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Do not assume content reflects current scientific knowledge, policies, or practices.
Where Roses Grow at Cedar Falls
A House of Briarcliffe
For Cut Flowers, for Rose Plants for outside planting, our roses are of exceptional value. Four large houses—all in Roses.

This is a Catalog of Dependable Things

The time is past when people will depend on Radio and general catalog houses for plants of quality. Buy of a house who grow what they sell and give your orders personal attention.

We do not sacrifice quality for price. You cannot get something for nothing. Service means quality of goods plus the ability to care for your orders in such a manner that you will come again. Our rapidly growing trade is with the class of people who are willing to pay a reasonable price for merchandise of quality. We do business on this principle—one good plant that grows and blooms is worth a half dozen that are grown so crowded and weak that they never make a good plant, no matter how you pet and fuss with them. Any order that does not prove satisfactory in every way we are ready and glad to make right—if proper claim is made within a reasonable time after time of shipment.

ERRORS: If goods received are not as expected compare with order, read Catalog carefully, and if we are in the wrong, write us at once. Every just complaint will have immediate attention.

REMIT by bank draft, express order, post office order or registered letter. If personal checks are sent add 5 cents for exchange.

TO RESPONSIBLE PARTIES goods will be sent on approval.

PLANTS BY EXPRESS. Have your plants, shrubs, etc., sent by express when you can possibly do so. We guarantee safe arrival of all goods by express.

NOTICE: Plants by Mail. Add 10c per dollar on all orders for plants to go by mail. Prices given in this catalog are not prepaid. Postage or express is to be paid by purchaser. All large plants must be sent by express.

JOSEPH BANCROFT & SON
Lock Box 35
CEDAR FALLS, IOWA
Phone 44
WE ARE CUT FLOWER GROWERS—NOT DEALERS. COME AND VISIT OUR GREENHOUSES WHEN IN THIS LOCALITY

In design work and loose cut flowers we are better than ever prepared to care for your wants. With 65,000 feet of glass devoted to flowers, our excellent facilities for storing and shipping, we are sure that you cannot do better elsewhere. We carry on hand the largest stock of seasonable cut flowers in Central Iowa, even in the largest cities few firms carry the stock that we do. Frequently persons are undecided what to order and at such times you may leave the selection to us, stating what you wish to use them for and the price you wish to pay.

WHEN TO ORDER. Give us as much time as possible. Do not be afraid to order even a week or two ahead. You are sure of getting just what you want. Where an order is not sent in until the last thing, we sometimes have to substitute either in kind or color of flower wanted.

HOW TO ORDER. All customers will please notice that orders for early morning shipment must be in the night before. Our office closes at 7 p. m. We are not sure that your order will reach us before that time, it is safer to wire us. Telephone messages can be sent after 8 p. m. at considerable reduction. It is always best to telephone or telegraph your order when time is limited, as you are then sure of reaching us on time.

Don't trust the mails; trains are often late and we often do not receive orders on time.

SUNDAY AND HOLIDAY MAIL. If your order is sent by mail for next day's shipment and you enclose a special delivery stamp if letter is liable to reach there on Sunday or holiday, as we do not receive all our mail until day following.

FLOWERS BY EXPRESS. All cut flowers, designs, etc., packed to carry long distance safely, either winter or summer.

FLOWERS BY MAIL. On request we often send small boxes of loose cut-flowers by mail, as a rule they reach their destination all right, especially carnations, but much prefer sending by express, as flowers carry better. If orders are to go by mail, add $0.60 postage which includes special delivery stamp. We positively will not be responsible for time of delivery or for flowers freezing in transit by mail.

TERMS AND CONDITIONS. Cut flowers are strictly cash, and payments must be made immediately, on receipt of flowers.

COMPLAINTS to be allowed should be made immediately on receipt of flowers. We seldom send C. O. D. It often embarrasses those who buy, and it is a needless expense.

When in this locality, any order, on short notice through our express agents, will be filled and shipped without delay. We are members of Florist Telegraph Delivery Association of America. Our express facilities for storing and shipping, we are sure that you cannot do better elsewhere. We carry on hand the greatest stock of seasonable cut flowers in Central Iowa, even in the largest cities few firms carry the stock that we do.

We are ever prepared to care for your wants. With 65,000 feet of glass devoted to flowers, our excellent facilities for storing and shipping, we are sure that you cannot do better elsewhere. We carry on hand the largest stock of seasonable cut flowers in Central Iowa, even in the largest cities few firms carry the stock that we do. Frequently persons are undecided what to order and at such times you may leave the selection to us, stating what you wish to use them for and the price you wish to pay.

FLOWERS FOR THE HOUSE THE SEASON THROUGH

Have you a friend you would love to remember, then say it with flowers, the most beautiful of remembrances. Our assorted boxes, $2.00 and up, are very appropriate—say when they should reach destination.

You enjoy having flowers in the home and having them on the table when you have a few friends in; why not have them oftener? Part of the year you cannot grow them, but we make it easy for you to have them whenever you like, at a small cost. Our $1.25 and $2.00 boxes of cut flowers sent prepaid anywhere are always suitable whatever the occasion.

For the home, a party, for a birthday, or for a sick friend. Just mail us your card and with the address of the person who is to receive it, and we will do the rest. We know you will be pleased.

SPECIAL BIRTHDAY BOXES

To enable our customers to order flowers quickly and to assure them of absolute satisfaction in the selection we are offering a "Birthday Special" box of flowers. They are filled with assorted seasonable flowers of our selection and each box contains extra values. The flowers will be choice, selected for their beauty, their freshness and their long-lasting qualities, $2.00, $3.00, $5.00 and up, postpaid.

MOTHER'S DAY

CARNATIONS. Assorted colors only, and our selection of color, $2.50 per dozen.

ROSES. $2.00, $3.00, $4.00 per dozen.

SPECIAL NOTICE. All carnation orders for Mother's Day are taken by us with the distinct understanding that part roses may be substituted for carnations if necessary.

Send for special list ready May 1st.

EASTER

ROSES. In finest assortment. $2.00, $3.00, $4.00, $5.00 per dozen.

CARNATIONS. Assorted colors only, and our selection of color, $2.00 per dozen.

LILIES. Our best, $5.00 per dozen.

DAFFODILS. $2.00 per dozen.

TULIPS. $1.50 per dozen.

Send for special Easter list.

DECORATION DAY

One of the hardest days of the year to supply the demand. If the weather is hot and damp, it is a time of poor quality. We shall endeavor to bill all stock at most reasonabe prices, according to quality. Prices from May 28th to June 1st will be as follows:

CARNATIONS, assorted colors only and our selection, $1.50 per dozen. Purchaser's selection of color, $2.00 per dozen.

ROSES. Assorted colors, $1.50 per dozen.

LILIES. Our best, $5.00 per dozen.

DAFFODILS. $2.00 per dozen.

TULIPS. $1.50 per dozen.

Send for special list.
PRICES OF LOOSE ROSES AND CARNATIONS

Below we give a table showing about what you may expect to pay at the different seasons. These prices are for the very best stock. Our Roses are the finest that grow and will compare favorably with any other firm. We believe they are better value than you will secure elsewhere.

<table>
<thead>
<tr>
<th></th>
<th>THANKSGIVING</th>
<th>DEC. 22 to JAN. 1</th>
<th>EASTER</th>
<th>NOV. 1st to JUNE 10</th>
<th>JUNE 10 to NOV. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROSES</strong></td>
<td></td>
<td></td>
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<tr>
<td>Price varies according to season and length of stem.</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
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<tr>
<td>Matchless, Columbia and Premier, Dark Pink.............</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
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<tr>
<td>White Killarney ............</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
</tr>
<tr>
<td>Rapture (Pinkish Yellow) ..........</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
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<tr>
<td>Johanna Hill (Yellow) .........</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
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<tr>
<td>E. O. Hill and Templar (Red) ....</td>
<td>$2 to $4</td>
<td>$2 to $6</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
<td>$2 to $4</td>
</tr>
<tr>
<td><strong>CARNATIONS</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>White, Light and Dark Pink, Scarlet and Variegated Good grade, assorted colors</td>
<td><strong>$1.50</strong></td>
<td><strong>$1.50</strong></td>
<td><strong>$2.00</strong></td>
<td><strong>$1.50</strong></td>
<td><strong>$1.50</strong></td>
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<tr>
<td>Best Red ..............</td>
<td><strong>$2.00</strong></td>
<td><strong>$2.50</strong></td>
<td><strong>$3.00</strong></td>
<td><strong>$2.00</strong></td>
<td><strong>$1.50</strong></td>
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</tbody>
</table>

For Easter, Decoration Day and Mother's Day Prices See Page 3. Send for Special Price List On These Dates.

FOR PARTIES, RECEPTIONS AND BIRTHDAY GIFTS

Loose flowers in vases or baskets are most suitable for table or room decoration. A carnation or short stemmed rose for each person where trays are passed. Where guests are seated at tables, one rose or carnation each for the gentlemen, and for the ladies, two or more tied with dainty cord or ribbon.

PRICES OF BOUQUETS

**BUTTONHOLE.** For gentlemen. Short roses, 15c each, $1.50 per dozen; short carnations, 16c each, $1.00 per dozen.

**BOUQUINIER.** For ladies, small, 30c each, $3 per dozen; larger, 60c each and $1 each.

**SPRAYS OF ROSES, LILIES, CARNATIONS and other seasonable flowers made up for funerals and for laying on graves, tied with ribbon or chiffon, $2.00, $3.00, $5.00, $7.00 and up.**

**CORSAGE BOUQUETS**

Large, made with shield and tied with ribbon. $2, $3 and $5 each. Small size, $1 and $1.50 each.

**BASKETS**

Filled with flowers, very suitable for funerals, gifts, weddings and receptions, $2, $5, $8, $10 and up.

**CHIFFONS, RIBBONS AND CORDS**

We carry a full line of different styles and colors.

**CHIFFONS** and **NETTINGS**. White, pink, yellow, nile green, lavender, purple, six inches wide, 20c per yard.

**DESIGNS FOR WEDDINGS**

These are hung suspended on wall above bridal party.

**BELLS**, $5, $10 and $12.

**BOW AND ARROW**, $7, $9.

**VOKE**, $10.

**HORSESHOES**, $3, $4 and $5.

**LOVERS' KNOT**, $8.

**WEDDING BOUQUETS**

$5, $6, and $8. With Shower Effect $6, $8, $10.

**SEASONABLE PRICE LIST OF LOOSE CUT FLOWERS**

**SWEET PEA.** Season, January 1st to June 1st. $1 per bunch. After May 1st, 75c per bunch of 25.

**LILIES.** Easter and Dallas. Season almost the entire year, $5.00 per dozen. Large quantities always on hand at Easter at regular prices. All large buds count same as flowers on Easter Lilies and average the dozen, eight open flowers. Place your Easter orders early. Lilies during May and June 40c each, $4.00 per dozen.

**ASPARAGUS PLUMOSUS.** Sprays. 25c and 50c per dozen.

**SPRENGERI.** Sprays, 25c and 50c per dozen.

**SMILAX.** 35c per string of 4 to 5 feet; $3.50 per dozen strings.

**CHRYSANTHEMUMS.** All the popular colors. Season October 15th to December 15th. Good flowers, $3.00 per dozen; fancy, $4 and $5 per dozen; extra fancy, $6 per dozen.

**MARGUERITES.** In season. 35c per dozen.

**DUTCH HYACINTHS.** February 15th to April 1st, 25c each, $3.00 per dozen. May and June 40c each, $4.00 per dozen.

**TULIPS.** During February, March and April, $1.50 and $2.00 per dozen.

**DAFFODILLS.** During February, March and April, $2.00 per dozen.

**SPECIAL BIRTHDAY BOXES**

To enable our customers to order flowers quickly and to assure them of absolute satisfaction in the selection we are offering a "Birthday Special" box of flowers. They are filled with assorted seasonable flowers of our selection and each box contains extra value. The flowers will be choice, selected for their beauty, their freshness and their long-lasting qualities.

$2.00, $3.00, $5.00 and up, postpaid.

**BEAUTIFUL POT PLANTS**

Practically the year around we have them in largest quantity with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and covers and handles or variety with fancy mats and cover
DESIGNS FOR FUNERALS

The use of flowers as a means of conveying sympathy is undisputed. The practical experience we have daily, in the making of various floral arrangements insures artistic as well as skillful ideas in making sprays, casket covers and funeral designs. Our aim is to fill your order as nearly as possible according to your wishes.

We are always prepared to care for your orders in the best possible manner. Our stock at all times is very large. No matter how large your orders are we are in shape to handle them right.

Owing to the limited room in catalog we cannot list all the different designs this year. Will be glad to send you a complete list on request. You will also find this list on file at your undertakers. You will find our quality and values are right.

LODGE DESIGNS

Our Lodge designs are made right both as to arrangement of colors and form. We ask you to compare our work with that of any other firm.

PREPARED MEMORIAL WREATHES, ETC.

Wreaths, cross, etc., made up of prepared leaves and flowers (not artificial) are most suitable to lay on graves for Armistice Day, Christmas, Easter, Mother's Day and Decoration Day. These will last a long time out in the weather. Can be sent long distances safely and are beautiful in form and finish.

We also use many for funerals as they are very suitable especially for elderly people as they can be laid on the grave afterward and stay beautiful many weeks.

No. 1. Wreath, Green Lapapodium, Straw Flowers, Statice and Cones. 16 in., $5.00; 18 in., $6.00.

No. 2. Wreath, Green Magnolia with cluster cycas, pink statice, green fibre ribbon. 16 inch, $5.00; 18 inch $6.00.

No. 3. Plain wreath of Magnolia leaves, 12 inch, $2.00; 15 inch, $3.00; 18 inch, $4.00.

No. 4. Wreath, Brown Magnolia leaves, cycas, statice with pods and cones. 16 inch, $4.00; 18 inch, $5.00.

No. 5. Wreath, Magnolia with three Palm leaves, lavender and white statice, pink bow and pine cones. 16 inch, $5.00; 18 inch, $6.00.

No. 6. Wreath, Lapapodium, statice and straw flowers and pink bow. 10 inch, $2.50.

No. 7. Cluster of Palm leaves tied with ribbon, $2.00, $3.00, $4.00, $5.00.

No. 8. Cross, green Lapapodium with cycas leaves and bow of fibre ribbon. 20 inch, $4.00; 24 inch, $5.00.

No. 9. Wreath of White Statice and fancy prepared flowers (not artificial) and cones. $1.00, $5.00, $6.00.

No. 10. Pillow made of Statice and Straw Flowers, $5.00, $7.00, $10.

No. 11. Wreath Straw Flowers and Statice, $5.00, $6.00, $8.00.

No. 12. Wreath of decorated cones, very fine and lasting, $6.00 and $8.00.
SUMMER FLOWERING BULBS

GLOXINIA BULBS

These showy plants are easily grown in pots for summer. They make a glorious display and bloom for a long time. Start the bulbs in small individual pots, transplanting as they grow larger.

SPECIAL MIXTURE—Our special mixture of named varieties, made up of the very best cut flower varieties in finest assortment, 60c per dozen. $4.50 per 100. (This mixture will give you satisfaction.)

SPECIAL OFFER GLADIOLUS

One each of 10 named varieties, our selection, 75c. One each of 20 varieties, $1.50.

All colors mixed. First size, 40c per dozen, $3.00 per 100 postpaid; second size, good flowering bulbs, 30c each, $2.25 per 100, postpaid.

DR. BENNETT. Scarlet, throughout striped ruby and white. 20c.

MADRAS. Rich cream and canary yellow. Heavy spike, 5c each, 12 for 50c.

MRS. FRANK PENDELETON. Salmon pink, maroon blotch on lower petals. 8c each. 12 for 85c.

ALICE TIPLADY. Orange salmon primulus type. 10c each; 3 for 50c.

CHICAGO WHITE. Pure white with faint lavender streak in lower petals. Early, 8c each. 6 for 40c. 12 for 75c.

1910 ROSE. One of the best dark pink, 8c each, 6 for 40c.

CARMINES SYLVIA. Very fine white throat tinted lavender, 15c each. $1.50 per dozen.

EUROPA. The best white, 10c each, 4 for 1.00.

MAIDEN'S BLUSH. Primulus type, exquisite pink, lighter center, 10c each. 15c a dozen.

JOE COLEMAN. Rich red, 15c each, 4 for 50c.

KATHERINE WILSON. Scarlet, 20c each, 6 for 40c.

LILY WHITE. Early pure white, 10c each, 6 for 50c.

DR. NORTON. The finest cream and pink shaded variety. 10c each, 6 for 50c.

E. J. SHALOR. A beautiful deep ruffled rose pink, 10c each, 6 for 40c.

W. H. PIPPS. Lafroce pink, lighter toward center, very large, 20c each.

MRS. LEOA DOUGLAS. Large bright salmon pink, 15c each.

SACRED PRINCES. One of our best scarlets, 20c each, 3 for 50c.

LOST RED. The largest and finest red gladiolus grown. 25c each, 5 for $1.00.

HYACINTHUS CANDICANS

YELLOW CALLAS

ELLIOTIANA. Flowers rich golden yellow foliage—deep green with white spots. 40c each.

APRIS TUBEROSE

An elegant climbing plant, large clusters of brownish purple, sweet-scented flowers, 15c.

CALADIAS ESCULUS (ELEPHANTS EARS)

One of the most effective plants in cultivation for planting upon the lawn, growing 5 feet with handsome leaves often 3 feet long and 20 inches wide. It will grow in any good garden soil and is of easiest culture. Can be stored in sand in any warm place during the winter. Fine bulb with live center shoots. Select size bulbs, 2½ to 3 inches in diameter, 15 inches each, $1.50 dozen. Large bulbs, 3 to 4 inches in diameter, 25c each, 60c for 3. Mammoth sized, 50c each. $1.70 for 4, $5.00 per dozen.

ALICE TIPLADY. Orange salmon primulus type. 10c each; 3 for 50c.

CHICAGO WHITE. Pure white with faint lavender streak in lower petals. 8c each. 12 for 85c.

MAIERA. Rich cream and canary yellow. Heavy spike, 5c each, 12 for 50c.

MRS. FRANK PENDLETON. Salmon pink, maroon blotch on lower petals. 8c each. 12 for 85c.

ALICE TIPLADY. Orange salmon primulus type. 10c each. 6 for 50c.

ROSE ASH. A beautiful shade of lavender and rose. 15c each. 4 for 50c.

PRIDE OF LANCASTER. Ruffled salmon, fine. 15c each. 4 for 50c.

GOLDEN MEASURE. Very large dark yellow. The best yellow to date.

SACRED PRINCES. One of our best scarlets, 20c each. 3 for 50c.

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All colors mixed. First size, 40c per dozen, $3.00 per 100 postpaid; second size, good flowering bulbs, 30c each, $2.25 per 100, postpaid.

SPECIAL MIXTURE—Our special mixture of named varieties, made up of the very best cut flower varieties in finest assortment, 60c per dozen. $4.50 per 100. (This mixture will give you satisfaction.)

GIANT OR LARGE FLOWERING TYPE

This list is a selection of the very best varieties that grow:

HAILEY. Salmon pink, early, 6c each, 60c a dozen.

MRS. FRANCIS KING. Very vigorous in growth, color light scarlet, 6c each. 6 for 35c, 12 for 50c.

DANISH DELIGHT. Finest purple, 12c each.

SCHWARZ. Best yellow, 8c each. 6 for 40c.

CHICAGO WHITE. Pure white with faint lavender streak in lower petals. Early, 8c each. 6 for 40c. 12 for 75c.

1910 ROSE. One of the best dark pink, 8c each. 6 for 40c.

CARMINES SYLVIA. Very fine white throat tinted lavender. 15c each. $1.50 per dozen.

EUROPA. The best white, 10c each, 4 for 1.00.

MAIDEN'S BLUSH. Primulus type, exquisite pink, lighter center, 10c each. 15c. a dozen.

JOE COLEMAN. Rich red, 15c each, 4 for 50c.

KATHERINE WILSON. Scarlet, 20c each, 6 for 40c.

LILY WHITE. Early pure white, 10c each. 6 for 50c.

DR. NORTON. The finest cream and pink shaded variety. 10c each. 6 for 50c.

E. J. SHALOR. A beautiful deep ruffled rose pink. 15c each. 6 for 40c.

W. H. PIPPS. Lafroce pink, lighter toward center, very large, 20c each.

MRS. LEOA DOUGLAS. Large bright salmon pink, 15c each.
GENERAL LIST OF FLOWERING AND ORNAMENTAL PLANTS

AGERATUM
Blue and white varieties, 5c each, 50c per dozen.

ALYSSUM
Double sweet, 60c per dozen, $4 per 100.

ALTERNANTHAS (JACOB'S COAT)
Largely used for edging for grave use, and for lettering. Yellow and red varieties, 60c per dozen, $4.00 per 100.

ASPARAGUS PLUMOSA
The whole plant is of bright, cheerful green, and one of the most distinct and effective decorative plants, of easy culture, thriving best in full light, but not direct sun, after the plants become large, they throw large tendrils, 4 to 6 feet long, 15c each, 4 for 50 cents; large size, 25c, 30c and 50c.

ASPARAGUS SPRENGERI
A grand trailing plant, especially useful to grow as a pot plant, for house decoration or for planting in hanging baskets or window boxes, where it makes a graceful drooping plant with branches or fronds 4 or 5 feet in length, of a rich shade of green. 15 cents each, 50c for 4, large plants, by express, 25c, 30c and 40c each. $1.00 and $4.00 per dozen.

ABULTITIONS (Several Varieties) 25c each.

ABULTITIONS TRAILING. 15c each, 4 for 50c.

ACALPHA
Yellow and bronze and red varieties, 10c each, $1.00 per dozen.

CARNATIONS
Plant in the open ground as soon as the ground can be worked in the spring. If wanted to flower during the summer and fall, as soon as the flower shoots appear, tie to small stakes; if wanted for winter blooming, the flower shoots should be pinched off until about the middle of August; by that time they will have made very strong, bushy plants. Take up and pot before September first and keep shaded and close for a few days, when they will be ready for removal to the conservatory or window where they are to flower.

Our collection contains the best varieties grown.

HILDA. Has taken place of all others of its color. Light rose pink.
MATCHLESS. Fringed white. Dwarf, sturdy grower.
PINK MATCHLESS. Strong grower, deep rosy pink.
BENORA. Clear white, penciled and flaked scarlet.
SENATOR. Tall strong grower, pure white, fringed.
WHEAT WAHR. Heavy flower, pure white.
SPECTRUM. The best scarlet, large heavily fringed flower. Very prolific.
NORTH STAR. A beautiful clear yellow. Very fine, Bed of Coleus
PRICE OF SMALL PLANTS For growing for next winter's bloom, 15 cents each. 4 for 50c, $1.50 for 12, large size plants in fall, 25c each. $2.50 per dozen.

SPECIAL OFFER
One each of 12 best varieties for $1.50 including several late introductions.

CARNATIONS FOR SUMMER BLOOM
This year we shall have a fine stock of plants, suitable for out door summer bloom, of best varieties suitable for that purpose. State varieties wanted. 20c each, 3 for 50c. This does not include the new varieties.

BEGONIA SHRUBBERY
Finest flowering varieties. Choice plants, 25c each, 5 varieties for $1.00.

REX BEGONIAS
The high coloring and exquisite markings of Rex Begonias make them invaluable as decorative plants for house culture. Do not expose to the full sun. 25c and 60c each.

COLEUS
Every lover of foliage should have a bed or border of these. They are fine for edging or massed by themselves. The Coleus will give more pleasure at less cost than any other plant. Very tender, and therefore should not be planted until all danger of frost is past. The number of varieties is so large and varied that we only attempt to describe the standard bedding varieties.

TRAILING QUEEN. Green and pink drooping.
WHITE TRAILING QUEEN. Green and white.
GIANT HYBRIDS. Same form as Brilliance but in shades of bronze and green. 10c each; large size, 25c and 60c.
BLACKBIRD. Leaves and stems almost jet black with fringed edges.
BECKWITH'S GEM. Four shades of color, center maroon bordered red; edge green and yellow.
GOLDEN BEDDER. Yellow. This is the best Coleus for bedding; deep gold in the sun; dwarf.
MRS. F. SANDER. Large creamy white center, bordered with green; blotched crimson.
MRS. CAROLIN BECK. Yellow and green; improved Snowcrest.
VERSCHAFELITZ. The oldest, still one of the best rich velvety crimson.
BRILLIANCA. The finest Giant Coleus ever offered. Bright carmine shading to deep maroon margin of leaf yellow and green; 15c each; large size 25c and 50c.

PRICES OF COLEUS
(Except Noted)
10c each, 4 for 25c, 12 for 25c, $4.00 per 100. Our selection, 5c each, 50c per dozen, large size 15c each, $1.50 per dozen. After June 10ths, $3.00 per 100.
CANNAS

No bedding plant equal to the Cannas; are easily grown, and attain large size in ordinary soil. Plant in good, rich garden soil, about the end of May, when all danger of frost is past. Water sparingly for first two weeks after planting. Set the plants 18 inches apart each way, and more than one kind is used, be careful to set the usual growing varieties at outside of bed. Should be taken up in the fall when the tops are killed by frost, and stored away in a dark, cool place.

Many of our customers want Canna beds, but are undecided as to what varieties should be included. For such we have prepared the following selections:

Three varieties:
- For a round bed, 7 feet across, takes 19 plants—19 plants of our selection. $3.00.
- For a bed 3 feet across, takes 27 plants, four varieties—37 plants our selection. $5.00.
- For a square bed, 5x5 feet, 25 plants, three varieties—our selection. $1.00.
- For a bed 5x8 feet, 21 plants, three varieties. $4.00.
- For a round bed, 12 feet across, 61 plants, 6 varieties. Strong plants, our selection, for $8.00.

The above prices on Canna beds are by express at purchaser’s expense.

WHITE VARIETY

EUROPE. The best of its color, creamy white, dwarf habit, 25c each, 5 for $1.00.

PINK FLOWERING VARIETIES

MRS. A. S. CONARD. The best pink variety. Medium size habit, bronze foliage.

CRIMSON AND SCARLET SHADES WITH GREEN FOLIAGE


CHAS. HENDERSON. Deep crimson, yellow throat.

WINTZERS COLOSAL. Very large orchid flowering vivid red, tall grower.

BRONZE FOLIAGE VARIETIES

KING HUMBERT. Of dwarf sturdy habit, large leathery leaves. Flowers orange scarlet.

STATUE OF LIBERTY. Tall, vigorous grower, large orange scarlet flowers.

GILT EDGE VARIETIES

S. D. CROSBY. Dwarf habit, crimson; scarlet border, golden yellow.

YELLOW FLOWERING

FLORENCE VAUGHN. Golden yellow, spotted scarlet.

YELLOW KING HUMBERT. Large size flowers. Deep rich yellow, dotted red, green foliage.

GIANT ORCHID-FLOWERING CANNAS

A distant race of Cannas, noted for the immense size of their orchid-like flowers, often 5 to 7 inches across.

LOUISIANA. 6 feet. Very large, beautiful vivid scarlet orchid-like flower. Foliage glossy green.

WYOMING. Bronze foliage, large flowers, golden orange.

PRICE LIST OF CANNAS

Standard Varieties

NOTICE: This price is for started plants growing in pots ready May 10th. Purchaser’s selection, small plants 15c each, 12 for $1.50. Purchaser’s selection, second size, 26c each, 12 for $2.90. 25 for $3.75.

CALLAS

DWARF CALLA, THE GODFRED. It far surpasses the common variety in freedom of bloom. Snow white and of perfect form. 25c and 50c each.

AETHIOPICA OR COMMON CALLA. Excellent house plant, requiring an abundance of water during its growing season. 26c and 50c each.

CUPhea TRICOLOR (Ladies CIGAR FLOWER) 15c

CENTUREA GYMNOCARPA (DUSTY MILLER). Fine for edging beds. 10c each, 75c a dozen, $5.00 per 100.

CROTONS

Crotons are among the finest decorative plants. The leaves are more or less veined and margined and sometimes entirely variegated with shades of yellow, orange and crimson. They like heat, sunshine and moisture. Large size 75c each.

MARGUERITE OR PARIS DAISY

One of the most satisfactory plants in cultivation, being easily grown.

QUEEN ALEXANDRIA. is the only large-flowering pure white Daisy, with double, semi-double and single flowers on a single plant at one time. Flowers averaging 2½ to 3 inches in diameter. 25c each; large size 40c and 50c.

YELLOW MARGUERITE. (Queen Belgiums), 15c each, large size 25c and 50c.

SMALL WHITE VARIETY. Very free bloomer, fine for boxes and baskets, 15c each, 4 for 50c.

TRADESCANTIA (WANDERING JEW)

Fine for hanging-baskets, vases, etc.

MULTICOLOR. Foliage brightly marked and striped white, pink, bronze, 15c each.

SOPHIA VITTATA. Leaves bright green, striped with creamy white. 15c each.

ENGLISH DAISY

Beautiful little border plants, which bloom through the summer when planted in a shady situation.

DOUBLE PINK AND DOUBLE WHITE. 5c each, 50c per dozen.

DRACAENA INDIVISA

Like pansies, bloom most freely in fall and early spring, producing star-like light blue flowers. 10c each, 75c per dozen.

FEVERFEW

One of our finest bedding and vase plants, giving an abundance of double white flowers, one inch across. 10c, 25c and 50c each. $1, $2, $3 per dozen, according to size.
CHRYSANTHEMUMS

EARLIEST VARIETIES

LARGE FLOWERING

GOLDEN GLOW. The earliest yellow variety.

SMITH’S ADVANCE. The earliest large white.

SMITH’S ENCHANTRESS. The best early pink.

TINTS OF GOLD. Bronze and yellow, compact.

GOLDEN LODE. Of large size, medium early, dark golden yellow.

QUAKER MAID. Early large white.

MIDSEASON VARIETIES

LARGE FLOWERING

OLDEN QUEEN. An improved Golden Glow.

SUNFLOWER. Of immense size—incurved yellow.

WHITE CHIEFTAIN. Of large size, incurved.

PINK CHIEFTAIN. The loveliest pink of them all.

WHITE PERFECTION. Similar in form to White Chief¬tain, but larger.

GOLDEN GLORY. Very large incurved, dark yellow.

CAP VARIETIES

LILAC CAP. BRONZE RED CAP. WHITE CAP. Especially suitable for pot culture, as they grow dwarf and bushy; flowers double and good size.

LATE VARIETIES

LARGE FLOWERING

CELEBRATION. A golden Eaton, fine.

DECember QUEEN. Ball-shaped Japanese white.

MRS. E. A. SEIDWEITZ. Incurving, deep pink.

GOLDEN MISTLETOE. Incurved, golden yellow.

MISTLETOE. Light pink, turning almost white.

WHITE MRS. SEIDWEITZ. Incurved, pure white.

MIDNIGHT SUN. Dark yellow, strong grower.

GOLDEN CHADWICK. A large Japanese yellow.

POMPONES AND ANEMONES

The variety of Pompomse are now so varied both as to time of flowering and color and size that they are rapidly taking the lead with the amateur.

EARLINES VARIETIES

LARGE FLOWERING

SUNSHINE. A beautiful new yellow Anemone, several rows of petals, late.

GOLDEN MENZA. Large single, yellow.

WHITE MENZA. Large, single white.

LILLIAN DOTY. Very full round flower, Clear white, sometimes changing to pink.

CRAWFORD PINK. Semi-double, fine pink.

JULIANA. Early, very double, light yellow.

MRS. BEAU. Late bronze with yellow center.

GOLDEN LIDA THOMAS. Late clear yellow.

HILDA CANNING. Late, bronze red, fine habit.

PIK LILLIAN DOTY. Same as the white except in color. Early.

FIRED. Best early red.

PRIMROSE. Anemone, well built flower, very double, light yellow, dwarf habit.

DUSKY MAID. A very large, late semi-double bronze. Very fine.

DECEMBER GOLD. One of the latest of the pompomse. Deep golden yellow, solid flower.

MRS. G. W. WICKERSHAM. One of the best large mid-season white.

CHICAGO PEARL. Large, late white.

MRS. TRICKER. Very early, bright yellow.

GOODFREY’S PERFECTION. Late, white anemone flow¬ered, fine for pot plants.

WHITE WINGS. Best early white.

CAPT. COOK. Tall grower, a lovely shade of lavender pink.

MRS. H. HARRISON. Very light early pink.

MARY PICKFORD. Very dainty flesh color, dwarf habit.

SPECIAL OFFER ON POMPONES

Our collection is so large: (we have many vari¬eties not listed), we offer 15 different varieties for $1.00, $2 for $2.00.

PRICES ON ALL CHRYSANTHEMUMS

Small plant in spring, 10c each, 1 for 50c.

Or selections, 15 for $1.00, 50c per 100. Large size in the fall, 50c. $1.00 and $1.50 each.

HYDRANGEA

These beautiful shrub plants are valuable for lawn or porch decorations when planted in pots or tubs. The large clusters of flowers resemble those of the Snowball, being larger and remaining on the plant from two to three months.

OTASKA BLUE. Dwarf, sturdy habit, bright lavender.

MAD MOULLE. Carmine rose.

TROPIE. Very early carmine.

BABY RIFLE. Rose pink.

MAD CHANTAR. Rose.

GENE VERREY. Blue.

PRICE OF HYDRANGEAS

25c each; larger size, 50c.

Specimen plants in bloom during spring and early summer, $1.00, $1.50, $2.00 and $3.00 each.

THE CARDINAL CLIMBER

A NEW TENDER CLIMBER

Very strong grower, beautiful fern-like foliage literally covered with a blaze of fiery cardinal red flow¬ers, from mid-summer till frost, 25c each, 5 for $1.00.
FICUS ELASTICA
(INDIA RUBBER PLANT)
This has become a general favorite as a house plant because the large shining green leaves endure the dry air of a living room as well or better than any other plant. $1 each; $1.50 each; $2.00 each.

FICUS (ELASTICA)
This old favorite is surely coming back. Are very fine out doors if in partial shade and given plenty water on foliage.

Make wonderful specimen plants for Mother's Day and later.

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Make wonderful specimen plants for Mother's Day and later.

SPECIMEN FUCHSIA PLANT decorated with handle and ribbon. Early in April and May and June, $2.00 and $3.00; without handle and trimming $1.00 and $1.50 each.

FUCHSIA (SINGLE)
SPECIOSA. Very early bloomer. Tube and petals light rose.
CHARMING. Corolla pink; sepals purple. Early and free.
BLACK PRINCE. Sepals bright carmine, corolla light rose. Compact sturdy grower.
LITTLE BEAUTY. Very dwarf flowers, dark purple center, very free flowering. The best of all.

FUCHSIA (DOUBLE)
IRWIN'S GIANT PINK. The largest of all, strong grower. Double pink.
PHENOMENAL. Sepals rich scarlet, corolla rich royal purple.
MRS. E. G. HILL. Corolla clear white, strong grower.

PRICE OF FUCHSIAS. 25c each, 5 for $1.00; larger size 50c and $1.00.

SPECIMEN FUCHSIA PLANTS
Grown Especially For Mother's Day
$1.00 $1-50 $2.00 $3.00

HELIOTROPE
Universal favorites on account of their delightful fragrance. They flower equally well as bedding plants in summer or pot plants in winter.

THE QUEEN. Dwarf habit; flower royal purple, with distinct white center.

SNOW WREATH. The nearest approach to snow white we have in the Heliotrope.

LEMOINES HYBRIDS. Of wonderful size and colorings. Shades of lavender and blue.

PRICE OF HELIOTROPES. Small plants 15c each, 4 for 50c; larger plants, 25c and 50c each.

JPAN AIR PLANT. Similar to a very fine feathery fern; very odd; live without water or soil; should be hung up in a little vase. 25c each.

WIRE BASKETS. For Sword Ferns and for porch use, 50c, 75c and $1.00 each.

MOSS. For lining same, 35c per basket.

JARDINIERS. We carry a splendid assortment of fancy kinds, 50c, 75c, and $1.00. To 16 inches across, $2 and $2.50 each.

FERN PLATES. Several kinds both in glazed and Rockwood ware, 75c, $1.00 and $1.50 each.

PANDANUS VEITCHII
Long narrow leaves grow in whorl, dark green with white margin. Fine for center vases and specimen plants. $1.00 and $1.50 each.
GERANIUMS

The Geranium is the most popular plant for bedding purposes, and deserves so much attention, as they continue to bloom profusely in the hot summer months when other plants are scorched by the sun and dry weather. The new double varieties bloom as freely as the single and make fine bedders, being more durable.

Our list of flowering geraniums will be found complete. We have taken great care in selecting the different varieties showing characteristics of their own.

HOW TO HAVE A GOOD BED OF GERANIUMS

Plant in medium soil, not too much sand or manure. See that they are in a bright sunny place. After they once become established do not over-water as this will have a tendency to make them go to leaf growth; when weather becomes very hot a light mulch is beneficial. Always keep soil around plants stirred to a depth of at least one inch. Keep plants free from all old flowers and leaves and if any of the plants become un-gainly, pinch off ends of long shoots.

SPECIAL NOTICE—Have your Geraniums shipped by express—it takes a long time for them to get over mailing.

SCENTED GERANIUMS

Exceedingly useful on account of their fragrant foliage.

SKELETON LEAF ROSE. 25 cents

LARGE GREEN LEAF. Sweet scented, 15c and 25c each.

DALE PARK BEAUTY. Flowers similar to Pansy. Deep Rose. 25c each.

BORDER GERANIUM

MADAM SALLEROL. Leaves from 1 to 2 inches in diameter; plant is quite dwarf, growing in dense, round masses quite rapidly. Leaves green with margins of pure white; valuable for baskets, vases and for second rows in bedding designs. 10c each, 25c each for 3; $1 for 12; $6 for 100.

VARIEGATED SILVER LEAF VARIETIES

MADAM PLOTT. Green disc, bronze zone, edged silver, 25 cents.

IVY-LEAVED GERANIUMS

They are the grandest of all house plants or for baskets or vases. They can be grown to droop or climb, as desired.

DOUBLe RED. Bright cherry red.

JOAN D'ARC. Perfectly double; flowers white.

MADAM THIBUT. Beautiful rose pink, very large trusses.

PRICE OF IVY GERANIUMS. Small plants, 20c each; 3 for 50c; large plants, 30c.

BEST STANDARD SINGLE VARIETIES

The following are the best varieties on the market today. They are the best there is for basket, window box and for bedding outside.

SNOW QUEEN. Single pure white.

MRS. E. G. HILL. Salmon pink, good bedder.

TELEGRAPH. The foliage is dark green with heavy zone; flowers reddish deep orange.

CLIFTON. Intense scarlet. Free bloomer.

GRANVILLE. Deep rose pink.

BEST STANDARD DOUBLE VARIETIES

JEAN VIARD. Semi-double, of largest size; pure soft pink with two white blotches.

S. A. NUTT. The best of all rich, dark crimson varieties. Of perfect shape and large size.


BEAUTIFUL POITEVINE. Semi-double salmon pink, dwarf grower.

E. BLANC. Dark wine, almost purple. A very distinct and striking color.

IMPROVED POITEVINE. Taller grower than Beautiful Poitevine, clear salmon pink, early bloomer.

RUBY. Dark wine color, dwarf grower.

ROSALEA. Tall, strong grower. A purplish crimson, very showy bedder.

MRS. CURTIS. Light clear scarlet, upright grower.

AMERICAN BEAUTY (NEW). Dwarf habit, color deep magenta pink. Very prolific. 25c.

MAD BUCKNER. Very large white.

REDAHNSY (NEW). Dwarf habit, very free flowering, light clear red, 25c each.

MRS. GLOEDE (NEW). Rosy cerise, very prolific, fine out door, 25c each.

PRICE OF ALL GERANIUMS

PRICE OF ALL GERANIUMS (Except Noted).

Small plants 2 inch pots, 10c each, $1.00 per dozen; second size from 3 inch pots, 20c each; $2.00 per dozen; $15 per 100; third size, 1 inch pots, 30c each; $8.00 per dozen; $20.00 per 100. Extra large for window box and vase use, 40c each. $4.00 per dozen. Specimen Pans $1.00 and $2.00 each.

LANTANA

Quite tender. They are strong-growing and very free-flowering. Valuable as bedding plants, standing the sun very well. 20c each, 4 for 60c. Large size 30c and 50c.

AURORA. Strong grower, yellow.

JAVIL. Purest white, a most beautiful flower.

L. POITEVINE. Beautiful rose, rather dwarf.

RADIATION. Brilliant red, center orange.

WEEPING. A beautiful trailing variety. Profusion of lovely clear lavender flowers.

HIBISCUS

Strong-growing tropical shrubs with rich scarlet blossoming summer. 25c each; larger size 50c.

ENGLISH. An old favorite vine; hardy in the South, but will not stand our Iowa winters. Amber shaded 10c-20c each, large size, 50c.

ENGLISH IVY. Small leaf, 10c-25c-10.

ENGLISH IVY. Variegated leaf, 90c.

KENILWORTH. An old familiar trailing ivy. Perhaps the best for shaded places or rooms where the light is not strong. Each 10c.

PARLOR. Well known Ivy which is very popular as a plant for hanging baskets and vases. Easily grown. Each 10c, 3 for 25c. Large 25c each.

MOONFLOWER

Strong-growing climber reaching a height of 40 feet by October 15, if planted in rich ground exposed to the sun.

WHITE. (Ipomea noctiflora). Flowers pure white, with five pointed star in the center, 25c each.

BLUE. (Leari). Flowers deep azure blue, 4 inches in diameter. Very pretty. 25c each.
**CYCLAMEN**

**GIANT FLOWERED.** Most beautiful and decorative of all pot plants, for winter and spring blooming. Foliage broad, massive and graceful, of dark green, beautifully variegated with silver and rose. The flowers are carried on long stems and produced in profusion for several months. First size, separate colors, suitable for next winter’s bloom at 25c each. Large size in fall, $1, $1.50, $2.00.

**VIOLETS**

MRS. C. W. FRY. Long stems and large flowers, deep blue. Very prolific. 15c each.

**SMILAX**

No climbing plant in cultivation for winter use that surpasses this in the graceful beauty of its foliage. Of no use outside in summer. 10c each, large size 20c each.

**PALMS**

**KENTIA BELMOREANA.** An elegant species in which the Pinnas are beautifully curved and reflexed. One of the easiest to grow in cultivation. Nice plants $1 each, large size $2, $3, and $5 each.

**LATANIA BORBONICA** (Chinese Fan Palm). One of the most desirable for general cultivation. Especially desirable for center vases, etc. $1 and $2.

**PHOENIX RUEBLEANA.** Dwarf feathery growth. Very suitable for center of fern dishes. Takes the place of cocoa palm and easier to grow. $1.00 and $1.50.

**PANSIES**

The Pansy begins to bloom in February and continues until late in the fall. Should be placed in very rich soil and watered freely. We offer a fine collection of carefully grown, from pots, that are sure to give satisfaction and bloom freely.

**OUR SPECIAL MIXTURE.** Containing a fine mixture of all varieties. 60c per dozen, $4.00 per 100.

**BELMONT PANSY.** The Pansy begins to bloom in February and continues until late in the fall. Should be placed in very rich soil and watered freely. We offer a fine collection of carefully grown, from pots, that are sure to give satisfaction and bloom freely.

**VERBENA**

**FIRST SIZE.** 10c each, $1.00 per dozen, $6.00 per 100. Second size, 15c each, $1.50 per dozen, $10 per 100. Third size, 25c each, $2.00 per dozen, $15 per 100.

**SANSEVIERA ZEYLANICA.** The leaves grow to a length of 3 to 4 feet and are beautifully striped crosswise, with broad white variegation on a dark green ground. 25c each, large size 50c each, $1.00 each.

**SANSEVIERA AURENTINII.** A beautiful species plant, dark green leaves margined white. $1.00 each.

**SINGLE BEDDING PETUNIAS**

As a bedding and window box plant and for cemetery planting, petunias have taken great strides in popularity.

Our collection of single varieties is without question the best on the market.

**DIENER’S GIANTS OF CALIFORNIA.** In wonderous colors and markings—dwarf, compact growers. Flowers of tremendous size and beauty. All colors mixed or all one shade. 15c each, $1.50 per dozen, large size 25c each, $2.50 per dozen.

**ROSY MORNING.** The little single petunia that blooms all the time, light rose.

**ROSE OF HEAVEN.** Dark rose, small flower.

**BALCONY BLUE.** The best of its color.

Price of small flowering varieties, 10c each. 75c per dozen, large size 15c each, $1.50 per dozen.

**DOUBLE PETUNIAS**

Double pink, double white, double variegated, double red. 25c each, $2.50 per dozen, large size 50c each, $5.00 per dozen.
PELARGONIUM OR LADY WASHINGTON GERANIUMS

Showiest mass of bloom produced on any soft-wooded plant that we have. The flowers are of good substance, beautifully ruffled and fluted while the colors are perfection in gorgeous shades and markings and of great size and much better bloomer than the older varieties.

EASTER GREETING. The new species is the earliest of all Pelargoniums with enormous florets and clusters having light green foliage and of dwarf robust growth. Blooms from March until fall. The flowers are of a fiery amaranth red with five regular shaped spots.

SWABIAN MAID. A sort of Easter greeting, reddish carmine with five large black blotches bordered purple carmine.

PRINCE BISMARCK. Very dark crimson, blotched black.

GARDENER'S JOY. Enormous clusters, apple blossom pink, two upper petals bledched carbon brown.

PRICE OF PELARGONIUMS

Small plants, 25 each; larger size 50c each; specimen plants, $1.00 each.

PRICING OF PANSY GERANIUMS

MRS. LAYAL. The flowers are of medium size and have white throat. Each petal is shaded toward the center with a rich lavender pink and a dark maroon blotch in the center; is of easiest growth, dwarf in habit and literally covered with flowers, 25c and 50c each.

BEDDING PLANTS

The following are especially suited for bedding: Acalpha, Alternanthera, Alyssums, Dahlias, Daisties, Feverfew, Forget-Me-Nots, Heliotrope, Lantanas, Marguerites, Petunia, Pachysandra, Azaleas. Also seedlings are quoted.

The following are especially Adapted for vases and window boxes: Alyssum, Asparagus, Sprengeri, Crotons, Dracaena, Geraniums, English Ivy, Tradescantia, Vincas, German Ivies.

In the following list will be found those especially suited for bedding, space not permitting a more general description in body of catalogue.

ALTERNANTHERAS. Red and yellow, 60c per dozen, $4.00 per 100.

ACHRYANTHUS EMERSONI. Unexcelled for bedding, rich red, gold color, $2.50 per dozen, $4.50 per 100.

ACHRYANTHUS McNALLI. White and green, 75c per dozen.

CUPHEA. Ladien's Cigar plant, 10c each.

CENTUREA GYMNOCARPA (Dusty Miller). Fine for edging beds, 10c each, 75c per dozen, $4.50 per 100.

LOBelia. CRYSTAL PALACE. Dwarf blue. Fine for borders; stands sun and heat well, 10c each, 75c per dozen.

LOBelia GLACIALIS, BLUE AND WHITE. Trailing suitable for baskets of window bordering. 10c each, 75c per dozen.

CUPHEA. Ladien's Cigar plant, 10c each.

Lobster Cactus. (Christmas Cactus) 25c each.

COREA SCANDENS. A grand climbing plant for porches; purple or white cup-shaped flower, 25c each.

CYPERUS ALTERNIFOLIUS. (Umbrella Plant), 15c, 25c and 60c.

CINERARIA. Large flowering plants. February, March, April delivery only, 50c and 75c.

IMPATIENS SULTANI. 10c each, $1 per dozen.

MADEIRA VINE. 5c each, 50c per dozen.

STEVIA. Beautiful sprays of small white flowers; blooms in the fall. 10c each.

Those wanting large quantities of bedding plants, such as Geraniums, Coleus, Alternanthera, Cannas, etc. will do well to submit their lists to us before buying.

GREENHOUSE PLANTS

General list, in which, owing to limited space, we are obliged to omit descriptions.

PILEA. (Artillery Plant.) 10c and 20c each.

LOBSTER CACTUS. (Christmass Cactus) 25c each.

COBRA SCANDENS. A grand climbing plant for porches; purple or white cup-shaped flower, 25c each.

CUPHEA. (Artillery Plant.) 10c and 20c each.

LOBSTER CACTUS. (Christmas Cactus) 25c each.

CINERARIA. Large flowering plants. February, March, April delivery only, 50c and 75c.

IMPATIENS SULTANI. 10c each, $1 per dozen.

CALEDIUM ESCULENTUM. For center beds Started in pot, 30c and 50c each.

Those wanting large quantities of bedding plants, such as Geraniums, Coleus, Alternanthera, Cannas, etc., will do well to submit their lists to us before buying.

SEEDLINGS SUITABLE FOR BEDDING

We annually grow a large quantity of seedlings for our own use. Nearly all this stock is pot grown and especially suited for immediate effect. All pot grown and will give results.

HARDY DIANTHUS. $1.00 per dozen.

ANNUAL CHRYSANTHEMUMS. $1.00 per dozen.

DWARF CALENDULAS. $1.00 per dozen.

ZINNIAS. Tall kind. $1.00 per dozen.

ZINNIAS DWARF, $1.00 per dozen.

SNAPDRAGON. Best kinds assorted colors, 3 inch pot grown, $1.00 per dozen.

STOCKS. $1.00 per dozen.

PANSIES. 60c per dozen.

LARKSPUR. Annual, 60c per dozen.

ALYSSUM. Very dwarf, 60c a dozen. Price of Pansy Geraniums.
HOW TO PLANT—VERY IMPORTANT

When planting, care should be taken to set the plants deeply, planting them at least two inches below first point or branches and pounding the soil firmly around the roots. Don't crowd the roots, but dig a good, large hole, spreading out the roots; work the soil around the roots and pack firm as you fill the hole. When about two-thirds full of soil, give thorough watering, then when water soaks away, fill up the hole and firm the soil with your boot.

WINTER PROTECTION FOR ROSE PLANTS. This may be done with material most convenient at hand, such as leaves, straw, light manure, street sweepings, pine or cedar boughs, etc. Large Rose bushes will stand several degrees of frost and the covering should not be put on until winter has set in.

HOW TO MAKE ROSES BLOOM. In the axel of each leaf is a latent bud. Should the long, strong shoots or branches be placed and kept in a horizontal position, each latent bud will produce many flowers. Cut wooden hooks and peg the long straight shoots firmly to the ground. These branches will not only flower early and late, but will make robust wood, which can be treated in the same manner the following spring. Monthly and Hybrid Roses can thus be made to bloom continuously.

SUCKERS. Always remove any suckers that come up at side of plants—they are from the root graft of the roses, and they will not bloom and only rob the vitality of the plant.

HYBRID PERPETUAL ROSES

FRAU KARL DRUSCHLI. One of the finest pure white roses.

GENERAL JACQUEMINOT. Rich, velvety crimson, changing to scarlet crimson. Very fragrant.

MAGNA CHARTA. Extra large, full flowers; very double, clear rose, blushed with carmine.

MME. PLANTIER. Grows in bush form, flowers in great abundance in June. Pure white.

PAUL NEYRON. Shell pink.

MRS. JOHN LAING. Beautiful soft pink, delicious fragrance; of exquisite shape; very large and double.

PRINCE CAMILLE DE ROHAN. Rich, dark velvety crimson, passing to maroon shaded black.

ULRICH BRUNNER. It is of a rich glowing crimson scarlet. Free continuous bloomer.

PRICE OF HARDY ROSES

Strong, pot-grown, two-year-old plants only. April and May delivery, 75c each; $8.00 per dozen.

ROSA RUGOSA

Rugosa Roses are sturdy bushes, 3 to 5 feet in height, and are covered with glossy green foliage and clusters of beautiful single flowers, which emit a fine odor. They bloom early and late and are covered during autumn with bright red pods.

F. J. GROOTENDORST. Small red flowers in clusters.

CONRAD F. MEYER. Silver pink.

RUGOSA RUBRA. Single crimson.

SIR THOMAS LUPTON. Silver white. 60c each. $6.00 per dozen.

HARDY CLIMBING ROSES

MARY WALLACE. Semi-double rose.

CLIMBING BABY RAMBLER. Rosey crimson, free bloomer.

DOROTHY PERKINS. Strong, vigorous growth. Flowers are borne in clusters of a beautiful shell pink, fullers.

WHITE DOROTHY PERKINS. A seedling of Dorothy Perkins. Magnificent clusters of gleaming white flower.

CRIMSON RAMBLER. Everybody knows this rose. Magnificent and hardy everywhere.

PAUL'S SCARLET. The flowers, a vivid scarlet, are of good size, semi-double, very freely produced in clusters of from 3 to 20 flowers each on much branched canes, the plants being literally covered from top to bottom with bloom. It is of strong climbing habit and perfectly hardy. This is one of the most popular climbing Roses.

PRICES OF CLIMBING ROSES

Strong two-year dormant plants, 66c each, $7.00 per dozen.

All perfectly hardy and wonderful blooming qualities. Grow about 24 inches high, are ideal for bedding out as they flower almost continuously. Flowers in clusters like Crimson Rambler.

PINK BABY RAMBLER ECHO. Clear rosy pink, equal in growth to the red.

ERNA TESCHENDORF. Plant vigorous, foliage dark and glossy. Flowers rich crimson.

MAD LEVAVAS'SEUR. Crimson red.

IDEAL. Bright red.

ORLEANS. Geranium red to rose.

EDITH CAVEI. Bright crimson.

ECHO. Its charm lays in the variable coloring, changing from white to shades of pink.

PRICE OF BABY RAMBLERS

Medium size. 50c each; large specimens, $1.00, $1.50 and $2.00.

We have them in bloom in the larger sizes at this price for Easter, Decoration Day and Mother's Day.

BENCH GROWN ROSE PLANTS

Ready May 1st to 10th.

We wish we could impress upon our customers the value of these Bench Roses for summer flowering. Many of our customers are buying them regularly every year—planting one, two, three or more dozen in assorted varieties. Give them a well cultivated sunny spot in your garden, keep well syranged every sunny day. Keep clean and well cultivated when weather becomes warm and dry, give a good mulch.

COLUMBIA, PREMIER, BRIARCLIFFE, COMMONWEALTH, BUTTERFLY, TEMPEST, PERNET, JOHANNA HILL. Large two and three years old plants. If cut back hard and planted early in season will give you a wealth of bloom, and the price is very reasonable. 25c each, $2.50 per dozen, $18.00 per 100.

TWO BOOKS

WORTH YOUR WHILE TO BUY

HOW TO GROW ROSES


ROCK GARDEN PRIMER

By Archie Thornton

132 pages of useful information how to plant and what varieties to plant, $2.00 prepaid.
ROSES

**COLLECTION OF TENDER TEA ROSES**

The best for summer blooming outside.

**ROSE HILL.** Similar to Columbia, deeper color and heavier flower. Very fine for summer.

**BRIARCLIFFE.** Long pointed bud, dark glowing pink.

**MADAM COCHET.** Rich healthy foliage, longer stout stems. Bright rose.

**MAD. BUTTERFLY.** A glorified sport of Ophelia, a wonderful shade of old gold, orange and yellow.

**KAISERINE AUG. VICTORIA.** Best summer blooming white.

**WHITE KILLARNEY.** Identical with pink, except color, which is pure white.

**COLUMBIA.** The Rose of all Roses, beautiful, clear, glistening pink, exceptionally strong grower, long stems, keeping qualities are very good. One of the best summer flowering roses.

**PREMIER.** Deep rose pink and very free flowering. Large size, good keeper.

**COMMONWEALTH.** Strong, rugged grower, very dark pink. A strong grower and splendid summer bloomer.

**TEMPLAR.** Is not a big rose but is a wonderful bloomer. Very free, dark rich red.

**JOHANNA HILL.** The best of all the dark yellows.

**PRICES OF ALL TEA AND EVER-BLOOMING ROSES**

Except where noted, first size, 15c each, $1.50 per dozen; second size, 25c each, $2.50 per dozen.

**BENCH GROWN ROSE PLANTS**

Ready May 1st to 10th.

We wish we could impress upon our customers the value of these Bench Roses for summer flowering. Many of our customers are buying them regularly every year—planting one, two, three or more dozen in assorted varieties. Give them a well cultivated sunny spot in your garden, keep well arranged every sunny day. Keep clean and well cultivated when weather becomes warm and dry, give a good mulch.

**COLUMBIA.** PREMIER. BRIARCLIFFE. COMMONWEALTH. BUTTERFLY.TEMPLAR. JOHANNA HILL. Large two and three years old plants. If cut back hard and planted early in season will give you a wealth of bloom, and the price is very reasonable, 25c each, $2.50 per dozen, $18.00 per 100.

**Odd Plants For Rock Gardens**

**Cactus.** 10 varieties of odd shaped cacti, 35c and 50c each.

**Sanseveria Zelandaica.** 25c, 50c, $1.00 each.

**Sanseveria Laurentina.** $1 and $1.50.

**Echeveria.** (Hens and chickens), 10c and 20c.

**Pennestetium.** (Fountain grass), 20c.

**Sedum.** Upright growth, stiff, compact leaves, grows about 1 foot high, 50c each.

We also have a number of odd California plants suitable for rockery. 25c each, 5 for $1.00.

**A Select List of Best Dahlias**

**LETTER D—DECORATIVE TYPE. C—CACTUS TYPE. P—POMPONE. S—SHOW TYPE.**

**A. D. LIVONI S.** Quilled petals, pure pink.

**BREERS WHITE S.** Pure glistening white.

**PAUL DAVID S.** Brilliant carmine red.

**MAUD ADAMS S.** White shaded lavender.

**BARRABRA LATZ D.** Early and free. Lemon yellow.

**DOLLY VARDEN D.** Early. Petals twisting, cameo pink shading lighter in center.

**ALEX WALDIE D.** Creamy white center shading to salmon.

**JESSIE PRESCOTT D** Deep orange center shading lighter.

**SANTA ROSA D.** Old rose and pink.

**CALIFORNIA BEAUTY C.** Pure copper.

**ELANDORA DE LYON C.** Carmine, rose shading to Royal purple.

**MARGARITE BAUCHON C.** Brilliant soft rose pink.

**TALICMAN C.** Deep blood red. Maroon shading.

**VIVANDIERE (Peony Flower).** Light cherry carmine shading lighter.

**DANDY I.** Pure orange.

**JOE FETTE P.** Pure white.

**LITTLE BEAUTY C.** Quilled pearl rose.

(Note: The above list are from a large Dahlia specialist in the East and are all varieties of exceptional merit.)

Price of strong pot plants 30c each; 12 varieties for $3.00.

**SPECIAL OFFER ON DAHLIAS—We have a fine lot of best named varieties that did not bloom early enough last year to true up. We offer them in assortment divided clumps—7 for $1.00. They will give you satisfaction, as they are not only cheap, but they are valuable sorts.**
IRIS GERMANICA

CAPRICE. Violet rose.
GERTRUDE. Violet blue.
ELDORADO. Yellowish bronze.
KOEHLER. Rich claret purple.
MAD CHEEKA. White veined blue.
HER MAJESTY. Rose pink, tinted crimson.
MRS. H. DARWIN. Creamy white.
MAD PACQUETTE. Rose red.
ROSE UNIQUE. Old rose, near pink.
FLAVESCENS. Pure yellow.

PRICE OF IRIS

Divided roots 20c each; 3 for 50c
JAPAN IRIS. All colors mixed. 40c each; 3 for $1.00.
IRIS PUMILA. Dwarf variety, very free flowering, dark blue. Light blue and white. 20c each.

HARDY PERENNIALS

ASTERS HARDY. Blue, white or pink.
ACHILLES PERLE.
DIGITALIS. (Foxglove).
DAG LILY. Blue, 25c.
GYNOPHILIA. Baby breath, 40c each.
GAillardia. Grandiflora bronze and yellow.
COREOPSIS LANCEOLATA. Yellow daisy-like flowered.
HARDY CHRYSANTHEMUMS. Shades of white, red, bronze, pink.

HARDY FERNS. Large growing variety, 30c each; 4 for $1.00.
DAISY. (Shasta).
SHASTA DAISY. (H. & J.), early flowering variety.
SWEET WILLIAMS. Assorted varieties.
HOLLYHOCKS. Assorted colors.
HARDY PINS. Assorted varieties.
COLUMBINE. (Aquilegia), yellow, blue, white.
COLUMBINE, MRS. SOUTHDAY, all sizes, all colors, mixed.
CAMPANULA. (Canterbury Bell), blue, rose, white.
DELPHINIUM BLACKMOORE STRAIN. Clear shades of blue.
DELPHINIUM BELLEFON. Light blue.
DELPHINIUM BELLEBRODA. Dark blue.
DELPHINIUM. White.
DELPHINIUM. Gold Medal Hybrids. The very finest varieties grown.
PLATYCodon. (Starflower), blue and white.
DIGITALIS. (Foxglove). Shirley Hybrids.
WALL FLOWER. Double mixed.
STATICE LATIFOLIA. Blue and white.
SCABIOSA JAPONICAS. Assorted colors.
POPPY ORIENTAL HYBRIDS. Brilliant red.
ANCHUSA ITALICA. Similar to Forget-Me-Nots.
GAillardia DAZZLER. Large golden yellow, maroon center.
LATHYRUS LATIFOLIA. Hardy pea.
ANTHEMIS KELWAY. Daisy-like lemon-yellow flowers.
POPPY PRINCESS LOUISE. Soft pink.
EUPHORBIA. Flowers bright yellow changing to bronze.
SALVIA AZURE. Pale blue.
PENTSTAMON. Large flowering hybrids.
PERSICODON MIXED.
PEMEXONICUM. (Jacob's Ladder), blue.
VALERIAN. (Garden Heliotrope), rose.
BAPTISIA. (False Indigo), tall blue.
Price of Perennials except noted, 20c each; 6 for $1.00; 12 for $2.00.
PERENNIALS SUITABLE FOR ROCK GARDEN

We have a fine lot of these perennials all carried over winter out doors in frames. Are now growing in pots and are all ready to make immediate growth and bloom this year. All at the same price, 15c each; 12 for $1.50.

A FEW OF THE BEST AND MOST POPULAR HARDY SHRUBS

Larger sizes will be shipped by express directly from the nurseries.

BARBERRY. Japanese. (For hedges.) 15 to 18 inch, 15c each, $2.50 per dozen. $15.00 per 100. 18 to 24 inch, 18c each, $4.00 per dozen; $25.00 per 100.

BARBERRY. Red leaved. 15 to 18 inches, 40c each.

DOGWOOD. Red branches, 2 to 3 feet. 40c each.

COTTONEASTER. (For Hedges), 18 to 24 inches, 10c each, $4.00 per dozen.

DUETZIA. Pride of Rochester, 2 to 3 feet, 40c each.

DEUTZIA GRACILIS. Dwarf habit, 12 to 15 inches, 40c each, $4.00 per dozen.

VERONICA. Pinkish white.

HELIAanthemum Mutabilis. (Rock Rose). Pale rose changing to lilac.

MISOTAS. (Forget-Me-Not). Blue and pink.

PHLOX TRAILED. Pink and white, 20c each; 3 for 50c.

PHLOX Speedwell. Blue flowers, 1 foot high.

POTENTILLA. Miss Willmott, salmon pink.

POTENTILLA. Single mixed.

SAPONARIA. Neudsens. Dwarf, showy crimson, flowering plant.

THALICRUM. (Meadow Rue). Adiantotatum white.

THALECUM. (Meadow Rue). Purple variety.

SILENE SCAFFIA. Bright rose.

VIBRINA. Trailing green, hardy variety.

PANSY VIOLET. A continuous bloomer, small violet color. Pansy-like flower. Of exceptional value.

ANEMONE. Light blue.

LACHLIS. Dwarf, rosy pink.

VERONICA. Blue.

SPECIAL OFFER. 25 Rock garden plants, all different for $2.50.
The proper planting and grouping of shrubs, plants and vines add much to the value of the home and make it a good place to live.

“A home is not a home till it is planted.” We are glad to aid you in any way we can.

FERTILIZERS AND INSECTICIDES

PRICES OF INSECTICIDES

TOBACCO DUST. 25c per pound, prepaid.

TOBACCO WHALE OIL SOAP. 20c per ½ lb., prepaid.

NICOTINE PAPER. 8c per sheet, 4 sheets 25c, prepaid.

VOLCK. Controls scale, mealy bug, white flies, red spider thrips. The best all-around insecticide on the market, ½ pint. 60c; pint 90c; quart $1.25 prepaid.

FERTOBAC. A preparation of tobacco stems used as a top dressing for fertilizer and insecticide, 20c per pound; 3 pounds 50c.

WALKER’S PLANT FOOD

Very easily applied, either in powdered form or diluted with water. Small can, 25c; large can 40c; prepaid.
### ORDER SHEET FOR PLANTS, ETC.

from

**Joseph Bancroft & Son**

Lock Box 35 - CEDAR FALLS, IOWA - Telephone 44

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**NOTICE**—10 cents postage must be added for each $1 order to go by mail.

ADD 5 CENTS FOR BANK EXCHANGE IF YOU SEND PERSONAL CHECK
BANCROFT'S BEAUTIFUL FLOWERS FOR 1931

BANCROFT'S MONEY SAVING COLLECTION OF POPULAR PLANTS

These collections are put up for those who want good small plants, yet do not feel able to pay the higher prices charged for those named in catalogs. We sell many thousands of money saving collections yearly, to satisfied customers. Try them. We know you will be more than pleased.

All orders for our Surprise Collections will be acknowledged and entered on our books as received.

We usually commence to send out the collections of Tender Plants about May 1st and Hardy Plants, the latter part of April. We cannot promise to send them out before these dates. We cannot permit any change in the composition of these collections or in the time of delivery. Always order by letter.

All collections are strictly our own selection of varieties.

Combine your orders, having them shipped by express, and you will be more than pleased with the splendid value you receive. The cost is so small and the extra value of the plants will more than compensate you for the small amount of express charges YOU will have to pay.

Hardy Plant Collections

If by mail add 10c each collection for postage.

A—Twelve Hardy Perennials, all different, 1 year old for $1.00.
B—Eight choice Hardy Phlox, our selection, for $1.00.
C—Twenty Pansies, large plants, all ready to bloom for $1.00.
D—Five 2 year old Hardy Roses, pot grown for $3.50.
E—Three Peony, our selection, for $1.00.
F—One each, Crimson Rambler, Dorothy Perkins, Baltimore Belle, Prairie Queen, Strong 2 year old plants for $2.00.
G—For $2.00 we will send 6 Hardy Ornamental Shrubs, our selection of sorts, 2 to 3 feet high.
H—Twelve fine Coleus. Fine plants, all different for 50c.

Tender Plant Collections

I—Nine choice Salvia. Plants from two-inch pots for 50c. Or 12 from 3-inch pots for $1.00.
J—Eight different varieties of the everblooming Cannas for $1.00.
K—Six assorted Bedding Plants for 50c.
L—Ten fine named varieties Gladioli, all different, our selection for 60c.
M—Six Carnations, all different shades, for 50c.
N—Six beautiful Geraniums for 50c, two-inch pots.
O—Eight Chrysanthemums, all different, for 50c; 16 for $1.00. All labeled.
P—50 assorted annuals like Larkspur, Zinnias, Asters, Stocks and others. All fine pot grown, ready for immediate results, for $2.00.

PLANT COLLECTIONS FOR VASE USE. A. For a vase 18 inches across. One Dracaena, 2 Petunias, 2 Daisies, 2 Geraniums, 2 Vincas, 2 Asparagus Sprengeri, all strong plants, ready for immediate effect, $3.00.

SPECIAL VASE COLLECTION. B. For a vase 24 to 30 inches across: One large Dracaena or Boston Fern, 3 Petunias, 3 Daisies, 4 Geraniums, 6 assorted vines, for $4.00.

SPECIAL PORCH BOX COLLECTION. C. Suitable for 2 foot box: 2 Boston Ferns, 3 Geraniums, 2 Daisies, 1 Vincas, all strong plants, $3. For 3 foot box, $3.75. For 4 foot box, $5.00.

SPECIAL HANGING BASKET COLLECTION. D. One Dracaenas or Fern, 4 Geraniums, 2 Vincas, 2 Asparagus Sprengeri, Moss, and wire basket for $3.50 by express.

POTS OF ASSORTED PLANTS. Suitable for lawn or porch use. These pots are made up of Ferns, Geraniums, Vines, Petunias, Etc. Can be easily shipped by express. $2.00, $3.00, $5.00.

PORCH BOXES MADE OF CYPRESS, PAINTED GREEN, BOLTED TOGETHER—8 inches deep and 10 inches wide. 2 foot, $2.50; 3 foot, $3.00; 4 foot, $4.00; 5 foot, $5.00.


This shows what can be done if plants are grouped correctly. Extended descriptions and prices will be found under their respective heads.

CENTERTwo Caster Beans.

FIRST ROW—36 inches in diameter, 6 Cannas, 18 inches apart.
SECOND ROW—66 inches in diameter, 18 Pennisetum, 11 inches apart.
THIRD ROW—96 inches in diameter, 24 Geraniums, all alike, 112 inches apart.
FOURTH ROW—104 inches in diameter, 40 Geraniums, M. Salleroi, or dwarf Petunias or Dusty Miller for border, 8 inches apart.

Price for Entire Bed, Small Size Plants—$9.00; Larger size plants, $13.50.

Larger beds, price on application. In ordering state color of Geraniums wanted.
Bancroft's Beautiful Flowers

A POPULAR FLOWER—GERANIUMS

A bed of Geraniums are always satisfactory if planted in full sun and given a moderate amount of water and not too rich soil.

Special

Twelve fine 4-inch Geraniums, any color you wish and two dozen Mad Salleroi for border—all strong plants for $4.00 by express or two dozen of large flowering variety with 3 dozen Mad Salleroi for $7.00.

JOSEPH BANCROFT & SON
CEDAR FALLS, IOWA