizers, the Sass Brothers. A melting creamy pink, exceptionally ruffled, much more so than Midgard, and larger than this popular variety. Stock of Noweta is still very scarce, and as was the case last season, it is likely to be a sell-out before summer is far along. Everyone who sees it wants this frilly, pinky, fluffy-ruffled dainty newcomer.

NUMA ROUMESTAN

EACH 35c; THREE FOR 90c

Deep but bright garnet red, of a uniform shade in both standards and falls. More uniform in color than Dauntless; not as large nor as tall, however. Free blooming, and gives a fine red note in the garden. Very late.

NURMAHAL

EACH \$1.50; THREE FOR \$4.00

One of the magnificent seedlings introduced by Col. Nicholls of Ithaca, N. Y. Standards deep brown, with a hint of violet, very large, circular and domed. Falls very deep black-brown with a red undertone. Yellow beard. Of the Grace Sturtevant type, but a larger flower with better substance and much finer standards. A wonderful new iris that is sure to attract instant attention.

OCTOBER OPERA

EACH \$2.00; THREE FOR \$5.00

Rich wine red autumn bloomer. See page 34.

OMAHA

EACH 25c; THREE FOR 50c

A beautiful coral-red self, with orange beard, producing a very striking contrast. Blooms are extra large and of lovely rounded form. The color effect is deep and brilliant pink, rather than red, and the petals have a glistening and fragile appearance, although on the contrary they stand up perfectly. Height about 30 inches.

OPALINE

EACH 50c

A very lovely blend of soft pink and yellow. A single stalk gives but a faint idea of the beauty of this flower; as a clump it is truly stunning. Our stock is limited, but we can equally recommend "Day Dream", a flower of the same type and color effect.

OXHEART

EACH \$3.00

Deep rich strawberry red-purple self, with beard to match. The large circular falls are velvety and without reticulation. A great favorite in the Nicholls garden, where it originated. A strong grower, with delightful grape fragrance. Three feet tall.

PAULETTE

EACH 75c; THREE FOR \$2.00

Giant pale blue, a better Loetitia Michaud. From Millet, the originator of the famous and lovely Loetitia, and considered as his finest iris. Of enamel-like lustre, on very tall stems, and with flaring falls.

PEACHES

EACH 50c; THREE FOR \$1.00

A warm and bright blend of peach, apricot, and orange. Not so deep in color as Clara Noyes, and with more creamy markings in the falls. One of the most prolific flowering varieties, with very heavily ruffled blossoms.

PERSIA

EACH 75c; THREE FOR \$1.75

One of Dr. Ayres' masterpieces. Blended shades of pale blue, lavender, grey, and bronze, with a smoky veil enveloping the entire flower. Massive blooms in great abundance, with many tall and splendidly branched stalks. A well named variety that will prove an asset in any iris garden.

PERSIAN PRINCESS

EACH \$1.00

A pogo-regelia hybrid superior to anything of its type. Bishop's purple veined with madder violet, the left veined seal-brown. Said to be a more easy doer than others in this class, and to reach a height of three feet. Very few plants for sale.

PHEBUS

EACH 50c; THREE FOR \$1.00

Clear lemon yellow, an exceedingly rapid increaser, and one of the most popular of the newer yellow irises. Fine rounded flowers, over three feet tall, with much branching. A good companion to Pluie d'Or, with its contrasting shade.

PINK OPAL

EACH 75c; THREE FOR \$1.75

A sister seedling of Pink Satin, of much greater size and half again as tall. The blossoms are lilac-pink, self colored, and abundantly produced, although the tall stems are short branched. However, the blooms appear all along the stalks, so that the lack of branches is not apparent in the garden picture. Very beautiful, and a bargain at the price.

PINK SATIN

EACH \$1.00; THREE FOR \$2.50

Jacob Sass raised dozens of excellent pink seedlings, and this one was deemed as most outstanding of all. The color is a very delicate and smooth, yet glistening and brilliant, pink without the usual rose or purplish cast. The stalks are tall and slender, with blooms of large size. Very rapid of increase, and of course perfectly hardy.

PLUIE D'OR (Golden Rain) EACH 25c; THREE FOR 50c

A beautiful iris, on slender, perfectly branched stems well over three feet tall. Fine rounded flowers of solid golden yellow, with deep yellow beard. Winner of the Dykes medal in France, it has proven an outstanding variety of this color both in Europe and America, reliable as to hardiness, rapid of increase, and very free flowering.

PRESIDENT PILKINGTON EACH \$1.35; THREE FOR \$2.50

A very lovely pastel blend, which at one time bore the appropriate name of "Apparition". When Mr. Mead saw it blooming in France, he described the color as "a lavender-blue elephant tone", suffused with bronze. A huge flower, the stalks splendidly branched to 4 feet tall.

Standards are pale buff, with faint bluish and slightly rosy cast. Falls, wide and flaring lavender-blue with buffy yellow suffusion paling at the margins. Beard golden yellow. See page 23.

PURISSIMA EACH 40c; THREE FOR \$1.00

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

RAMESES EACH 50c; THREE FOR \$1.00

A symphony in rose, pink and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard. This fine hardy iris was originated in Nebraska by the Sass Brothers, and was so universally outstanding that it received the Dykes Medal in 1932. The big flowers are very freely produced, late, on 36-inch stalks. See page 25.

RED DOMINION EACH \$1.50; THREE FOR \$3.75

Luxurious red velvet, the shade of a glass of fine wine with the light through it. The opening buds are almost black, and the full blown flowers possess a depth and richness unequalled in any other red iris. One of Dr. Ayres' masterpieces.

RED ORCHID EACH \$1.00; THREE FOR \$2.50

A beautiful violet carmine intermediate, with dark yellow beard. A real novelty in the early flowering group, 28 inches tall. Seldom offered.

RED ROBE EACH \$2.00; THREE FOR \$5.00

An enormous bloom of perfect shape and habit. Standards deep petunia-violet, domed. Falls deep red-violet, uniformly colored to the edge. Yellow beard. The flower is of splendid rounded shape, a brilliant, glowing iris that lights up in the garden like a huge ruby. H. M. AIS 1932.

REDWING EACH 30c

One of the Sass varieties in bright reddish-brown. A perfectly formed flower of splendid size, three feet in height, of unquestioned hardiness and reliability.

RHEA EACH 40c

Something of the coloring found in the old Isoline, but a flower of highest merit and stateliness. Tawny light violet, overlaid buff. This seedling from the Longfield Iris Farm has never been accorded the popularity it deserves.

RHEINGAUERLE EACH 35c; THREE FOR \$1.00

A pink of the utmost beauty and distinction. To see it is to want it. Petals are edged with silver.

RHEINTOCHTER EACH 50c

There is a dearth of irises with white standards and blue falls, but this ranks at the very top. The falls are edged with white, lending a gay note. This is the tallest as well as the largest in this color group, and in addition is a vigorous grower.

RUBEO EACH \$1.50

An outstanding red from California, of huge size, excellent branching habit, and four feet in height. Standards are deep glistening rose, falls deep maroon of heavy velvety texture. The finest red among Mohr-Mitchell introductions.

SACHEM EACH \$1.00

A glorified King Tut, grown by Dr. Loomis. Glorious in richest tones of red-brown, of heavy velvety texture. Falls are especially brilliant.

SACRAMENTO EACH 60c; THREE FOR \$1.50

A plicata of the San Francisco type, but with reddish brown dots and reticulations instead of the usual blue or lavender. Ground color is a creamy white. A very tall variety, the large flowers being produced on well branched stems. Is probably even more dependable in unfavorable climates than are many of the other California productions.

SANDIA EACH \$4.00

Bright deep pink blend, unusual with a smoky veil. An Ohio iris critic, nationally known and whose opinion everyone respects, wrote us that it was one of the three or four finest things he saw in 1935. The blooms are large, and the stems grow to 40 inches in height.

SAN DIEGO EACH 40c

Monster blue, a seedling of Mme. Gaudichau, with the Mesopotamica qualities of height and large size. The color is a uniform shade of deep blue, with rich yellow beard.

SAN FRANCISCO EACH 35c; THREE FOR 85c

A four-foot white with penciled edge of lavender blue. Has been awarded the Dykes Medal of the American Iris Society, and still stands at the head of all plicatas, unsurpassed in size and grandeur. Plentiful stock now permits us to offer it at a most attractive price. Shown on page 28.

SAN LOUIS REY EACH 25c

On the order of Opera, but twice the size, and borne on beautifully branched stalks over three feet



KALINGA

As it appeared in our display garden last spring. A soft yet bright mass of creamy ivory, it proved to be not only a magnet of attraction among our own visitors, but also one of the most admired new ones reported on by iris critics in the East and Mid-west last season.

On the cover we present a natural color photograph of this novelty . . . turn back to it, then reflect for a moment upon the garden effect of such a flower when seen in a well-established clump.

Kalinga is described in detail on page 11, and may be included in the novelty collection as set forth on page 13.

Says the American Iris Society Bulletin for February, 1936. . .

"When it first opens, and for a considerable time thereafter, has the beautiful coloring of the peony Solange, a faint pinky-tan suffusion or perhaps a pinky cream. A warm cream might describe it. . . It is most beautiful, the haft yellow, the beard gold, a large flower."

high. Center of the fall shades from red-purple into soft brown, with practically no veining, and a bright orange beard sets it off.

SANTA BARBARA EACH 20c; THREE FOR 50c

Here we have an iris which approaches perfection in the shape and size of its flowers, and in addition is possibly the finest and clearest lavender-blue so far introduced. The exhibition rating of 91 is well deserved.

SEA DAWN EACH 50c

A fine ruffled flower of coppery-old rose; with brilliant orange beard. Very free producer of flowers, creating a splendid and quite different color mass. A fine companion to such things as Boadicea, Talisman, Evolution, Euphony, and Midgard.

SELENE EACH \$1.00

A pure white of large size and lovely form, and of extra heavy substance. Introduced by Mr. Connell, the man who gave us the famous Dauntless. This variety was named for "The Moon Goddess".

SENLAC EACH 50c; THREE FOR \$1.25

Introduced by the Orpington Nurseries in England, this richly colored iris stands out as the reddest yet to come from that country. With blooms larger than the best of the Dominion race, it carries its brilliant claret-red flowers on strongly branched stems, and is so highly regarded in England that it is rated at 91.

SENSATION EACH 65c; THREE FOR \$1.50

A clear and crisp self of cornflower blue, clean cut in form, extra large, perfect in every way. There has never been a season thus far that we have not run out of stock of this variety. This year we have an especially fine and extensive planting of it. Sensation, the peer of all the blue irises, is shown in color on page 25.

SHINING WATERS EACH \$2.00

Clear and clean blue, like the reflection of an azure sky in crystal waters. There are many iris critics who declare this to be the finest of all blue toned irises. The wax-like texture of the petals has a startling contrast in the orange beards. It grows to four feet tall, with many very large blossoms per stalk. A. M. AIS 1935.

SHIRVAN EACH \$3.00

With the same glowing soft brown and yellow tones found in the rare rug of this same name, this iris possesses an exquisite velviness and brilliance equaled by few flowers. Some of our finest pansies rival it, but seldom do we find an iris so alive and yet with such depth of tone. A seedling from the hand of Dr. Loomis, the originator of the famous Blue Velvet. Of medium height. Stock limited.

SIERRA BLUE EACH \$3.00; 3 FOR \$7.50

A soft, clear, enamel-like blue. This iris was recently awarded the Dykes Medal of the American Iris Society for 1935. It is of tall and stately habit and carries many buds to the stalk. Together with



MOUNTAIN SUNSET

Shining Waters, Mr. Essig has given us two of the most outstanding blue irises ever introduced. Sierra Blue is the deeper of the two.

SIKH EACH 25c; THREE FOR 50c

The color and form somewhat resemble Bruno, but is both more brilliant and coppery. Of largest size, on heavy stems, with broad foliage. It bloomed in the fall in our gardens.

SIR MICHAEL EACH 40c; THREE FOR \$1.00

Unquestionably the finest blue and purple bicolor in the world. Standards are clear blue, falls deep rich mahogany, with a beard of red-gold. Regarded as the finest iris ever to come from England and a sensation wherever shown. In our own wet Northwest, in dry and sunny California, and in Nebraska, Ohio, and the colder Minnesota and New England, we found it blooming equally well. A super iris, if ever there was one. See page 29.

SONATA EACH 25c; THREE FOR 50c

A beautiful blend of the Mme. Durrand type. Standards are olive-buff, shading to sulphine yellow at the base. Falls lilac in the center, quickly shading out to the color of the standards. A fine large flower that is an excellent substitute where Mme. Durrand is tender.

SOUTHLAND EACH \$5.00

The finest and newest yellow fall bloomer. These are listed and fully described on page 34.

SPOKAN EACH \$7.50

A solidly colored deep chestnut-red, of great size—one of the very largest—with an odd coppery suffusion throughout. Once you see this iris you will make a solemn resolve to eventually own it. In the McDade garden, amongst a maze of novelties from far and wide, Spokane commanded the attention of every visitor.

Ten Spot Collection

10 for \$10

Hardly a single variety in the following list could have been purchased for a ten dollar bill at the time of introduction. Now you can select any ten for that price, and they are just as fine as the day they were first listed. Most of them are still to be surpassed.

ALTA CALIFORNIA
BLACKAMOOR
BUECHLEY'S GIANT
CHROMYLLA
CROWN PRINCE
ETHELWYN DUBUAR
FRIVOLITE
BLACK WINGS
GILEAD
EASTER MORN
IMPERIAL BLUSH
LARGO
MARY SENNI
MARY GEDDES
MINISTRE F. DAVID
NINGAL
NURMAHAL
PRESIDENT PILKINGTON
RED DOMINION
RUBEO
SPRING MAID
THEODOLINDA
PINK SATIN
TIGER-TIGER
RED ROBE
VALOR
WINNESHIEK

ETHELWYN DUBUAR

PRESIDENT
FILKINGTON





VENUS DE MILO



CLARA NOYES

HIGH VALUE

*here is
our annual
\$5
collection*

ANY 10, YOUR CHOICE
FOR \$5.00, POSTPAID

The novelties of yesterday, a galaxy of stars to brighten any garden. This \$5 offer was most popular in our 1935 catalog, out-selling even the lower-priced collections. Late in the season we suggest that you name two or three second choices.

ANY 25, YOUR SELECTION
FOR \$12.00



INDIAN CHIEF



ZUNI



SENSATION



RAMESES

Anne M. Cayeux
 Blue Velvet
 Clara Noyes
 Dauntless
 Depute Nomblot
 Desert Gold
 Dogrose
 Eleanor Roosevelt
 Eloise Lapham
 Eothen

Erebian
 Evolution
 Frost Queen
 Indian Chief
 King Midas
 Legend
 Ashtoreth
 Los Angeles
 Mrs. H. Hoover
 Mrs. Valerie West

Mabel Taft
 Noweta
 Tapestry
 Venus de Milo
 Zuni
 Zaharoon
 Vert Galant
 Talisman
 Rameses
 Peaches

Sacramento
 Selene
 Persia
 Sensation
 Phebus
 Valor
 Sir Michael
 Pink Opal
 El Capitan

LOW COST



DOGROSE



TAPESTRY

SPRING MAID

EACH \$1.50

Clear rose pink, with honey yellow flush through the center. Flower stalks are almost four feet high, strong, and well branched. The lovely fresh coloring, large size, and exquisite form, combine to make it one of the finest in our list. H. M., AIS 1932.

ST. LOUIS

EACH \$4.00

Glossy velvety purple, with harmonious beard and mellow, pleasing haft. Of fine oval form, it is a self in color, with an abundance of flowers and excellent stems. Introduced by Robert Schreiner in 1934, it is numbered in his selection of "100 Super Iris".

SURPRISE

EACH 35c; THREE FOR \$1.00

Monster blue, flushed heliotrope, on stems up to four feet in height. The intense orange beard is a salient feature. This is our own introduction, and we are proud of the fact that it has been well received in all sections of the country. Bold foliage, almost evergreen.

TALISMAN

EACH 75c; THREE FOR \$1.75

To those who know the Talisman rose, it need only be suggested that this iris is worthy of the name. The whole flower is a rich golden yellow suffused with peach-pink, more deeply in the falls than in the standards. There is an electric blue flush down the center of the falls, and the haft is reticulated bronze. Three feet tall; deliciously scented. From the Orpington Nurseries in England.

TAPESTRY

EACH 75c; THREE FOR \$1.75

A subtle blend of monster size, smoky mulberry in general color effect, with the center of the fall intensely colored, passing out to the smoky tones of the standards. This variety calls to mind Dr. Ayres' famous "Persia", but the dominant note is dull red instead of dull blue. TAPESTRY is a favorite of Mrs. Ayres, who admired it especially as a cut flower in the house. Shown in color on page 25.

THEODOLINDA

EACH \$1.50

A gigantic *plicata* comparable to the famous pair from California — San Francisco and Los Angeles. However, this new seedling is a product from the gardens of Dr. Ayres of Cincinnati, and is therefore perfectly hardy anywhere.

TIGER-TIGER

EACH \$1.50; THREE FOR \$3.75

A red iris with tan standards, the falls appearing more nearly true red than any other iris we have seen. A heavy blooming Wareham seedling with very large well formed blossoms. It bears our sincere recommendation.

TINT O'TAN

EACH \$12.50

A very striking flower in combinations of bronzy tan and straw yellow. Crests are unusually long, of bright brown, and the flowers are well held on stems reaching 40 inches in height. Probably the most popular iris among Dr. Ayres' 1934 new ones. Only a few rhizomes available.

TRAIL'S END

EACH \$8.00

With standards of dull yellow overlaid soft orange-red, and falls of orange-red embellished with

a golden beard, the introducer tells us that this brilliant iris calls to mind the berry of the bittersweet, after it has been touched by frost! The imagination needs but little prodding to envision the landscape value of such a flower. Of medium size, but on 38-inch stalks, well branched. A great favorite at the Freeport Iris Show. H. M. AIS 1933.

TUSCANY GOLD

EACH 50c; THREE FOR \$1.25

An odd shade of old gold, purely a self, with very flaring falls and heavy texture. Planted with the bronzes and blues, it created much comment in our garden last spring. Our stock is limited.

VALOR

EACH \$1.25; THREE FOR \$3.00

This remarkable flower was one of the sensations in the East last season, and every critic who saw it flower was enthusiastic over it. Col. Nichols, of Ithaca, N. Y., the introducee, thinks it his highest achievement thus far. In general effect Valor is a deep blackish blue violet bicolor, similar in some respects to Sir Michael, but a larger flower and with domed standards. One of the tallest of all varieties; very fragrant. H. M. AIS 1932.

VENUS DE MILO

EACH \$1.00; THREE FOR \$2.00

This pure white, of a warm creamy tone, is now generally accepted throughout the nation as the very finest, all-round, most dependable under all conditions, of any white iris that grows. Last season our large stock of many hundreds of rhizomes was sold out by mid-season, and because of so much favorable comment we anticipate a heavy call for it again this summer. One of the greatest successes from Dr. Ayres, of Cincinnati. A. M. AIS 1935. See page 24.

VERT-GALANT

EACH \$1.00; THREE FOR \$2.50

Brilliant coppery red, with copper-fawn standards. A giant sort that has the habit of putting up from two to four huge stalks from each rhizome. The falls are edged with the lighter fawn color of the standards, and the haft is beautifully marked with cream and brown. This variety is not only a striking exhibition flower, but it has extra good carrying quality, and the four-foot spikes dominate the garden. Another Dykes medal winner.

VISION

EACH \$6.00

We say without hesitation that this is far and away the very finest variegata in the world. There are many variegata blends, such as El Tovar and Crown Prince, which contain much brown and deep orange, and which are magnificent irises. But Vision carries no blending of tones whatsoever, a contrast of brightest clean yellow standards and very velvety red-brown falls, margined yellow.

In connection with this flower, the thing that takes your breath away is its giant stature, wide and perfect spacing of the blooms, and the perfectly flaring falls. It reminds one of banners carried aloft in some colorful procession.

WAMBLISKA

EACH \$1.00

The huge white self, raised by Jacob Sass of Omaha, Nebraska. Few irises in existence are larger in size, and it flowers abundantly on four-foot

CULTURE OF ORIENTAL POPPIES

There is nothing more brilliantly attractive—more strikingly noticeable in any garden—than a clump of Oriental Poppies.

Many times I had bought plants, only to have them die, and many times I had planted seed—but with very little success—simply because I did not know how to care for them. Finally I bought plants in the dormant season and set them out. After becoming established in their new home they made wonderful growth in the Fall.

Oriental Poppies are quite hardy, and stay green most of the winter under a light covering, which they should have. When spring comes the plants make rapid growth and very soon big fat buds appear. In a few days, these buds burst into a radiant brilliance, to my joy and satisfaction.

Do not buy Poppies in the spring and expect them to do their best. Buy them in their dormant season, in August or early September—carefully plant them—let them get their roots firmly established—the little feeding roots active and ready for quick work in the spring, and you will have glorious Poppies in your garden, and a thrilling satisfaction in your heart.—From "The Flower Grower."


See Oriental Poppy Section, pages 44-45-46.



A SCENE IN OUR GARDENS AT
BLOOMING TIME



MARY GEDDES



San Francisco
— four foot white
with penciled edge
of lavender blue.

Mrs. Valerie West
— greatest of
all the famous
Dominion seedlings.

THIS IS THE
**THRIFT
COLLECTION**

ANY **10** FOR **\$3.00**
OR ANY **25** FOR **\$6.00**

Your Selection

Sure enough! Sounds almost like a second visit from Santa Claus, but it's true. We have enormous stocks of these fine things, thousand upon thousand of husky, well-rooted rhizomes grown on new soil. It's an opportunity for you to add real value to your collection at trivial cost.

Mrs. Valerie West
Indian Chief
Rheingauferle
Blue Banner
Pluie d'Or
Melchior
Surprise
Euphony
Grace Sturtevant
Sir Michael
Magenta
Purissima
King Tut
Elsinore
Klamath
Day Dream
Wm. Mohr
Senlac
Phebus
King Midas
San Francisco
Baldwin
El Capitan
Blue Velvet
Columbine
King Solomon
Peaches
Los Angeles
Nebraska
Sacramento
Rameses
Frieda Mohr
Marquissette

or any of those in the
collection on page 32



GRACE
STURTEVANT



EUPHONY (Above)

SIR MICHAEL (Below)





sturdy stems. A faint blue flush at the base of the standards gives it a cool appearance, rather than the warm effect of creamy whites like Purissima, Michelline Charraire, etc.

WEDGEWOOD

EACH 25c; THREE FOR 50c

Solid wedgewood blue, with white beard. A very effective iris where a real blue tone is desired.

WINNESHIEK

EACH \$1.25; THREE FOR \$3.00

A gigantic blue-black, ruffled, and with a pearly edge on the falls. Here is an iris which suddenly sprang into prominence when it was exhibited in Lincoln, Nebraska, at the American Iris Society meeting, two years ago. Every critic fell for its unusual style, broad segments and rich color—and so will you!

WM. MOHR

EACH 35c; FOUR FOR \$1.00

This strange and beautiful hybrid is named for one of the world's most famous hybridizers, and is considered as his greatest piece of work. The entire bloom is a self color of pale lilac, closely netted and veined with deep violet, producing a weird, yet very lovely effect. In some ways it resembles the variety "Susiana", but lacks the dullness of this older sort, and is not at all difficult to grow. A monster flower, produced on stems up to 30 inches tall. See page 32.

WOTAN

EACH \$2.00

Here is the darkest, richest, and largest, of all the very deep blends. The velvety purple-brown texture extends clear into the throat, and were it not for the somewhat short stem, we would be inclined to rank this ahead of any dark iris that grows. However, the foliage is very bold and the stalks are heavy and in keeping with the size of the blooms. Height is the sole limitation—about 28 inches.

W. R. DYKES

EACH \$1.00

The famous yellow that set the iris world agog a few years ago, when there were no large solid yellow varieties in existence. It still has no counterpart, for the crepey texture and broad hanging falls are unmatched by any of the newer irises. In some seasons and in some localities a few purple spots or streaks appear on some of the blossoms, but this does not in the least manner mar their attractiveness. The color is deepest golden yellow. While cold temperatures do not seem to harm the plant, it demands perfect drainage.

ZAHAROO

EACH \$1.00; THREE FOR \$2.00

Most unusual in color, an odd blend of soft amber, buff, yellow, fawn and pale violet. The combined effect has been referred to as "biscuit" colored. This is an English origination, and one of the most popular sorts we have had from abroad. It is a free bloomer, with tall slender stems and flowers above average in size.

ZUNI (PENDELL IN ENGLAND)

EACH 75c; THREE FOR \$1.75

A glorious, glowing red-brown, overlaid with a coppery suffusion. Very early, but with so many buds to the stalk that it lasts well into the season. The falls are a brilliant red when seen with the sun's rays through them, and the standards seem as if sprinkled with gold dust. Large in size, well branched and about 40 inches in height. See cut on page 24.

What — you don't have Winneshiek! Well, now take a tip from us — here is an iris, with individuality — big ruffled flowers of inky darkness but with pearly edges!

LEGEND

A dark and swarthy giant, a masterpiece of sculptural perfection, and a marvel of beauty and luxurious velvety richness.

Everywhere Legend is being accorded recognition as the most worthy of all the great Wareham irises. Dr. Harry Everett, new President of the American Iris Society, in the Bulletin for October, 1934, declares this to be the most outstanding new iris he saw that year.



Described in detail on page 11 and offered in the collection on page 25



DOLLY MADISON

Bargains for Beginners

A DOZEN, ANY 12, for \$2⁰⁰

A SCORE, ANY 20, for \$3⁰⁰

—including the sensational Wm. Mohr.

Your choice, all labelled and postpaid.

- | | |
|----------------|------------------|
| Dolly Madison | Sonata |
| Golden Harvest | Euphony |
| Henri Riviere | Elsinore |
| Frieda Mohr | Cardinal |
| Marquissette | Wm. Mohr |
| Gold Top | Asia |
| Pluie d'Or | Buto |
| Coronation | Santa Barbara |
| Camelliard | King Karl |
| Midgard | Morning Splendor |
| Omaha | La Bohemienne |
| Allies | Loetitia Michaud |
| Sikh | Bruno |



WM. MOHR



MIDGARD



IRIS TIME

The above scene shows a section of our 1½ acre display garden. This garden is maintained for the pleasure and convenience of visitors, with wide turf walks and a background of trees and shrubs. It is rapidly becoming a mecca for flower lovers from far and near.



MEHAMA

*and now
Indian Summer
in the
Iris garden*

Fall blooming irises have been rapidly coming into prominence, especially with the advent of new colors and better varieties.

Time was when any old iris, no matter how lacking in form, clarity of color, or other desirable features, was in popular demand if it exhibited fall blooming tendencies.

But here we have the crisp, icy loveliness of "Frost Queen," the rich velvety depth of "Eleanor Roosevelt," "October Opera" with its brilliant large flowers of wine red, and many others, including the Dwarf "Ultra." Oh, yes, and then there's "Southland," that wonderful deep yellow, and "Autumn Dawn," in blended pink and yellow, something like "Midgard."

These, and the several additional sorts listed, should make a fine addition to anyone's Autumn garden. They are the latest vogue in irisdom.

AUTUMN DAWN EACH \$2.50

A bright blend of old gold and pink—certainly an advance in fall bloomers. In California, where it originated, it blooms almost continuously from August through the winter, commencing again in April. Height two feet. Stock limited, and the rhizomes are small.

ELEANOR ROOSEVELT EACH 75c; THREE FOR \$2.00

Deep fluorite purple self, with very rich falls. The opening flower is almost black, and the heavy blue beard tends to increase the depth of color. This is the leading fall-blooming iris in commerce today, be-

cause it increases very fast, is most reliable in flowering habit, and is one of the most beautiful irises in the garden regardless of its added value as a bloomer. We have built up a wonderful stock and can offer it at a reasonable price this season.

FROST QUEEN EACH \$1.00; THREE FOR \$2.50

Frosty white, exceptionally free bloomer, and of perfect form. This has proven very dependable as a re-bloomer in Kansas, Nebraska, and Tennessee, as well as on the Pacific Coast. A succession of new bloom stalks follow each other throughout the fall.

GOLDEN HARVEST EACH 35c; THREE FOR \$1.00

Standards olive yellow, tinted blue at the base; falls citron yellow, tinted blue near the haft. This introduces a bright and cheerful note in the fall garden, and is the one yellow autumn flowering iris that is obtainable at a low price.

MARTIE EVEREST EACH \$3.00

Fall bloomer of a lovely tone of soft clear blue. Reliable in its autumn flowering habit, and an easy grower. We are one of the few dealers to list it.

OCTOBER BLAZE EACH \$10.00

A fine big glowing red, along the lines of Indian Chief. This is the first season this new autumn flowering iris has been offered.

OCTOBER OPERA EACH \$2.00; THREE FOR \$5.00

A new color in autumn flowering sorts, a rich wine-red. It is brighter than the old Opera, much larger, and is also taller. This is a fine grower, and in the fall of 1934, and again in 1935, in our garden it was covered with flowers. Of course it also blooms in the spring, with the intermediates.

SOUTHLAND EACH \$5.00

The Sass Brothers have given us most of our autumn flowering irises, and now we are indebted to them for this fine big yellow. The color is deep lemon chrome, with flowers of large size and thick heavy substance. Flaring falls and domed standards, the stems low branched. Vigorous in growth, two feet tall.

ULTRA EACH 25c; THREE FOR 50c

Ultramarine blue, with very velvety falls. This is a pumila hybrid, and blooms with the dwarfs early in the spring, then in the fall it flowers again over a very long period. It is one of the greatest bargains at the price in the entire catalog.

Iris Miniatures

for the rock garden -
the border -
or flagstone path

They lead the parade! Right with the Daffodils come the Dwarf Iris. Short in stature and delicate in structure, they are none the less stout of heart and brave the icy blasts and cold rains of early Spring with the courage of a Spartan.

Most Dwarf Irises multiply very fast, creating a sheet of bloom, and later on, a dense mat of green foliage. Long recognized as admirable subjects for the rock garden, and as an edging plant in the flower border, these miniatures are perfectly adapted to embellishment of the flagstone path. Scatter them here and there along the intervening spaces. The springtime showing will delight you.

ATROVIOLACEA. First of all to flower, and the "tiny-tot" of the entire list. Deep ruby purple.

Each 25c; 3 for 50c; 10 for \$1.00

AZUREA. Makes a lovely carpet of soft lavender-blue. Very dwarf and one of the earliest.

Each 25c; three for 50c

COERULEA. Also a very early blue, almost the blue of the sky. Rapid increaser, only two inches high.

Each 25c; 3 for 50c; 10 for \$1.00



CYANEA. Glowing violet, with white beard. Large flowers and fine foliage. Fragrant.

Each 25c; 3 for 50c; 10 for \$1.00

DIXMUDE. Standards aniline blue, falls brilliant wine. A striking contrast. Each 25c; 3 for 50c

DR. MANN. A dusky blue and purple bicolor. Good height for a dwarf, and late-midseason flowering.

Each 25c; 3 for 50c

DR. POTTER. Deeper rich purple self, very late in the dwarf group; nicely branched.

Each 25c; 3 for 50c

FLORIDA. Bright primrose yellow. A gay and fragrant little fellow with lots of flowers.

Each 25c; 3 for 50c

ROSE MIST. Soft mauve-pink, ten inches high. One of the newer things.

Each 30c; 3 for 75c

SAMBO. Well named—a blackish garnet, with rich buds. Seldom offered.

Each 30c; 3 for 75c

TITANIA. Deep buttereup yellow, large, well formed. This is another late variety and one of Sass's new things.

Each 50c; 3 for \$1.25

ULTRA. One of the largest flowered dwarfs, as well as one of the tallest (1 foot), and in addition is one of the bluest irises grown. Besides all this, it is a most reliable autumn re-bloomer!

Each 25c, 3 for 50c



The New SUNSET LILY

No other red lily compares with it in size nor height, and certainly none of them are as easy and simple to grow—it is practically fool-proof. This lily is bright red in color, the central portion being a bright yellow with dark spots. The anthers are long and very pronounced, lending grace and airiness to the flower. Stems are straight and strong with no tendency to droop. It has been known to attain a height of twelve feet, with from twenty to forty flowers to the stalk, and may be depended upon to grow consistently to five or six feet. Not particular as to soil, it will thrive in full sun or partial shade, and while it appreciates good drainage, a liberal amount of water during the growing season pays good dividends in larger blossoms and greater height. Plant medium depth, about eight or nine inches, in a position where water or seepage will not stand during the winter. July flowering. Bulbs delivered in September and October only. Strong, well grown bulbs, each 75c; 3 for \$1.75; a dozen for \$5.00 postpaid.

FROM THE ORIENT COME THESE IRIS OF JAPAN

"There is nothing in the garden like Japanese Iris for arrogance, subtlety and sheer insolence of beauty. This is precisely the effect conveyed when one sees Japanese Irises in large masses. When a few plants are found on the banks of a stream, they have more of piquancy and less of boldness. They are the most striking flowers of July, and not so difficult to grow as the average gardener supposes."



NEPTUNE, dark flower in the foreground, shoulder high and covered with wine-colored blossoms.

JOSEPHINE HEYWOOD



KOYKA

"The Japanese Irises are the last of the more important groups to flower. Beginning before the latest of the Tall Bearded sorts have finished, they carry on the pageant of iris beauty for most of another month, and to new peaks of splendor."

RISHONO



SHIMOYO

"The Japanese irises, as already pointed out, differ from all of the preceding sorts not only in flower form, but in general habit of growth. They are considerably taller. The effect as they grow in the garden, either at close view in the hardy border or bed, or at a distance in landscape planting, is so radically different from that of the Tall Bearded irises that it would be well worth while to have both, even if they bloomed at the same time. Not only are the plants taller, but the foliage and flowers are less formal, and for that reason preferable for certain types of landscaping."





MARVELLA

KOMBARIN

SPECIAL JAP IRIS COLLECTION

Your choice
of any five for

\$3⁰⁰

Asagire
Eleanor Parry
Genjiyama
Hotari
J. A. Hayden
Koyka
Lawrence
Martha Kemp
Monija
Neptune
Osamaku Miyo
Olympia
Otomene
Suri

JAPANESE IRIS COLLECTIONS

Large, vigorous plants, with two or more fans each, correctly labeled and post-paid, and packed in damp moss to insure freshness when they reach you.

The **5** Varieties Starred for **\$1⁷⁵**

Your Choice of Any **10** for **\$3⁰⁰**

The ENTIRE LIST of **20** for **\$5⁰⁰**

- | | |
|----------------------|--------------------------|
| 1. Alice Blue | 11. Josephine Heywood |
| 2. Cloud Dress | *12. Nishika (marbled) |
| *3. Hatsuki (blue) | 13. Neptune |
| 4. Kasugano | *14. Paragon (wine-red) |
| 5. Komachi | 15. Rishono |
| *6. Kombarin (white) | 16. Shiga |
| 7. Kumono | *17. Shimoyo (blue-gray) |
| 8. Kuro-Kumo | 18. Tuji |
| 9. Marjorie Parry | 19. Violet Beauty |
| 10. Koko-no-iro | 20. Yonomo |

Late in the summer, better make one or two second choices from the regular list, in case we are sold short on some of the above.

CULTURE OF JAPANESE IRISES

"It is *not true* that Japanese Irises must have bogland or even water in which to bathe their roots. They love moisture, but will flourish in any good garden soil if water is applied in abundance and if the exposure is sunny. The latter point is important. It is useless trying to grow Japanese Irises in a shady spot. Sunlight and moisture are the two requisites for success with these plants.

"Let it be remembered that this type of Iris takes an entirely different treatment from the Bearded Iris. Instead of being planted almost on the surface of the ground, the crowns should be buried two inches.

"Peat can be added to advantage to soil where Japanese Irises are to go. Unlike the Bearded Irises, which delight in lime, the Japanese forms prefer a soil which is somewhat acid. Lime should never be used with them. It is also important that the ground be kept well cultivated, never being allowed to become hard or dry. A summer mulch of pulverized peat lessens the amount of hoeing necessary and helps to hold the moisture.

"The location should be one where the drainage is good, even though it be close by a pond. These Irises like to have their roots reach water in summer, but stagnant water must not stand around the clumps, and it is imperative that they should not be caked over with ice in winter.

"Japanese Irises must have plenty of room, and must never have competition from weeds or grass. If they are used in a general garden away from water, a spot should be prepared for them by digging out a foot of earth and working in an abundance of well rotted cow manure. If the earth is at all heavy set the divided clump on a little mound of sand. When winter comes a light mulch will be needed.

"There is only one way in which to get an abundance of large flowers, and that is to supply water with a generous hand during the spring before the buds open."—Extract from "*Horticulture*" Magazine.

SELECTED JAPANESE IRIS

ALICE BLUE. Dbl. Large very pale blue, yellow markings. **Each 50c**

ASAGIRE. Dbl. White, etched with blue; a lovely thing. **Each 50c**

ATLANTA. Dbl. One of the new Kemp sorts. A soft lavender-pink of exquisite finish. **Each 75c**

CATHERINE PARRY. Dbl. Blue, overlaid with rosy red glow; high tufts in center lend distinction. **Each 50c**

CELESTINE. Sgl. Silvery pink with orange blotch. **Each \$1.00**

CLOUD DRESS. Dbl. Grey, lined lightly with purple lines. **Each 50c**

CLOUDY SKY. Dbl. White, except tips, which are crimson. **Each 75c**

COLLINGWOOD. Sgl. Another of the Kemp varieties, very pinkish in effect; slightly ruffled. **Each 75c**

ELEANOR PARRY. Dbl. Claret red, flamed white and blue as the flower ages. **Each 50c**

FRANCES E. CLEVELAND. Sgl. A gigantic blue-lavender; one of the best of all Japanese irises. **Each 75c**

GENJIYAMA. Dbl. One of the largest, very tall, a metallic light purple overlaid blue; orange blotch. **Each 75c**

HARMONY. Sgl. Ruffled oxide blue, veined and edged lilac pink, with orange blotch. **Each \$1.00**

HATSUKI. Sgl. Uniform blue; very attractive; strikingly blue. **Each 50c**

HOTARI. Sgl. Beautiful "pinkish" east, very large. **Each 75c**

J. A. HAYDEN. Dbl. Giant porcelain white, ruffled with blue edges. **Each 75c**

JEANETTE PARRY. Sgl. White, suffused with lines of bluish violet. Deep amethyst violet standards. **Each 50c**

JOSEPHINE HEYWOOD. Sgl. Bright blue, vivid purple sheen. **Each 75c**

KASUGANO. Dbl. Plum purple, pencilings of lavender, orange blotch. **Each 50c**

KOKO-NO-IRO. Dbl. Fine large red purple with prominent orange blotch; very late. **Each 50c**

KOMACHI. Dbl. Deep violet purple variety of great beauty. **Each 50c**

KOMBARIN. Dbl. Extra fine early white. **Each 50c**

KOYKA. Dbl. Deep rose, splashed and marbled with white. **Each 75c**

KUMONO. Dbl. Lavender, veined white, yellow center. **Each 50c**

KURO KUMO. Dbl. Deep purple, overlaid with blue; extra late. **Each 50c**

LAWRENCE. A huge new Kemp introduction, with feather-like blotch on violet ground. **Each 75c**

MARGARET S. HENDRICKSON. Triple. Soft bluish violet, with white center, radiating out a blue east. With its large, wavy petals, of triple formation, this iris is in a class by itself. **Each \$1.00**

MARJORIE PARRY. Dbl. Huge light lavender, almost white, with tufted center. **Each 75c**

MARTHA KEMP. Sgl. Deep lilac pink, brushed venetian blue. **Each 75c**

MARVELLA. Sgl. Phlox purple, splashed phlox pink. **Each 75c**

MONIJA. Sgl. Crimson wine with hairline edge of white. **Each \$1.00**

NEPTUNE. Sgl. Beautiful dark red, large orange blotch. **Each 75c**

NISHIKA. Sgl. Extra large, bright rose, heavily marbled and splashed with white. One of the finest. **Each 75c**

OLYMPIA. Sgl. Blended rose-pink and soft lavender. **Each \$1.00**

OSAMAKU MIYO. Dbl. Creamy or ivory white, delicately veined with blue. A very rare iris. **Each 75c**

OTOMENE. Sgl. Largest Jap iris in our collection; tall royal purple overlaid smoky lavender. **Each \$1.50**

PARAGON. Sgl. Beautiful large flowers of deep wine red; very striking. **Each 75c**

RISHONO. Dbl. Red purple, overlaid brilliant blue; orange center. **Each 50c**

SHIGA. Dbl. Reddish blue, very large petals; heavily veined white. **Each 50c**

SHIMOYO. Sgl. Heavily veined violet on a grey ground. **Each \$1.00**

SURI. Mouse gray self, very free flowering. **Each \$1.00**

TAYMANYA. Sgl. Pale king's blue, splashed light-blue; a finely ruffled sort of large size. **Each 75c**

TUJI. Sgl. Dark violet blue, flaked white. **Each 50c**

VERNON. Sgl. Bright lavender blue on pink ground; orange center; a very large flower. **Each 75c**

VIOLET BEAUTY. Sgl. Pansy-violet, yellow blotch; drooping petals. **Each 50c**

YONOMO. Sgl. A monster flower in "mother of pearl" coloring. **Each \$1.00**

DO YOU SAY

"TOO FAR AWAY"?

In justice to yourself, your garden, and to us, cast aside this mental prejudice—just once—that we may prove to you the unimportance of distance.

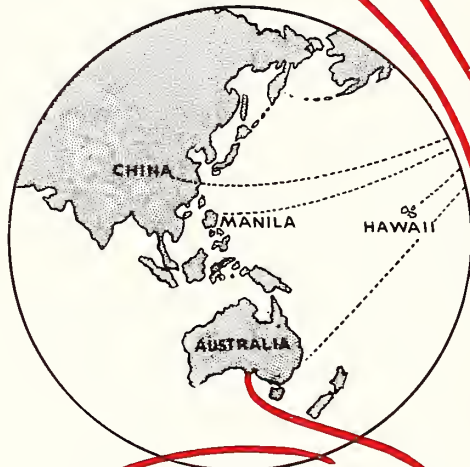
Experience the thrill and surprise of opening an expertly packed box of the finest iris plants you've ever seen, so fresh you will hardly believe it possible they could have come so far!

And then—next spring—RESULTS. That is what counts most of all . . . that is what is making Cooley's Oregon grown irises

Famous around the World!

AND THERE IS THIS ABOUT HARDINESS

Too many folks associate the idea of tenderness with the entire Pacific Coast Remember, OREGON IS NOT SEMI-TROPICAL! THE CLIMATE ALMOST PARALLELS THAT OF THE BRITISH ISLES. Last fall, 1935, we had five inches of snow and frozen ground on October 31st. Each winter our gardens are plunged into winter dormancy by freezing temperatures. Our success has resulted from the successes of customers in New England, Canada, Minnesota, and other points far and wide, where our stock has proved itself hardy beyond question.



24 Currie St.,
Adelaide, So. Australia.

Dear Sir: I received the parcel of Irises last week and every rhizome was in good condition and I thank you for the extra, October Oper. Yours,

Charles L. . . .

Rio de Janeiro, 5th Oct. 1935,
Mithoroy, Brazil.

Gentlemen: The roots and bulbs arrived in perfect condition notwithstanding the fact that they were packed up for nearly four weeks. I was really pleased to see the beautiful strong roots, and to verify that the material sent is just as sturdy and healthy as you describe it in your catalog.

I shall plant them in my garden in Therezopolis, a summer resort some 3000 feet high, where the climate is cooler and where I hope to see them flower. I am so pleased with the plants that I intend to send you a picture of them when in bloom. Yours truly,

Luiz

253 Grosvenor St.,
London, Ont., Canada.

Gentlemen: I might say the Iris I got from you last year were the best I have seen, and although we had a very cold winter, it being from 15 to 30 below zero during February, they all bloomed and each had two to three stalks. Yours truly,

B. Lothergill

Newton Park P. O.
Port Elizabeth, South Africa.

Dear Sirs: My order of Irises arrived by post in excellent condition indeed even though they had to travel over many thousands of miles of land and water. Your catalog leads me to look forward most eagerly to their flowering here. Yours faithfully,

Mrs. F.E. Montie

CULTIVATION OF BEARDED IRISES

By G. L. PILKINGTON,
*Hon. Sec. of the Iris Society
of England.*

It should be unnecessary to point out what must by now be generally an accepted fact, namely, that these Irises are essentially sun-lovers. Furthermore, that they should be planted in positions where good drainage exists, and should not be expected to give the best flowering results when placed in dense herbaceous borders where the sun can seldom penetrate to the rhizomes. If they can be grown in a sunny border by themselves so much the better; if not, then let them at least have a position in the front of the herbaceous border. They are not particular as to soil, and are far better not top-dressed with patent manures, bone-meal, etc. The use of lime is often quoted as being essential, and is often very much overdone in consequence.

I have always found that a dressing of ground limestone dug into the Iris border at the first planting supplies all that is needed in this respect, and is, moreover, practically everlasting, in that it dissolves very slowly indeed, and therefore cannot be given in excess.

Another important factor in the cultivation of these Irises is the transplanting. Opinions vary as to the best time for this operation, but I am inclined to think, after trying all times, that it makes little difference to the next year's blooming whenever it is done, provided that the ground is in good order for the work, and that it is not left until too late in the autumn.

Late-planted Irises seldom get a hold before the real winter sets in and are, in consequence, often "heaved" out of the soil by frosts, and make a poor show the following summer. There is no rule for dividing and transplanting Irises, such as "every third year," as is often stated.

The condition of the plant must decide this. Some of the more rampant growers should be divided and transplanted every other year, and if this is done it will be found that they rarely suffer from rhizome rot. The vigorous growers, if allowed to remain undis-

turbed for a period as long as three years, make such a dense clump that the sunlight cannot penetrate, with the result that not only do they bloom sparsely, but often they are attacked by disease in the form of rhizome rot. This is particularly so in the case of Irises of the "Dominion" race.

A liberal use of superphosphate of lime, which can be incorporated in the soil whilst replanting the divisions, does much to ward off the attacks of this disease. "Doubtful" rhizomes of varieties which are too valuable to throw away should have all the soil removed from them, be dipped in a mauve solution of permanganate of potash, and then left in a dry, airy place for a month or six weeks before transplanting.

If they are going to rot they will do so in spite of all these precautions. If they survive they can be replanted with every prospect of success.

Owing to the vagaries of our weather I frequently have Irises on my hands waiting for suitable weather and soil conditions to replant them for a month or more at a time, and though the rhizomes dry up entirely and the leaves die down considerably I have never found that the plant suffers in the least. Root-action goes on whilst the rhizome is in the dry state, and the plant goes ahead very quickly as soon as it is replanted. I would far rather adopt this principle than "heel in" the plants pending replanting, which generally results in the breaking off of new fibrous roots which the plant has made during the period of waiting.

One other point about planting. The rhizomes should not be planted deep, but should be placed just below the level of the soil surface and the roots spread out to insure firm planting and room for expansion. The rhizome will soon work to the surface again, but if planted on the surface in the first instance it is not so easy to get the plant firm in the ground, which is essential.—*Gardening Illustrated.*"



OPHIR

MANDARIN

MIKADO

HARVEST MOON

HEMEROCALLIS

The New Day Lilies

"If you are a lover of fairy tales or flowers, here is a story of how the Daylily, an old-fashioned garden Cinderella, long neglected and abused, has become the princess of the garden, when dressed up in a satin gown by the magic of the plant hybridizers. . . . In fact, within the past five years the old-fashioned Daylily, made over through hybridizing work, has become fashionable and has taken its place among the elect in our present day flower gardens. . . . This Daylily is known botanically as *HEMEROCALLIS*. The word comes from the Greek and means 'beauty for a day', for most Daylilies flaunt each individual large lily-like flower for just one day and then collapse. The bloom you see the next day is another that has opened. . . . These Daylilies are among the hardiest perennial flowers we have. They will grow in glaring sun or in considerable shade; along banks of streams or in dry upland soil. They flourish with cultivation, but keep right on when neglected. They take no special care, and they have no known insect or disease pest."—From an article in the *Country Gentleman*, March, 1934, by Harry R. O'Brien.

The New Day-Lilies

THE GEM

LEMONA
BAY STATE



GOLDENI

MIKADO

GOLDEN DREAM

GOLDENI

HEMEROCALLIS ~ THE NEW DAY LILIES

AMARYLLIS. Tall golden orange, the large blooms shaped like an amaryllis. Midsummer flowering.

Each \$1.00

ANNA BETSCHER. Large flower of deep orange shaded with bronze. July and August; a very fine new one.

Each \$1.00

APRICOT. An early June bloomer; light apricot orange in color, and a very free and easy doer.

Each 50c

BAY STATE. Brilliant and glistening deep yellow, the petals having a distinctive wavy edge. One of the heaviest and most persistent bloomers. Midsummer.

Each \$1.00; 3 for \$2.50

CINNABAR. Fine delicate shade of brownish-red; sepals and petals strongly gold-glistening. A ruddy and unusual color, with up to 18 flowers on a stem.

Each \$1.50; 3 for \$4.00

CRESSIDA. Deep orange with blooms rather star shaped. Early flowering, of medium height.

Each 75c; 3 for \$2

D. D. WYMAN. Very large flower of golden yellow, with a tawny splash across each petal. Midsummer.

Each \$1.00; 3 for \$2.00

FLAMID. Rich orange yellow with brownish reverse. A very prolific bloomer, July flowering.

Each \$1; 3 for \$2

GOLDENI. One of the most distinct in the list, a very rich orange-sherbet, with salmon undertone. Very free producer of flowers, medium in height.

Each \$1.00; 3 for \$2.50

GEORGE YELD. The largest variety in our collection, a huge flower on 4-foot stems, in color a blend of buff, apricot, orange and terra-cotta. Few plants.

Each \$3.00

J. A. CRAWFORD. Bright yellow with apricot tints, in form similar to the perfection of Golden Dream, but not such a deep coloring. One of the best.

Each \$1.00; 3 for \$2.50

J. R. MANN. Distinctive flower of frosted apricot, blooming in July and August, 3½ feet tall.

Each \$1.00; 3 for \$2.50

LEMONA. As the name implies, a pale lemon yellow self. Wide spreading blooms on four-foot stalks; very late.

Each \$1.00

LUTEOLA. A most free flowering and easy growing variety, deep orange yellow, blooming throughout mid-summer.

Each 75c; 3 for \$2.00

MANDARIN. Clear lemon yellow, with greenish cast in the heart of each blossom. Very tall, wide open, recurved type of flower.

Each 75c; 3 for \$2.00

MIKADO. Bright orange, with the central zone of each petal blotched ruddy purple-red. A striking and wholly different sort.

Each \$3.00

MRS. A. H. AUSTIN. Extra fine deep golden orange, one of the very largest, very heavy texture. Midsummer, lasting over a long period.

Each \$1.00; 3 for \$2.50

MRS. W. H. WYMAN. A lovely, glistening pale lemon yellow, with delicately curved petals. The latest of all.

Each 75c; 3 for \$2.00

MODESTY. Pale yellow self, with raised mid-ribs on reflexed petals. A distinct and very fine Day lily, blooming in June and July.

Each \$1.50; 3 for \$4

OPHIR. Dark golden yellow, on stems that reach 42 inches. Of true lily form. A fine and contrasty companion to the variety Mandarin.

Each \$1.00; 3 for \$2.50

ROYAL. Most nearly resembles the rare variety Hyperion, with extra heavy texture in the petals and sweet fragrance. Color is bright yellow, height 3 feet, early.

Each \$1.00; 3 for \$2.50

THE GEM. Deep yellow apricot, one of the earliest, with splendid lily-like flowers in June and early July.

Each \$1.00; 3 for \$2.50

THUNBERGI. An evening blooming sort, of sweet fragrance; clear buttereup yellow. Late; 4 feet tall.

Each 40c; 3 for \$1.00

WAU-BUN. Light cadmium yellow, faintly sprinkled with traces of fulvous red. Glistens with a golden sheen, and the broad petals are slightly twisted and curved. This is one of the new and scarce varieties. Early.

Each \$3.00

FOR THE PRESENT SEASON, OUR STOCK OF HARVEST MOON, HYPERION AND GOLDEN DREAM IS COMPLETELY SOLD OUT

THE JUNIOR COLLECTION

Five for \$3⁰⁰

CRESSIDA

J. A. CRAWFORD

D. D. WYMAN

MANDARIN

MRS. W. H. WYMAN

Alternates: Luteola, Amaryllis

THE SENIOR COLLECTION

Seven for \$5⁰⁰

BAY STATE

GOLDENI

CINNABAR

LEMONA

FLAMID

MRS. A. H. AUSTIN

THE GEM

Alternates: J. R. Mann, Royal

ORIENTAL



Matteau

III Asterpiece

Proserpine

POPPIES



Mrs. Fischer

Queen Louise

Olympia

Lord Lambourne

King of Georgia

ORIENTAL POPPIES *for Barbaric Splendor*

AMUN RA

NET, EACH \$1.50

Red-orange, 28 to 30 inches high, flowers 8-9 inches across. Outstanding quality.

CAVALIER

EACH \$1.50; 3 FOR \$4.00

Larger than the enormous variety Wurtembergia, perfectly formed, and lasts extra long in flower. The color is glowing cerise. Few plants.

EDNA PERRY

EACH 75c

A very bright and lovely pink of good form.

ENCHANTRESS

EACH \$3.00

Soft lilac-rose, a near approach to lavender. Opens perfectly, holds its color remarkably well for this shade. A true novelty of exceptional merit. Only a very few plants.

HENRI CAYEUX

EACH 75c

Deep old rose, shaded into wine color. An unusual and very beautiful poppy quite unlike any other. Should be grown in a spot protected from hot afternoon sun.

JEANIE MAWSON

EACH 75c

Melting peach-pink, very lovely and quite different from all others in its most attractive coloring. Large and fine.

KING GEORGE

EACH 50c

Large fringed flowers of brilliant scarlet, petals deeply cut like a parrot tulip. Medium height, fast increaser.

LORD LAMBOURNE

EACH 50c

Fringed, like the foregoing but with heavy black blotches and a slightly different shade.

MASTERPIECE

EACH \$1.00

Lilac color, marvelous flower, but should be grown with slight protection from the sun to prevent fading of the delicate color.

MENELIK

EACH 50c

A definite orange, without much of the scarlet tone, with black spots.

MRS. FISCHER

EACH \$1.00; 3 FOR \$2.50

Extra large, very deep red poppy on the tallest stems of any in our collection. It will easily reach 4 feet regularly, with uniformly perfect flowers, silky in texture, one of the very best at any price.

MRS. PERRY

Each 50c

A very lovely salmon-pink.

OLYMPIA

EACH 25c; 3 FOR 50c; \$1.75 DOZ.

A fluffy double poppy of soft orange, with gray stamens in the center. Very free bloomer, and the

only double variety in the list. Increases very rapidly by runners, so plant away from other varieties.

PEARL PINK

NET, EACH \$2.00

Very fine and distinct; a delicate shade of light pearly pink, vigorous and prolific. Appears like one large tulip within a larger one. Its delicate color cannot stand the strong reds and bright salmons, and to see it at its best, should be planted with blue iris or an early delphinium. Stock limited. Medium height.

PERFECTION

EACH \$1.00

Large deep flowers, entrancing shade of pink with immense black spots at base.

PERRY'S BLUSH

EACH \$1.00

Blush white, beautifully formed and a profuse flowering variety. Stock of this is quite scarce.

PROSERPINE

EACH \$1.00

Most brilliant Chinese red, the center alive with black stamens. Of great size, flowering over a very long period. Shown on page 44.

QUEEN LOUISE

EACH 75c

A melting strawberry pink flower of good finish, with prominent black and red base spots. To 40 inches tall.

RED LACQUER

NET, EACH \$1.50

A new deep dark red, of strong appeal. Stiff erect stems to 44 inches tall. Blooms 7 to 9 inches across. Well named.

SPLENDOUR

EACH \$1.50; 3 FOR \$4.00

(Howe, 1933). This new and entirely distinct novelty was catalogued for the first time last season. Brilliant, huge, entirely novel in color, this blend of peach and apricot, entirely overlaid salmon, is unlike any poppy we have ever seen. Very late, and a vigorous grower.

TRILBY

EACH \$1.00; 3 FOR \$2.50

One of the last to bloom. Dark, lustrous, deep red, the petals having a plaited appearance. Very large, and one of the finest of all poppies.

WATTEAU

EACH \$1.00; 3 FOR \$2.50

Pure flesh-coral; covered with flowers. No blotch on petals. This is one of the rarest and loveliest in our list.

WURTEMBERGIA

EACH \$1.00

Enormous cerise scarlet; very tall growing. An outstanding flower, attaining almost unbelievable size.

THE FRESHMAN COLLECTION

Six for \$2⁵⁰

LORD LAMBOURNE

QUEEN LOUISE

PERFECTION

WURTEMBERGIA

OLYMPIA

WATTEAU

THE POST-GRAD COLLECTION

Six for \$5⁰⁰

MASTERPIECE

TRILBY

MRS. FISCHER

CAVALIER

SPLENDOUR

HENRI CAYEUX



It's a Gift

This catalog is yours with our compliments, and we are happy to have you own a copy. Each year we endeavor to improve upon it, and to make it as attractive and as authoritative as anything in its field.

but—

like most of the good things in life, it costs a lot of money . . . we'll go further than that, and tell you exactly how much it costs: 40c per copy, \$400 a thousand . . . Now our files show that several thousand people on our mailing list have never favored us with a single order. Some of them are simply flower catalog collectors, others want to compare descriptive matter and prices, while still others have had only a momentary interest in gardening and have long since taken up golf, gone into the chicken business, or moved into a tenth floor apartment. Thus, we are annually spending a considerable sum of money that is wasted on deaf ears and blind eyes. Economy and sound business demand that we do something about this.

and so—

the time has arrived when we are obliged to place a limitation on the number of seasons that we can send our catalog gratis to those who do not respond in any manner. Henceforth we shall withdraw from our files the names of all those who have not ordered after the second catalog has been mailed to them.

To our host of customers and friends, who through loyal and continued patronage have made possible this and prior catalogs, we extend warm and sincere appreciation.





**CROWN
PRINCE**

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