

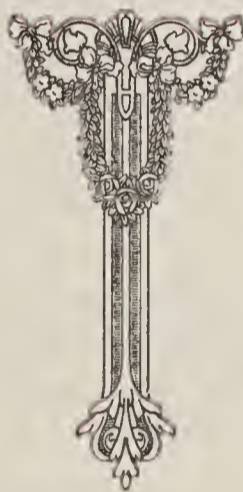
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HEMEROCALLIS

THE PERENNIAL SUPREME

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C. BETSCHER
DOVER, OHIO



1937

Card & check
3/31/28

BETSCHER'S HEMEROCALLIS

The Perennial Supreme

A Bit of History

Many years ago in our garden were Hemerocallis, Flava, Fulva, Kwanzo. As a boy they appealed to me—the older I became the more so. When I began the florist business, Aureole, Dumorteri, etc. were new and added to my list. We bred these in a small way for a number of generations, selecting the few best, destroying the rest. As they became better, breeding work was greatly increased. The while our seedlings showed better plants and flowers, decidedly more fine ones per thousand, newer colors and tints, forms, times of blooming, etc. As our seedlings evolved increasingly betterments, work with them was increased and broadened.

Today we have a great mass of very fine selected new sorts—a season May 15th until frost—far broader range and better colors, shades and tints—better forms—freer bloomers. In the southland many should give more than one crop.

1936 with its severe heat and dryness was a real test for American garden plants. Many plants were practically failures—heretofore considered satisfactory. We do not irrigate our crops. Thus, our plants have the same care and results many or most customers may have—under these severe conditions we can better appraise their true worth. Those who water their gardens should have better plants and flowers.

The Hemerocallis do very well in all the South into upper Canada. In a few areas Hemerocallis, Iris and all plants proved disappointing generally. All reports proved that the Hemerocallis were very satisfactory. The very greatly increased demand for them last fall with the increased early orders this season proves that the day lily in the future will be one of the best sellers—"The must have."

With newer types such as our new "danite" type of bloomers, with blooms over 24 hours. These have fine decorative cut flower values for afternoon and evening uses. This will help create much greater demands for these finer, newer day lilies in rich lemon, orange and white. These will be ready to offer next October.

Also a very early sort, a very fine white, better colored lemons, yellows, goldens, oranges, near reds, better fulvous.

In our trial plot we have 1500 wonderful new ones, many of them being outstandingly fine.

1929, a greater work at breeding than previously was done, resulting in a very fine crop of seeds. The severe dryness ruined many of these seedlings, the remainder came into full bloom in 1934, again a very dry year.

However, when these came into bloom, many were very much larger and in much better colorings. Many different forms—dwarfs, taller, earlier to much later. A season from May 15th until frozen.

Then many were full of new bud stems, indicating that where seasons are much longer as Virginia, Tennessee and south, many should bloom over a very much longer season. Imagine such a long season of beauty, a change day on day all summer and fall, 150-175 days, in the south much longer. Many show blooms several times, some are showing up as "everbloomers."

For several seasons it was very hot and dry when these were blooming, so a critical appraisal could not be made. 1934, a very dry year the soil was very hard so it was impossible to cultivate them. The leaves became yellowed; however, when they began to bloom it was

agreeably surprising to see the blooms quite full size. These should do well everywhere. Many of these outclass the finest lilies.

1934 we crossed the entire season, based on the advancing betterments inherent in sound breeding, the very fine ones we had to breed, and the great volume of work done. Hence, far superior ones should present themselves 1937-38-39. From pure whites to far better scarlets-reds fulvous.

Hemerocallis may be forced, same care as with Narcissus. Thus, latest ones may be forced to come open in winter or in early May and June. When an earlier clump is done blooming it may be lifted carefully, one beginning to open put into its place, thus continued all season. One may have flowers in one spot in the garden all season. They are hardy and a success from Manitoba into Mexico.

BETSCHER'S NEW HEMEROCALLIS "THE PERENNIAL SUPREME"

Anna Betscher, 3 ft., July and August, rich orange yellow	\$2.00
Amaryllis, 3½ ft., July and August, beautiful golden orange.....	1.00
Bay State, 3 ft., July and August, large deep yellow.....	1.00
Cressida, 3 ft., June, pale apricot.....	1.00
D. D. Wyman, 2½ ft., July and August, golden yellow tawny.....	1.50
Gypsy, 2½ ft., July and August, rich reddish orange fulva.....	2.00
Golden Dream, 3 ft., July and August, deep golden orange.....	1.50
Goldeni, 2½ ft., July and August, rich deep orange.....	1.00
Hyperian, (Mead) 4 ft., July and August, very free, very fine large lemon.....	1.00
J. R. Mann, 3½ ft., July and August, frosted apricot.....	1.00
Lemona, 4 ft., July and August, clear yellow Jap. iris, form large.....	1.00
John A. Crawford, 3 ft., July and August, fine apricot yellow, very large.....	1.00
Lutea Major (Lemoine) 5 ft., July and August, fine large golden yellow.....	2.50
Modesty, 2½ ft., July and August, delicate pale lemon.....	1.50
Mrs. A. H. Austin, 3 ft., July and August, deep golden orange xx.....	1.50
Mrs. W. H. Wyman, 3 ft., August, pale glistening yellow.....	1.50
The Gem, 3 ft., June and July, deep yellow apricot, rival best lilies.....	1.00

2—3 eye divisions. 12 plants 10 times each rate.

Special offer—the above 17 sorts for \$20.00

THE OLDER SORTS AND TYPES

The older sorts and types, mostly very early and early sorts. Smaller than the above with smaller blooms but they fit into many places better than the newer, larger taller ones.

Apricot, 2 ft., early June, light apricot orange, dainty.

Aureole, 3 ft., June, orange yellow good size, free.

Dr. Regel, 1½ ft., May and early June, pure orange yellow, fragrant, free.

Dumorteri, 1½ ft., June, rich cadmium yellow, dwarf.

Flava, 3 ft., May and June, "The Lemon Lily" clear, lemon yellow.

Fulva, 3-4 ft., reddish yellow, "The Tawny Lily" old but colorful.

Kwanzo, 4 ft., July and August, orange, coppery red double flowers.

Citrina, 3 ft., July and August, pale sulphur yellow small, dainty.....75c each.

Thunbergi, 3 ft., July and August, pale yellow, fine.

Florham, 3 ft., June, similar to The Gem but smaller.

Except Fulva and Kwanzo these have three to five good divisions.

25c each or \$2.50 per dozen, \$12.50 per 100.

The entire collection, 27 sorts, \$22.00.

APRICOT—Dr. Regel, Dumorteri, Flava, Thunbergi and fine unnamed seedlings, very choice, in lots of 500, 1000 or larger lots for drift, mass, park or roadside planting at special prices.

SEEDS

We offer very fine hybridized seed from very best sorts using pollen from our very finest only. 100 seeds, \$2.50; \$5.00; \$10.00. All should give very fine new ones.

We expect much finer hybrids than the very finest we have today from these same hybrid seeds.

Special Offers - Our Choice - All Fine—

1 each Apricot, Dr. Regel, J. A. Crawford.....	\$1.00
1 each Aureole, Dumorteri, Lemona.....	\$1.00
6 old sorts and 1 new, named	\$2.25; 12 for \$2.50
6 old sorts and 6 new, named	12 for \$7.00
6 new sorts, named	\$6.00; 12 for \$10.00

A visit to our farm when flowers are in bloom will surprise all amateurs. Best dates July 25th to August 5th.

OUR TERMS are cash with order, small orders by mail postage free.

If any plants come through in bad order, please advise regarding same.

IRIS

Our Iris list will contain largely the finest, newer Iris of today—healthy plants, good bloomer, best colors, newer sorts and exceptional values. Send for a copy.

NEWER HEMEROCALLIS

Last year we planned to send out a new set of Hemerocallis this spring. Due to the severe dry summer our newer plantings made less growth than we had hoped. However, with a fair season we may release these for delivery with the Iris.

In the newer seedlings we have about 1500 very fine new ones. Out of these we will select a very fine lot to be named later on. To those who desire seeing our newer creations at their best, we suggest the dates July 25th to August 7th as the best to inspect them. Many very fine ones are in bloom in mid June to August 25th, fewer ones into September. We hope for many earlier and later fall bloomers. We can send buds for flower club meetings.

GLADIOLUS

We will have a very fine list of the best newer and older Gladiolus. 1936 with its severe dryness and heat proved that many of the older gladioli are still among the very best and difficult to replace. Many newer ones do not show super values, many should never have been named. Well cultivated bulbs in moderately rich soil are to be preferred to those in over rich soils over watered.

Gladioli crossing done in dry years give far superior types than irrigated ones in rich soils. In the fifty some years we have grown gladioli, we have had a great percent of those grown by all the specialists in that time, the finest out of some 2000 listed sorts. Reduced to the one best gladioli, our choice would be Species 186. For novelty, we would add Green Giant of Swaziland, for daintiness Primulinus or Leichtlini. 1936 we had thousands of seedlings in our test plot, many exceptional.

LILIES

We have made a critical study of Lilies for some years. In this work most of the known Lilies have been grown, many losses, many unsatisfactory. We read much about Lilies, their difficulty in growing, their diseases. The result of my experiments with about 120 types and named ones is that at 112° F. most Lilies are ruined by the heat and not with diseases. 1936 with temperatures 115 to 129°, nearly all our Lilies were yellowed then browned in a few days. How they will show up in 1937 will soon be learned. We will continue growing and breeding Lilies. We believe we can breed Lilies that will stand 120°. Much of what we call disease is merely a matter of temperatures and winter protection.

DAHLIAS

The great interest in Dahlias at present is evolving some wonderful new ones, a great lot disappointing, many finest are too late. A good Dahlia planted May 20th to June 10th should begin to bloom July 20th to 31st. It should be free, long stems and bloom until frost. Demandable colors and forms—many of ours measure up to these demands and ideals.