



PEACE

PLANT PAT.
No. 591



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STAR ROSES *Fall* 1945

PEACE—A Star Rose

(MME. A. MEILLAND)

Introduced by The Conard-Pyle Co.
West Grove, Pa.



Plants
\$2.50 each
3 for \$6.25



Wonder and Delight at seeing PEACE for the first time: Mr. Billy House, star comedian of radio and stage; Miss Audrey Long, RKO star; and Mr. Norvell Gillespie of the NBC Garden-For-Victory program.

Miss Dorothy van Barneveld of Puente, California, trains the DOVE OF PEACE for its part in the ceremony of the christening of the new Rose PEACE.

American Rose Society Sponsors the Christening of the Rose PEACE

As timely as sunrise it was, and as colorful, too. Forever historic were the events commemorated by the naming of this amazing Rose.

Long-hoped-for peace in Europe dawned with the fall of Berlin. In immediate sequence, the American Rose Society, represented by Dr. W. W. Horsley of Lovell, Wyoming, was sponsor for the christening of this Rose at the annual show of the Pacific Rose Society, near the Rose Bowl in Pasadena, California. Under these high auspices Miss Jinx Falkenberg, famous Columbia star, with a drop of precious attar of Roses, christened the first blooms of spring of this Rose, original plants of which had been spirited to America from burning Europe. She named it "Peace." Then to make more vivid the symbol of this blessing to mankind, all eyes present and a dozen cameras, moving-picture and otherwise, followed her motions as she released a white dove that gently poised a moment on her fingertips and then winged its way across the blue California sky—

The Dove of Peace bringing
The Rose Peace to mankind everywhere.



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For the Joy of Mankind!

On V-E Day in San Francisco

Commemorating V-E Day at the United Nations Conference in San Francisco, there was presented as from the American Rose Society, separately to each leader of every one of the 49 delegations, a Bloom of the Peace Rose, with a card reading "We hope the Peace Rose will influence men's thoughts for everlasting World Peace."

Many replied. The Deputy Prime Minister of Australia wrote: "I hope that the people of the world will cultivate the Peace Rose in profusion and let it be a constant reminder of the goal for which we are unitedly striving."

Christened in the cause of peace when Perlin fell; greeted with acclaim by world leaders in San Francisco while every continent was yet vibrant with the echoes of V-E Day; considered a worthy memento of the United Nations Conference by its Chairman, E. A. Stettinius, Jr., who will plant it at his home in Virginia—

Here is a Rose always to be remembered
for its intimate identification with one of
the greatest moments in world history.

★PEACE—All-America Rose Selection

See Front Cover Page

(Mme. A. Meilland). H.T. Plant Pat. 591. Peace is not a colorless Rose of dead white, but it is vivid with the colors of the dawn as of a new era. It is rich and vital. The buds are golden yellow, each petal edged with pink that seems to deepen as the flower slowly opens. The shades of color vary but are always beautiful, and the change is an enchanting thing to watch as the buds open and the gold changes to ivory or alabaster-white while the pink blush spreads and deepens along the edge of every petal.

Peace has well been likened to a rainbow, for it has that same sort of shimmering iridescence. Though the very double bloom is unusually large, long-lasting, and constantly fresh-looking, its effect is always that of delicate and almost ethereal loveliness.

There is nothing delicate-looking about the plant, however. It is the crowning miracle of the Peace Rose that the whole plant is as superior as the bloom. The strong, straight stems lift the flowers proudly above the mass of vigorous, shining, disease-resistant foliage. In glorious succession, the high-centered blooms hold their form and freshness an unbelievable time, either as a cut-flower or on the bush and, at times, the fragrance is strong and luscious. Throughout its All-America Rose Selections tests it continually received the highest ratings that any Rose had ever attained. See prices below.

What Rose Experts Say of PEACE

"The Peace Rose is the most glorious thing I ever saw in my life," was the comment of David B. Watson of Detroit, Mich., a District Councilor of the American Rose Society. Mrs. Harriett Risley Foote wrote from her famous Rose-garden at Marblehead, Mass., "They are magnificent in every way. It is truly a royal Rose, and well deserves the name of 'Peace'. I certainly cannot praise it too highly, also the growth and the foliage have been very fine."

"This Rose is a masterpiece, and a dream of beauty. It has grown unusually well and has been continuously in bloom, with substantial, healthy foliage." This was from Miss Evelyn Collins Hill, Chief Rosarian of the Garden Club of Virginia.

Dr. J. Horace McFarland, beloved President Emeritus of the American Rose Society, wrote, "Peace Rose is unique in bud, bloom and spread. It pleases, surprises, and contents the gardener who stays with it. I have greatly enjoyed not only its astonishing flowers but the substantial foliage that puts under the blooms a real foundation. Peace is with us to stay."

PRICES 2-yr.-old \$2.50 3 for \$6.25
Postpaid Field Plants each

Introduced by The Conard-Pyle Co.



★CITY OF YORK. Climber. (Tantau.) Plant Pat. Pending. A new white climber with distinctive qualities which will make it a most welcome addition to its class. It is hardy and very strong-growing; able to cover a large area. The beautiful foliage, small, abundant, clean and shining, fairly sparkles in the sunlight. In May and June it is an almost solid mass of bloom, from its very tip right down to the ground. The pointed buds, shading from buff-yellow to pale cream, open to 3-inch, semi-double to double flowers of creamy white, whose delightful fragrance envelops the whole plant. \$1.50 ea.; 3 for \$3.75.

Let this CATALOG be your



This catalog has the honor of making the premier announcement of the introducers of the Peace Rose in America, "the Rose of a generation," the greatest Rose in the career of the famous young originator Francis Meilland of Lyons, France, where the Rose is called "Mme. A. Meilland."

We suggest autumn orders to insure delivery. The same holds true of all orders. Autumn is a good time for planting, except in severe climates. Throughout America, Roses continue in excessive demand in the face of limited supply.

Prices are subject to change December 15, 1945, for two-year, number 1, field-grown Roses delivered free in U.S.A. by Express or Parcel Post.

Any orders for spring will need to be accepted
subject to possible cancellation after fall orders
are filled.

Please see further urgent information, page 23.



STAR GUIDE FALL

WHAT DOES THIS MEAN?

It means that here is a sign which takes much of the gamble and guesswork out of buying new Roses.

It means that no longer do you need to take one man's or one firm's say-so about the fine qualities of a new Rose.

It means coöperation rather than competition among the leading Rose-growers.

It means that before new Roses are introduced they are sent to official and authentic test-gardens located in different sections of the United States, undergo a two-year official test under the supervision of the best American judges available at each garden (14 in number), located in different climatic sections. From this gruelling test where each Rose is repeatedly and carefully scored, only those having the highest ratings are selected for final award. No contestant can vote on his own entries.

Runners-up which fail to win an award may have great merit. They may deserve to be and often are introduced by one or more firms. Varieties receiving the coveted award are usually offered by all firms interested.

The above statement was printed in our 1944 Spring Catalog. It holds good today except that A.A.R.S. has become even more reliably established, with eighteen test gardens and eighteen reliable judges. Even higher standards of excellence are required. Hence, for a Rose to be chosen an All-America Rose Selection is today a higher honor than ever.

An even higher honor is conferred when a variety is the only Rose chosen for the year and also has attained the highest score ever reached in the entire history of the A.A.R.S. This double distinction of superior A.A.R.S. honor has been won by the Rose "Peace," the only 1946 A.A.R.S. Award Winner. (See front cover.)

Other A.A.R.S. awards of previous years are as follows:

 ROSES 1940	 ROSES 1944
★California. H.T. 9	★Fred Edmunds. H.T. 6
★Dicksons Red. H.T. 10,11	(Regional Award)
1941	★Lowell Thomas. H.T. 5
★Charlotte Armstrong. H.T. 6,8	★Mme. Chiang Kai-shek. H.T. 7
1942	★Mme. Marie Curie. H.T. 7
★Heart's Desire. H.T. 7	1945
1943	★Floradora. Flori. 24
★Grande Duchesse Charlotte. H.T. 4	★Horace McFarland. H.T. 4
★Mary Margaret McBride. H.T. 5	★Katherine T. Marshall. H.T. 7,8
	★Mirandy. H.T. 5

C-P. CO.
©



★Grande Duchesse Charlotte

②

© C-P. CO.




★Horace McFarland ①

★HORACE MCFARLAND. H.T. ① (Mallerin.)

 Introduced by The Conard-Pyle Co. Plant Pat. pending. A Rose of beautiful exhibition form and glorious color. Deep apricot-colored buds open a rich buff-salmon which changes slowly to a pleasing coral-pink. The flowers are large, of 40 to 45 petals which are also large, firm and long lasting. Strong stems hold the long, tapered buds firmly upright, well above the leathery foliage, making it an excellent variety for cutting. Plant of medium height; flowers spicily fragrant. \$2 ea.; 3 for \$5.

★GRANDE DUCHESSE CHARLOTTE. ②

 H.T. (Ketten.) Plant Pat. pending. This Rose aristocrat provides a new shade of red, such as may be seen in old tapestry, a color not known in any other Rose. The beautiful, long, streamlined buds are a burnt-carmine color and open to firm petaled blooms which do not fade but gradually change to a lovely begonia-rose. When unfolding, the 25 petals recurve and make a delightfully informal, artistic flower with a hint of carnation fragrance. The plant is a tall, upright grower and the foliage shows good resistance to disease; the blooms come singly on long stems which are fine for cutting. Visitors are drawn to this Rose immediately from the other side of the garden by its unusual, beautiful color. \$1.50 ea.; 3 for \$3.75.


THE CONARD-PYLE CO.

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to GOOD ROSES 1945



★LOWELL THOMAS. H.T. ② (Mallerin.)


 Plant Pat. 595. The vibrant lemon-chrome color, vigorous growth and general air of optimism about this glorious new Rose make it suitable to bear the name "Lowell Thomas," and we hereby nominate this thrilling yellow variety as "America's News Voice of the Garden," for as each summer morning breaks you can easily fancy this beauty cheerfully and heartily proclaiming to all the other flowers, "Good morning, everybody!"

The 25-petaled blooms open from beautiful buds and have a high-cupped center, with the petals rolling outward, making magnificent, glowing flowers, over 4 inches across when fully open. They have a slight tea fragrance. The plants are sturdily upright in growth and the rich yellow blooms, on strong, erect stems, have a perfect foil in the large, lustrous green foliage. \$2 ea.; 3 for \$5.



★Lowell Thomas ② © C-P. CO.

★MIRANDY. H.T. ① (Armstrong, 1945.) Plant

 Pat. 632. The first-place winner in the 2-year All-America Rose Competition for 1945. The illustration shows the superb form and glamorous coloring of this great new Rose which does not have to struggle for top place; it starts there and is destined to be a most popular crimson Hybrid Tea Rose for years to come.

Mirandy has a splendid plant habit, the bush growing erect and symmetrical. It is clothed to the base with broad, olive-green, heavy-textured foliage.

The huge, 50-petaled, deep crimson flowers open slowly from exquisitely modeled, ovoid buds, often long-pointed, and filled with rich, penetrating Damask fragrance. In hot, moist atmospheric conditions the aging flowers turn to a pleasing, popular Dubonnet wine color.


In our Rose-fields this marvelous Rose blooms continuously from early in June throughout the hot summer months and was blooming last year when stopped by hard frost. \$2 ea.; 3 for \$5.



★Mirandy

①

★MARY MARGARET MCBRIDE. H.T. ③

 (J. H. Nicolas.) Plant Pat. 537. This lovely flower is the most alluring, shining, rose-pink variety of recent years. The long, firm buds have a yellow base and open slowly to large 45-petaled blooms with a luscious, glowing rose-pink color. The petals stay upright and hide the center of the flower but the edges recurve gracefully to add to the charm of this Rose. Plants are notably vigorous in growth and have large, leathery foliage. Grows to a height of about 30 inches with the fragrant flowers coming on long, strong stems. \$1.50 ea.; 3 for \$3.75.

5 NOVELTIES \$7.75 (VALUE \$9)

All in color on these two pages

★Grande Duchesse Charlotte. Plant Pat. pending.	Each \$1.50
★Horace McFarland. Plant Pat. pending.	2.00
★Lowell Thomas. Plant Pat. 595.	2.00
★Mary Margaret McBride. Plant Pat. 537.	1.50
★Mirandy. Plant Pat. 632.	2.00

ASK FOR OFFER 105

Star Rose-Growers ★ West Grove, Pa.

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★Mary Margaret McBride ③



★Crimson King ①

★**BLANCHE MALLERIN.** H.T. (Mallerin.) Plant Pat. 594. This is that rare beauty, a pure white, fragrant Hybrid Tea Rose. The petals of the beautifully modeled blooms are as white as alabaster, with a live, satiny sheen, as appealing as an Easter lily, with the advantage that the Rose blooms for five months of the year. The streamlined buds come erect on healthy, upright plants. These long buds open to beautifully formed, cup-shaped blooms $3\frac{1}{2}$ to 4 inches across. We have yet to find a white Rose to equal Blanche Mallerin in artistic beauty. Lovely for cutting. \$1.50 ea.; 3 for \$3.75.

★**BOUDOIR.** H.T. Page 7. ① (F. Meilland.) An unusual, two-toned flower, large and very full, with a strikingly luxurious look. The novel coloring is a rich, radiant Tyrian-rose on the inside of the petals and velvety creamy white on the reverse. The great, fragrant blooms come on rigid, upright stems. A decided novelty that makes a sensational showing anywhere. \$1.50 ea.; 3 for \$3.75.

★**BRIGHT WINGS.** H.T. (Mallerin.) This is a Rose which glows with color—a rosy burnt-orange that makes one think of burnished copper. The firm, scalloped petals arch back as the flower ages, shining like the wings of some brilliant tropical butterfly. The open blooms are large, 4 to 5 inches across, but are never heavy looking. \$1.50 ea.; 3 for \$3.75.

★**CHARLOTTE ARMSTRONG.** H.T. Page 8. ① (Armstrong.) Plant Pat. 455. A charming Rose aristocrat which had top scores in official test gardens of All-America Rose Selections during its testing period. The bloom and the plant are among the very best. Long, slender, rose-red buds open to extra-large blooms of deep glowing rose. A Rose which is always beautiful and does well in all parts of the country. Vigorous, disease-resistant and free-blooming. \$1.50 ea.; 3 for \$3.75.

★**KORONET.** H.T. ② (Mallerin.) Plant Pat. 596. From graceful, long-pointed, lemon-yellow buds, shaded with orange, appear lovely, 5-inch, intense yellow flowers of cactus form, much admired by Rose connoisseurs. The flowers come on erect stems suitable for cutting and have an unusual cinnamon fragrance. It always attracts much attention in a garden, and a vase of Koronet with snowy linen and silver on a dining-room table is most delightful. \$1.50 ea.; 3 for \$3.75.

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THE CONARD-PYLE CO. 6



STAR GUIDE FALL

CREAM OF

★**CRIMSON KING.** H.T. ① (Kordes.) Plant Pat. pending. This is a worthy addition to the list of best red Hybrid Teas, very fragrant and a deep, brilliant crimson. It combines the best characteristics of its two notable parents, Crimson Glory and Kardinal. The blooms keep repeating all summer, and in the fall they are especially fine as they mature and open slowly with deep, blackish shadings on the firm petals. When cut in the opening bud stage they last for a long time indoors and will fill a room with their delightful Damask Rose fragrance. A new thrill for the lover of red Roses. \$1.50 ea.; 3 for \$3.75.

★**DON ROSE.** H.T. (Mallerin.) One of the newest Roses, which has not yet become well known but deserves to be. We have received many enthusiastic comments from those who have tried it. Beautiful tapered buds of coral-apricot open to shapely blooms shading from coral-pink to silvery salmon, and produced in unusual abundance. The foliage is also remarkably good—leathery, bluish green and disease-resistant. \$1.25 ea.; 3 for \$3.15.

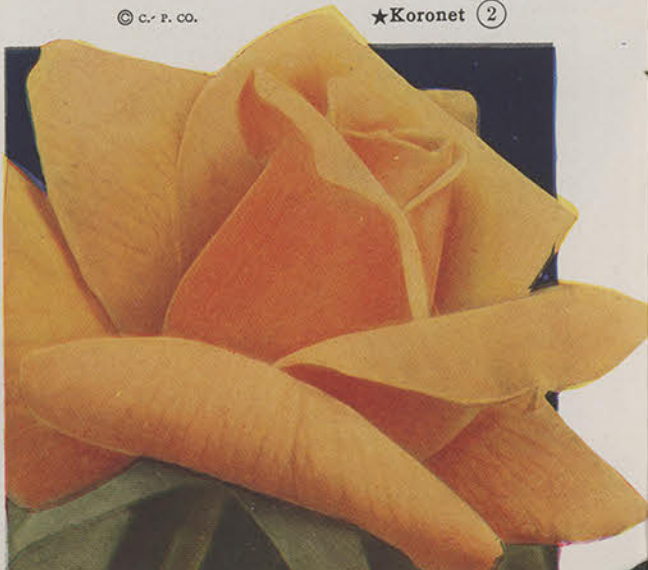
★**FANTASTIQUE.** Page 8. ③ (F. Meilland.) Plant Pat. 574. "A Floribundish Hybrid Tea" with a distinct charm. It is an early and bountiful bloomer, with $3\frac{1}{2}$ -inch flowers daintily colored like a Picotee tulip. The base color is light maize-yellow with the edge of each petal feathered with carmine. Sweet clover fragrance. Growth about 20 inches. \$1.50 ea.; 3 for \$3.75.

★**FRED EDMUNDS.** H.T. (Mallerin.) Plant Pat. pending. Winner of 1944 All-America Regional Award. Burnt-orange buds open to glorious, 25-petaled blooms of vivid, glowing coppery orange color which slowly changes to soft apricot. Rich fruity fragrance. Holly-like, very shiny foliage. This is one of the loveliest novelties in many years. \$2 ea.; 3 for \$5.

★**GOLDEN HARVEST.** H.T. (Mallerin.) Plant Pat. pending. We recommend this new, fragrant, clear golden yellow Rose. Won the Sweepstakes Prize as the finest Rose displayed at the 1944 great Portland Flower Show. \$1.50 ea.; 3 for \$3.75.

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★Koronet ②



to GOOD ROSES 1945



THE NOVELTIES

★**GOOD NEWS.** H.T. ② (Meilland.) Plant Pat. 426. Buds of deep coppery pink open slowly to great 60-petaled blooms with a glowing, coppery center, toning to shell-pink on the outer petals. Rich tea fragrance. A vigorous, healthy plant almost continuous in bloom. We receive most enthusiastic reports about Good News. An excellent, general purpose Rose. \$1.50 ea.; 3 for \$3.75.

★**HEART'S DESIRE.** H.T. (Howard & Smith.) Plant Pat. 501. Beautiful form and heavy petalage distinguish this rich scarlet Rose. Great, streamlined buds come on erect stems, making an excellent flower for cutting. Delightful fragrance adds to its perfection; it is so fragrant that a small bouquet will fill a good-sized room with its perfume. \$1.50 ea.; 3 for \$3.75.

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Desc.
page 6

①
★Boudoir



★Good News ②

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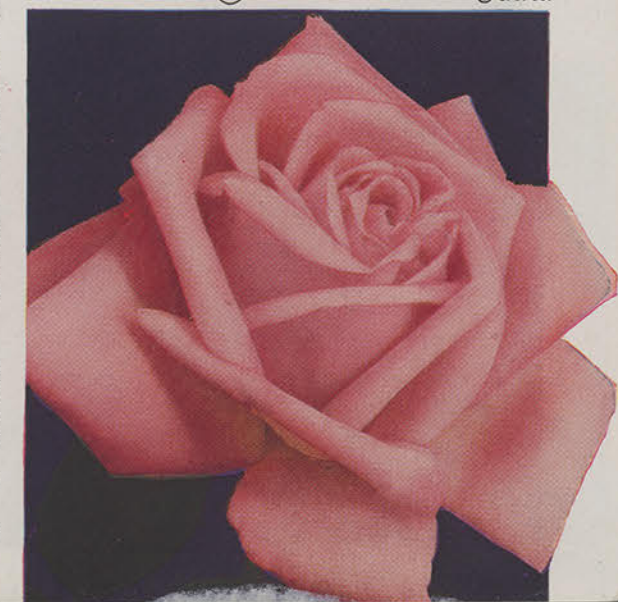
★**KATHERINE T. MARSHALL.** H.T. Page 8. ② (AARS) Plant Pat. 607. Named to honor Mrs. Marshall, wife of America's great General George T. Marshall. This splendid, sparkling, warm pink Rose comes on magnificent, erect-growing, very hardy plants with profuse, dark green foliage. The large, cupped flowers have heavy petals that resist summer sun and have fruity fragrance. Growth and foliage are equal to the renowned Radiance and the beautiful blooms come freely on long stems for cutting. \$2 ea.; 3 for \$5.

★**MME. CHIANG KAI-SHEK.** H.T. (Howard & Smith.) Plant Pat. pending. Large, pointed, ivory buds open to $4\frac{1}{2}$ -inch spiral flowers of canary-yellow tint with creamy outer petals. The magnificent 35-petaled flowers come freely on vigorous, upright plants with heavy, bronzy canes and when fully open have an attractive mass of rich golden anthers on filaments which match the petals. \$2 ea.; 3 for \$5.

★**MME. MARIE CURIE.** H.T. (Gaujard.) Plant Pat. pending. Buds of bright, clear, daffodil-yellow, open glowing chrome-yellow and come freely on upright, vigorous plants. The 25-petaled, sweetly fragrant flowers age to rich cream before the petals fall. \$1.50 ea.; 3 for \$3.75.

★Highland Park ③

© C. P. CO.



★**HIGHLAND PARK.** H.T. ③ (Mallerin.) The Chief Rosarian of the Men's Garden Clubs of America chose this Rose to be named for Highland Park, Ill., and to be a feature of the new "Gardeners' Memorial" Rose-garden there. That in itself denotes the quality of this beautiful salmon-pink variety which produces its fine blooms on vigorous, healthy plants. A really choice Rose for those who appreciate delicate colors and full-petaled varieties. \$1.50 ea.; 3 for \$3.75.

★**HOME SWEET HOME.** H.T. (Wood & Ingram.) Large flowers of an enchanting, refreshing glowing pink, each petal delicately edged with silvery pink. The full-petaled blooms of peony form thrill you with their intense, true Rose fragrance. \$1.50 ea.; 3 for \$3.75.

THE CONARD-PYLE CO.

"I have been buying roses from your company for a good many years, as I have had three different rose-gardens, and I have always found your roses better stock than I could get from any other source. A Seattle friend ordered some of your roses upon my recommendation. He tells me the same thing, that your roses are better, and from now on all of his roses will be ordered from your company."

May 21, 1945

Miss G. E. L., Peshastin, Wash.

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Star Rose-Growers ★ West Grove, Pa.

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★Charlotte Armstrong.

①

Desc. page 6.

★**MARK SULLIVAN.** H.T. Page 12. ⑥ (Mallerin.) Plant Pat. 599. This is one of the most spectacular of the newly developed multicolors. It is excellent for adding rich splashes of color to your garden. A very abundant bloomer of erect growth, bushy and vigorous. Tall growing, with many heavy, sturdy canes. The blooms show a remarkable blending of color tones, rich gold heavily veined and shaded with deep rose-pink and cerise, 4 to 4½ inches across, with rich honey fragrance. Foliage leathery and glossy. (See Star Dozen, page 12.) \$1.25 ea.; 3 for \$3.15.

★**MRS. PAUL R. BOSLEY.** H.T. (Bosley.) Plant Pat. 441. An unusually large number of fine new yellow Roses have been introduced recently. Among them, Mrs. Paul R. Bosley should not be overlooked. An exhibition type, with high-centered blooms held firm and erect above the dark, leathery foliage. Fragrant. This is a clear yellow sport of the magnificent and well-known Rose, Mme. Joseph Perraud. \$2 ea.; 3 for \$5.



★Katherine T. Marshall.

②

Desc. page 7.

©

STAR GUIDE FALL

★**NARZISSE.** H.T. (Krause.) Plant Pat. pending. This is the most superb maize-yellow variety that has yet appeared. The blooms are a marvel for size and come from big, streamlined buds of apricot-yellow which open to massive flowers of maize-yellow. Sturdy, tall growing plants with large, glossy foliage produce these great blooms. A prize-winning exhibition Rose. \$1.50 ea.; 3 for \$3.75.



© C.P. CO.

★Fantastique. ③ Desc. page 6.

★**PEACHBLOW.** H.T. (Coddington.) The beautifully modeled, sweetly fragrant, 20-petaled blooms of peach-pink have a golden base and the petals are flushed and veined with rose-pink. An exquisite cut-flower, persistent in bloom, long-lasting on the bush and when cut. \$1.25 ea.; 3 for \$3.15.

4 NOVELTY ROSES \$5.25 (Value \$6)

	Each	Page
★ Crimson King. Plant Pat. pending.....	\$1.50	6
★ Blanche Mallerin. Plant Pat. 594.....	1.50	6
★ Narzisse. Plant Pat. pending.....	1.50	8
★ Boudoir.	1.50	6,7

Fine range of color: dark red, pure white, a golden yellow and a striking rose and white bicolor. A set of Roses which will bring new life to a Rose planting.

ASK FOR OFFER 108



The same high quality plants are sent when filling orders for all special offers as in orders for individual varieties.

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8 THE CONARD-PYLE CO.

to GOOD ROSES 1945

The Everblooming Hybrid Tea Roses listed on the following pages, if planted in soil that will grow good vegetables, are kinds that the most timid amateur can confidently plant this fall and then rest assured that these Roses will produce blooms next year, and for years to come, to match the forms shown in the illustrations and far surpass these pictures in size and gorgeous colors.

We realize the difficulty amateurs often have in selecting; so throughout the following pages we recommend a number of collections at reduced prices, the most famous of which, and justly so, is the Star Dozen offered on page 12.

These Roses are an investment in pleasure that will pay big dividends year after year in colorful, fragrant flowers to enjoy in your garden and also provide blooms for more intimate indoor enjoyment.

Order your plants now for delivery early in November as soon as they are matured in our Rose-fields and in best condition to transplant.

★**AMI QUINARD.** H.T. Black-lustered red. From dainty buds of deep maroon, ideal for boutonnieres, a beautiful urn-shaped flower unfolds, with Damask fragrance. The petals are like shining crimson velvet enriched with a blackish sheen. A center of golden anthers is in rich contrast to the dark, velvety petals. Fragrant and very free in bloom. \$1.10 ea.; 3 for \$2.75.



© C.P. CO.

★Condesa de Sastago ①

★**ANGELS MATEU.** H.T. Page 12. ② Plant Pat. 174. Orange-rose. Here is one of the most charming of the Everblooming Roses with a color that is really enchanting—a luscious orange-rose, distinct from all others. The flowers with their delicious red-raspberry fragrance are unusually large; they are full-petaled and make fine exhibition blooms. (See Star Dozen, page 12.) \$1.25 ea.; 3 for \$3.15.

★**BETTER TIMES.** H.T. Plant Pat. 23. Rose-red. The brilliant rose-red flowers are large, double, and delicately fragrant. They come singly on long, strong stems and are ideal for cutting. \$1.25 ea.; 3 for \$3.15.

★**BETTY UPRICHARD.** H.T. Carmine and salmon. Buds are medium-sized, tapering, streamlined buds of orange-copper that open to perfumed blooms of copper, salmon and gold. \$1.25 ea.; 3 for \$3.15.

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Star Rose-Growers ★ West Grove, Pa.



★California ②

★**CALIFORNIA.** H.T. ② (Howard & Smith.) Plant Pat. 449. The color is a glorious shade of ruddy orange toned with saffron-yellow with the exterior of the broad, firm petals overlaid with saffron-rose. Buds are long and pointed; flowers are enormous in size, reaching a diameter of 5 to 6 inches. Growth vigorous, with healthy, glossy green foliage. \$1.50 ea.; 3 for \$3.75.

★**CATHRINE KORDES.** H.T. Carmine-scarlet. This magnificent, full-petaled Rose, with rich bronzy foliage, has large, well-formed flowers of glowing carmine-scarlet that come singly on erect, strong stems. Visitors to our Rose-fields, are always attracted by its glowing beauty. \$1.10 ea.; 3 for \$2.75.

★**CHRISTOPHER STONE.** H.T. Page 12. ③ Scarlet-crimson. A real treasure for any garden. Notable for alluring Damask fragrance and almost continuous bloom. Color is vivid scarlet in June which becomes deep crimson with velvety, blackish shadings in the fall. (See Star Dozen, page 12.) \$1.10 ea.; 3 for \$2.75.

★**CONDESA DE SASTAGO.** H.T. ① Bicolor. Delightfully fragrant flowers of yellow and raspberry-red are produced profusely on vigorous, healthy plants. Ranks very high in preference list of experienced amateurs. \$1.10 ea.; 3 for \$2.75.

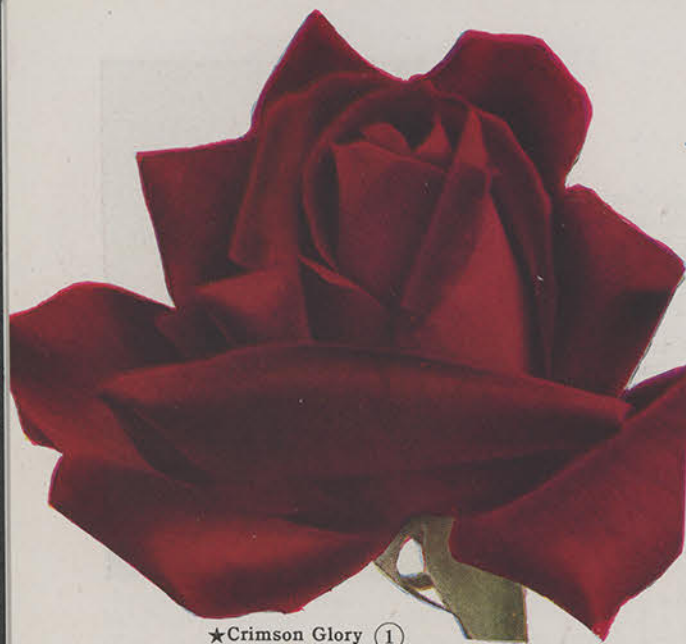
★**COUNTESS VANDAL.** H.T. ③ Plant Pat. 38. Noted for the long, tapering, streamlined buds of orange-copper that open to perfumed blooms of copper, salmon and gold. \$1.25 ea.; 3 for \$3.15.

★Countess Vandal

③



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★Crimson Glory ①

★**CRIMSON GLORY.** H.T. ① Plant Pat. 105. Deep crimson. A "glory" Rose, glorious in its perfect form, its size and its fragrance. Among all the other red Roses, Crimson Glory is easily recognized by its large buds of typical urn-shape which open into full, well-formed delightfully fragrant blooms of a deep vivid crimson, shaded ox-blood-red and finished with a velvety nap. Still "Tops" in red. \$1.50 ea.; 3 for \$3.75.

★**DAINTY BESS.** H.T. Blush-pink. Dainty indeed in form, color and delicate, wild-rose fragrance. However, the greatest charm of this Rose is the mass of long, wine-red filaments which contrast so artistically with the soft blush-pink petals. Single. It has no rival. \$1.10 ea.; 3 for \$2.75.

★**DICKSONS RED.** H.T. Page 11. ① Plant Pat. 376. Scarlet. Noted for large, magnificently formed, glowing scarlet, delightfully fragrant blooms that hold their color in the hottest sun. This is one of the finest of the newer Hybrid Teas and an All-America Rose Selection. \$1.25 ea.; 3 for \$3.15.

★**DOROTHY JAMES.** H.T. Chamois-pink. This large-flowered two-tone Rose opens from an ovoid bud of carmine-rose to a great 50-petaled bloom of soft chamois-pink. A dependable all-summer bloomer. The plants are furnished with disease-resistant, holly-like foliage. \$1.10 ea.; 3 for \$2.75.

★**DR. KIRK.** H.T. ② Scarlet. Magnificent, heavy-textured blooms of burnished flame-scarlet come singly on long, bronzy stems. The large, spicily fragrant flowers last well when cut. \$1.25 ea.; 3 for \$3.15.



★Dr. Kirk ②



STAR GUIDE FALL

EVERBLOOMING

★**DUQUESA DE PENARANDA.** H.T. Copper-apricot. Long-pointed buds of apricot-orange open to sweetly perfumed, artistic blooms of soft coppery apricot. The color becomes richer in the fall—a luscious cinnamon-peach shade—but it is lovely throughout the entire season and noted for almost continuous bloom. No wonder it has remained one of the constantly popular Roses for many years. \$1.10 ea.; 3 for \$2.75.

★**ECLIPSE.** H.T. ③ Plant Pat. 172. Golden yellow. Distinctly different from any other Rose, with "super-streamlined" buds which often exceed 2 inches in length, ornamented with narrow, branching sepals which contrast harmoniously with the gold of the petals. It is most prolific, the beautiful tapering buds coming in quantities on rigid, upright stems on a vigorous plant with disease-resistant foliage. \$1.25 ea.; 3 for \$3.15.

★Eclipse ③



★**EDITOR McFARLAND.** H.T. Page 17. ① Deep pink. Vigorous, healthy, upright plants are freely furnished with beautifully modeled buds and fragrant blooms of deep pink on strong, wiry stems. The flowers keep their form and color for days when cut. \$1.10 ea.; 3 for \$2.75.

★**ETERNAL YOUTH.** H.T. Plant Pat. 332. Clear pink. You will be enchanted with the fresh youthful beauty of this Rose. The exquisitely formed clear pink blooms are at times suffused with salmon and they stand firm and erect, with the poise of aristocrats, which they really are in the Rose world. \$1.25 ea.; 3 for \$3.15.

★**ETOILE DE HOLLANDE.** H.T. Page 16. ② Crimson. This Rose charms continuously with its delightful crimson color, its form, long cutting stems, vigorous, healthy growth, and intense true Rose perfume. One of the finest, richly fragrant everblooming red Roses. \$1.10 ea.; 3 for \$2.75.

THE CONARD-PYLE CO.

"I want to add a word of appreciation for the very nice treatment regarding the Christmas gift rose bushes I ordered from you. The bushes were lovely and each recipient was delighted. They were such grand strong plants. I always feel safe sending you an order for you are so dependable. Thank you."

April 14, 1945

Mrs. G. N., Tyrone, Pa.

Rose Index, Page 23

THE CONARD-PYLE CO.

to GOOD ROSES 1945



STAR ROSES

★**FAIENCE.** H.T. ② Two-tone peach-pink and yellow. Beautifully modeled buds of yellow, lightly brushed with carmine, open to 50-petaled blooms with rich yellow base that shades gradually to peach-pink at the tips. A most satisfactory Rose the entire growing season for it blooms so freely and the beautifully tinted flowers last long on the bush or when cut. \$1.10 ea.; 3 for \$2.75.

★**GIRONA.** H.T. Page 16. ① Multicolored. Lovely buds of Turkey-red and golden yellow, on 12 to 18-inch stems, open to blooms of 20 to 30 petals. The outside row of petals becomes light Tyrian-rose and makes a lovely collar for the inner petals of soft golden yellow—a charming color combination. Alluring, rich, attar-of-rose fragrance. \$1.10 ea.; 3 for \$2.75.

★**GLOAMING.** H.T. Plant Pat. 137. Fawn-orange. A novel-colored Rose that is particularly lovely in the half-opened bud stage when the color is fawn-orange. The open blooms are an unusual shade of pink, overlaid with salmon. \$1.25 ea.; 3 for \$3.15.



★Dicksons Red

① Desc. page 10

★**GOLDEN DAWN.** H.T. Maize-yellow. Magnificent, large, full-petaled, tea-scented, maize-yellow blooms are borne almost continuously on plants furnished with lovely, glossy, disease-resistant, holly-like foliage. Highest ranking Rose (listed in Class AA rating of H.T.'s) in 1945 American Rose Society Annual. \$1.10 ea.; 3 for \$2.75.

★**GOLDEN SASTAGO.** H.T. Buttercup-yellow. A sport of the great Condesa de Sastago. This clear, gleaming yellow, deliciously fragrant flower is a continuous joy to the amateur gardener. Of fine, upright form, it is noted for robust growth and freedom of bloom. \$1.10 ea.; 3 for \$2.75.

★**IMPERIAL POTENTATE.** H.T. Deep pink. This is indeed an imperial pink Rose in every way. The charming buds are beautifully modeled and open to 50-petaled blooms of deep, shining pink, slightly lighter on reverse of petals. The fragrant flowers come profusely and last long when cut. \$1.10 ea.; 3 for \$2.75.

★**JOANNA HILL.** H.T. Yellow. Attractive buds of orange-yellow open to large, double flowers with an orange center, paling to cream-color at the edges of the petals. \$1.10 ea.; 3 for \$2.75.

Rose Index, Page 23

Star Rose-Growers ★ West Grove, Pa.

★Faience ②



★**KAISERIN AUGUSTE VIKTORIA.** H.T. Cream-white. Long, shapely buds open to delightfully scented, full-petaled, cream-white flowers with a slight lemon tint in the center. \$1.10 ea.; 3 for \$2.75.

★**LADY ASHTOWN.** H.T. Carmine-pink. A much-admired old Rose whose large, long-pointed buds open to carmine-pink blooms with a golden underglow. \$1.10 ea.; 3 for \$2.75.

★**LUNA.** H.T. Moonlight-yellow. The long, delicate yellow buds open to large, delightfully fragrant blooms of moonlight-yellow which age to soft cream-white. \$1.10 ea.; 3 for \$2.75.

★**MARGARET McGREDY.** H.T. This Rose makes a constant succession of buds and blooms all the growing season. Color is orange-scarlet which ages to carmine-rose. It has lovely Rose fragrance. \$1.10 ea.; 3 for \$2.75.

★**McGREDY'S SUNSET.** H.T. Plant Pat. 317. Yellow. A Rose of unusual charm. The full-petaled, fragrant flowers of clear, sunshiny yellow are penciled with carmine and come freely on vigorous, branching plants. \$1.25 ea.; 3 for \$3.15.

★**MISS ROWENA THOM.** H.T. ③ Rose-pink. This Rose has the healthy, vigorous growth of Radiance, which was one of its parents, and it is notably free in bloom. The long-pointed buds open to enormous, delightfully fragrant, rose-pink blooms which often measure 5 inches across and are fine for cutting. \$1.10 ea.; 3 for \$2.75.

★Miss Rowena Thom



③

★Texas Centennial

①



★Mrs. Pierre S. du Pont

④



★Poinsettia

⑦



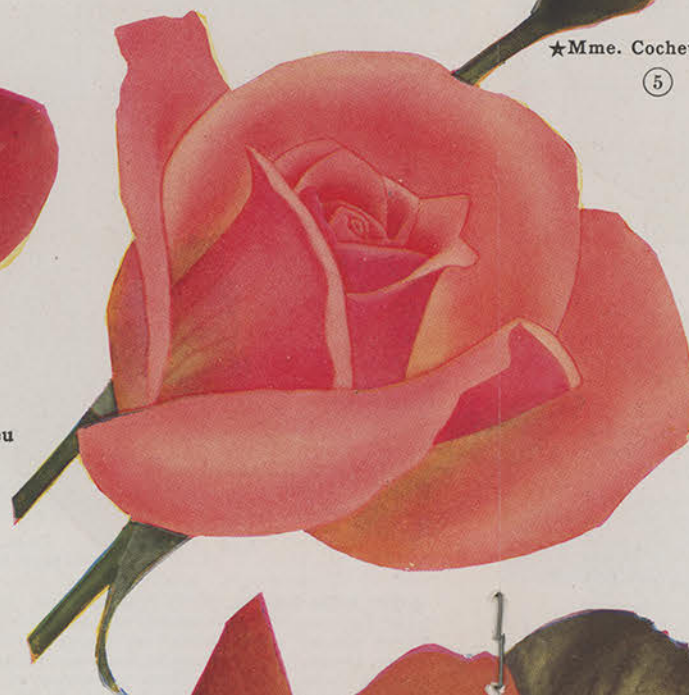
★Sœur Therese

⑧



★Angels Mateu

②



★Mme. Cochet-Cochet

⑤



★Christopher Stone

③



★Mark Sullivan

⑥

STAR DOZEN ★ Rose Bed ★

In this set we take pride in including only vigorous, easy-to-grow varieties which are free in bloom, with flowers of high quality and attractive colors in good assortment. If space is limited, the 12 can be well grown in an area as small as 3' x 4', though they can well be spread to fill a bed of about 3' x 10' or 4½' x 7'. One who had never before grown roses could have a whole, showy Rose garden next summer by using three or four sets; or border a path with two sets, using one on each side.

ASK FOR OFFER 112

★Angels Mateu. ②	Desc.	Each	page	★Mark Sullivan. ⑥	Desc.	Each	page
Plant Pat. 174. Orange-rose.		\$1.25	9	Plant Pat. 599. Multi-color.		\$1.25	8
★Christopher Stone. ③	Scarlet-crimson.	1.10	9	★Mrs. Pierre S. du Pont. ④	Golden Yellow.	1.10	14
★Dr. Kirk. Flame-scarlet.		1.25	10	★Poinsettia. ⑦	Scarlet-red.	1.10	14
★Faience. Two-tone. Pink and yellow.		1.10	11	★Ramon Bach. Plant Pat. 366. Apricot.		1.10	15
★Good News. Plant Pat. 426. Shell-pink.		1.50	7	★Sœur Therese. ⑧	Buttercup-yellow.	1.10	16
★Mme. Cochet-Cochet. ⑤	Plant Pat. 129. Coppery pink.	1.25	14	★Texas Centennial. ①	Plant Pat. 162. Rich red.	1.10	16

The Star Dozen \$12.50 Value \$14.20



STAR GUIDE FALL

EVERBLOOMING

★**MME. HENRI GUILLOT.** H.T. ① (Mallerin.) Plant Pat. 337. This truly exquisite flower, with its beautiful color and novel urn shape, is an outstanding favorite. The large, firm petals open slowly and each richly fragrant flower of shining raspberry-pink color is held erect above the large, glossy foliage. Twice "Queen of the Show" in Portland, Ore. \$1.50 ea.; 3 for \$3.75.



© C.P. CO. ★Mme. Henri Guillot ①

★**MME. BUTTERFLY.** H.T. Pink and gold. A steady bloomer with beautifully modeled flowers of tender pink, salmon, cream and gold. Highly scented and long-lasting. The blooms are superb in June and during the fall months. \$1.10 ea.; 3 for \$2.75.

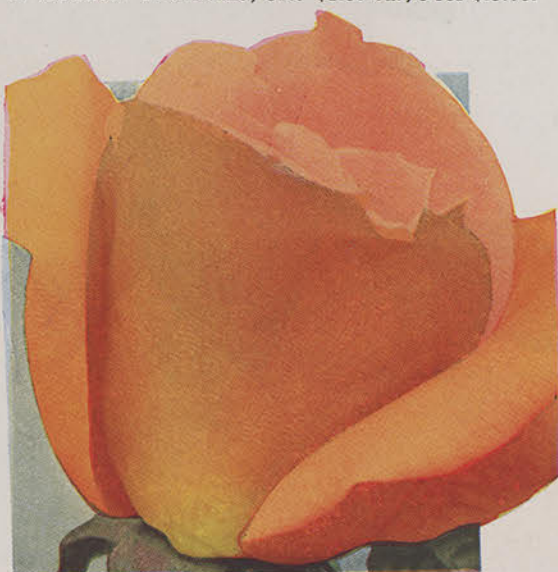
★**MME. CHARLES MALLERIN.** H.T. (Mallerin.) Plant Pat. 409. Orange-flame. An outstanding sensation, with flowers that stand erect on extra-strong stems well above the large, abundant, dark green foliage. One of the earliest Roses to bloom. It recovers from the first bloom-cycle and is flowering again when many other Hybrid Teas are just forming buds. The color of the open flowers is orange, overlaid with flame, unmatched by any other Rose, and these blooms come from big buds of deep glowing orange. \$1.50 ea.; 3 for \$3.75.

★**MME. COCHET-COCHET.** H.T. Page 13. ⑤ Plant Pat. 129. Coppery pink. From the time of its introduction this lovely Rose has been a continuous success. The long, pointed buds of coppery pink open to large, semi-double, artistic flowers that simply glow with a mass of golden anthers that reflect a golden shade on the inside petals, the whole effect being a coppery pink. Rich honey-like fragrance. (See Star Dozen, page 13.) \$1.25 ea.; 3 for \$3.15.

★Mrs. E. P. Thom



②



★Mme. Joseph Perraud. ③

★**MME. JOSEPH PERRAUD.** H.T. ③ Buff. The long, pointed opening buds have delightful glowing yellow sunset shades which change to nasturtium-buff as the fragrant flowers slowly unfold. \$1.10 ea.; 3 for \$2.75.

★**MME. JULES BOUCHE.** H.T. White. Large, beautifully formed buds of creamy white open with a dainty flush of pink in the center of the flower. Sweet-scented. Vigorous plants. \$1.10 ea.; 3 for \$2.75.

★**MRS. E. P. THOM.** H.T. ② Buds are long-pointed and open to well-formed blooms of clear yellow without any carmine markings. Among the best of the clear yellow everblooming varieties. \$1.10 ea.; 3 for \$2.75.

★**MRS. PIERRE S. DU PONT.** H.T. Page 12. ④ Golden yellow. This is the most universally satisfactory of all golden yellow everblooming Roses for it produces more blooms per plant every season than any other Rose in this color. (See Star Dozen, page 12.) \$1.10 ea.; 3 for \$2.75.

★**MRS. SAM MCGREDY.** H.T. Page 15. ② Scarlet-orange. Perfectly modeled flowers with Sweetbriar fragrance and rich coloring of scarlet and orange are usually borne singly and erect on beautiful plants with bronzy stems and shiny bronzy foliage. \$1.10 ea.; 3 for \$2.75.

★**POINSETTIA.** H.T. Page 13. ⑦ Scarlet. Lovely well-formed, long buds and vividly colored flowers of poinsettia-scarlet, which suggested the name. The large, brilliant blooms are slightly fragrant and come freely on erect, healthy plants. (See Star Dozen, page 13.) \$1.10 ea.; 3 for \$2.75.

★**PRESIDENT HERBERT HOOVER.** H.T. Multicolored. The large, beautifully modeled, delightfully fragrant blooms of scarlet, yellow, cerise and flame colors, come singly on erect, firm stems. One of the grandest Roses for cutting. Tall, vigorous plants. \$1.10 ea.; 3 for \$2.75.

Rose Index, Page 23

THE CONARD-PYLE CO.

to GOOD ROSES 1945



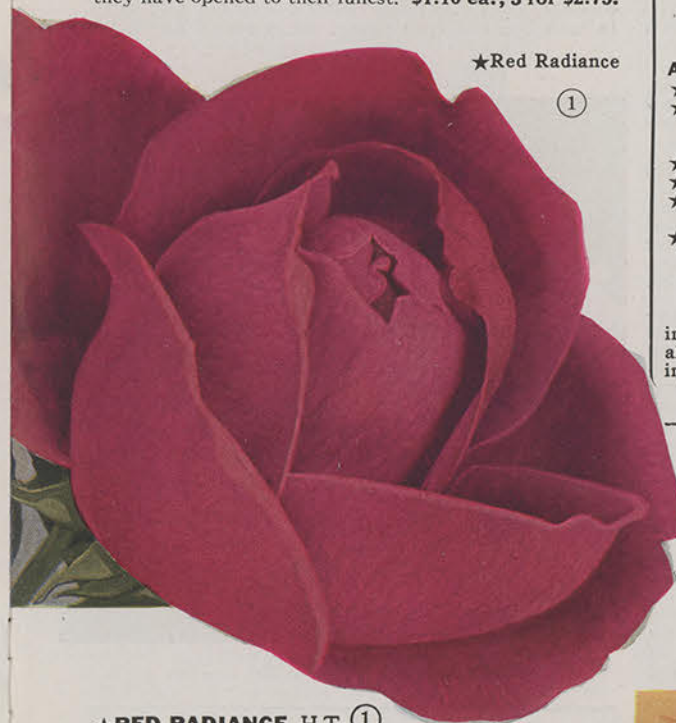
STAR ROSES

★**PRESIDENT MACIA.** H.T. Two-tone pink. A notably vigorous plant, well furnished with an abundance of healthy, leathery foliage. The firm, long-pointed carmine tinted buds open to great, full-petaled, fragrant blooms with the inside of the petals flesh-pink. \$1.25 ea.; 3 for \$3.15.

★**RADIANCE.** H.T. Rose-pink. The two-toned pink, cupped flowers have a pungent, true Rose fragrance. In continuous demand on account of its vigorous healthy growth and remarkable freedom of bloom. \$1.10 ea.; 3 for \$2.75.

★**RAMON BACH.** H.T. ③ Plant Pat. 366. Apricot-buff. The flowers of this variety are unusually large and full-petaled—a very double bloom. These come singly on strong, straight stems and have an agreeable, fruity fragrance. The opening blooms show a lovely apricot-buff on the back of the petals with a touch of salmon-pink on the inside, the combination making a soft amber-yellow with a luminous glow. This is a tall growing variety and especially good for making a mass display in the garden. The flowers hold their color and are attractive even after they have opened to their fullest. \$1.10 ea.; 3 for \$2.75.

★Red Radiance



①

★**RED RADIANCE.** H.T. ① Cerise-red. A sport of Radiance, it has the same form, habit of growth, fragrance, and healthy foliage. The difference is in the color, which is an even shade of cerise-red. \$1.10 ea.; 3 for \$2.75.

★**R. M. S. QUEEN MARY.** H.T. Plant Pat. 249. Salmon-pink. The form, color and fragrance are all alluring. Long buds open to firm-petaled flowers of salmon-pink. \$1.25 ea.; 3 for \$3.15.

★**ROME GLORY.** H.T. Plant Pat. 304. Rose-red. This tall-growing variety holds its noble buds and mammoth, long-lasting fragrant blooms erect on long, strong stems. \$1.50 ea.; 3 for \$3.75.

★**ROUGE MALLERIN.** H.T. Scarlet. The alluring Damask fragrance is but one of the excellent qualities of this favorite. The pointed buds of brilliant red open to 3½-inch blooms of glowing scarlet. \$1.10 ea.; 3 for \$2.75.

Rose Index, Page 23

Star Rose-Growers ★ West Grove, Pa.



★Mrs. Sam McGredy ② Desc. page 14

8 OLD FAVORITES \$7.65

(Value \$8.80) sent postpaid

	Each	Page
★ Ami Quinard. The darkest of the reds.	\$1.10	9
★ Betty Uprichard. Carmine and salmon.	1.10	9
★ Condesa de Sastago. Brilliant contrasting shades of yellow and raspberry-red.	1.10	9
★ Poinsettia. Poinsettia-scarlet.	1.10	13-14
★ Mrs. E. P. Thom. Clear, true yellow.	1.10	14
★ President Hoover. Multicolor blending of scarlet, yellow, cerise and flame colors.	1.10	14
★ Red Radiance. Cherry-red, with all the virtues of Radiance, from which it comes.	1.10	15
★ Talisman. Multicolor: orange, yellow and rose-red.	1.10	16

An excellent assortment for starting a Rose planting or extending an established garden. These are all well-loved varieties which have proved their lasting worth in gardens all over the country.

ASK FOR OFFER 115

© C.P. CO.



★Ramon Bach ③



①
★Girona
Desc.
page
11



STAR GUIDE FALL

EVERBLOOMING STAR ROSES

★**THE DOCTOR.** H.T. Satiny pink. The buds are long and pointed, expanding to enormous flowers when fully open. One of the most fragrant of pink Roses, its exquisite scent is so intense it can be detected many feet away. Of fine form, the color is a uniform silvery pink in both bud and open flower. Constantly growing in favor as it becomes better known. Not so prolific as some other varieties, but the blooms it has more than compensate Rose-growers who enjoy extra quality. Was the Sweepstakes winner at the great Portland Rose Show, fall of 1943. \$1.10 ea.; 3 for \$2.75.

★**WARRAWEE.** H.T. Plant Pat. 140. Shell-pink. Named for the place of its origin in Australia. Long, pointed, salmon-pink buds open to 4-inch or larger flowers of beautiful shell-pink. Spicy clove-pink fragrance. Has all the vigor and freedom of bloom of Radiance. Flower double and high-centered, bud long-pointed. \$1.25 ea.; 3 for \$3.15.

★**WHITE BRIARCLIFF.** H.T. ③ Plant Pat. 108. An ideal white Rose for the garden and for cutting. The exquisite, long, streamlined buds are continuously produced in great quantities. Fully double and pure white in both bud and open flower. \$1.25 ea.; 3 for \$3.15.

★**SIGNORA.** H.T. Plant Pat. 201. Bicolor. Long, tapering buds of brownish orange are followed by great blooms of mandarin orange and salmon. Warmly praised from Maine to California. \$1.25 ea.; 3 for \$3.15.

★**SNOWBIRD.** H.T. White. Snow-white from the bud until the petals fall. For bedding it is unsurpassed. The fragrant, pure white flowers are perfectly formed, full-petaled, and are often 4 inches across. Snowbird tops the list of all white Roses in the table of rating for Class AA varieties of H.T.'s, as published in the American Rose Society's 1945 Annual. \$1.10 ea.; 3 for \$2.75.

★**SOEUR THERESE.** H.T. Page 13. ⑧ Buttercup-yellow. This is the most astonishing variety in the yellow class, for it blooms in candelabras (not clusters) of from 5 to 15 flowers, forming on top of sturdy canes that hold the blooms erect. Each flower is fine for cutting as it comes on a wiry stem from 6 to 8 inches in length. Each perfectly formed, long-pointed yellow bud is richly marked with carmine but the open blooms are clear yellow. (See Star Dozen, page 13.) \$1.10 ea.; 3 for \$2.75.

★**TALISMAN.** H.T. Multicolored. Free in bloom. At its gayest it is a glorious combination of orange, yellow, and rose-red. It is one of the finest of all garden Roses for cutting. \$1.10 ea.; 3 for \$2.75.

★**TEXAS CENTENNIAL.** H.T. Page 12. ① Plant Pat. 162. Blood-red. This richly fragrant, blood-red variety is a sport of the great President Herbert Hoover Rose, and has all the good qualities of its parent. The tall plants are remarkably free in bloom with flowers that come on erect, firm stems and are notably fine and long-lasting when cut. \$1.10 ea.; 3 for \$2.75.

★Etoile de
Hollande

②
Desc.
page
10



© ★White Briarcliff ③

5 SUPERB CUTTING ROSES (Value \$5.95) \$5.25

	Each	Page
★ Dicksons Red. Plant Pat. 376. Large, glowing scarlet, fragrant.	\$1.25	10, 11
★ Eclipse. Plant Pat. 172. Distinctive, streamlined yellow.	1.25	10
★ Ramon Bach. Plant Pat. 366. Unusually large, full-petaled, apricot.	1.10	15
★ Texas Centennial. Plant Pat. 162. Richly fragrant, clear red.	1.10	12, 16
★ White Briarcliff. Plant Pat. 108. Beautifully formed white.	1.25	16

ASK FOR OFFER 116

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to GOOD ROSES 1945



3 FINE ROSES \$2.75

	Each	Page
★ Pointsettia. Rich red.	\$1.10	13, 14
★ Girona. Brilliant yellow and rose.	1.10	11, 16
★ Editor McFarland. Deep pink (see below) ..	1.10	10, 17

ASK FOR OFFER 117



Desc.
page 10

★Editor McFarland. H.T. ①

HYBRID PERPETUALS

★**FRAU KARL DRUSCHKI.** The world-renowned snow-white Hybrid Perpetual Rose that repeats its blooms throughout the growing season. Not fragrant, but unsurpassed in form and size. \$1.10 ea.; 3 for \$2.75.

★**HENRY NEVARD.** This delightfully fragrant, deep crimson Hybrid Perpetual Rose repeats its glowing blooms in the fall. \$1.10 ea.; 3 for \$2.75.

MINIATURE ROSES. Hardy

3-in. Pot-Grown Plants, Postpaid

For indoor winter flowering, plants should be rested outdoors until after January 1, then brought in, repotted in fresh soil and placed in a sunny window where they will bloom in a few weeks. We can supply rested plants any time after January 1, for indoor flowering. They will not thrive in a dry atmosphere. For outside, north of Washington, D. C., we advise spring planting.

★**PIXIE.** Plant Pat. 408. The world's tiniest double white Rose. It shows pink shadings in cool weather. 75 cts. ea.; 3 for \$1.88.

★**ROSA ROULETTI.** Small, rose-pink, double flowers are about an inch in diameter. Pot-plants. 50 cts. ea.; 3 for \$1.25.

6 MINIATURE ROSES \$2.95

(Value \$3.13) Postpaid

3 each of PIXIE and ROSA ROULETTI

ASK FOR OFFER 117a

Rose Index, Page 23



★Rosa Hugonis.
Makes a lovely informal hedge ②

VERY HARDY SPECIES ROSE

★**HUGONIS (The Golden Rose of China).** ② Beautiful plants, 6 feet in height and spread, are covered to the tips of the graceful drooping canes with brilliant yellow, single blooms in early May. This beautiful shrub Rose, with its dainty acacia-like foliage and graceful growth, makes a distinctive and almost impenetrable hedge. Plant 6 feet apart to allow for proper development. Requires no attention and blooms best when planted in good unfertilized soil. \$1.10 ea.; 3 for \$2.75.

★**MAX GRAF.** A very hardy trailing Rose for embankments. The large, clear pink, single blooms come profusely and make a lovely show in June. \$1.10 ea.; 3 for \$2.75.

★**THE FAIRY.** Rosettes of seashell-pink. A low, spreading everblooming bush with shiny foliage. Like an everblooming dwarf Dorothy Perkins. \$1.25 ea.; 3 for \$3.15.

★Star Roses as Christmas Gifts

Order Star Roses for your flower-loving friends. They make a lovely, lasting and appreciated Christmas gift.

1. At Christmas time the friends for whom you order Roses will receive from us an attractive Christmas card announcing your gift. We will mail the card to arrive at the proper time.

2. On the card we write your name as donor, also the names of the Roses ordered and the time in the spring when the plants will be forwarded. Some may have to go North, South or to the Central States. We attend to the shipping time. Full planting and cultural directions go with each order.

3. Be sure to give full names and addresses to which the Roses are to be forwarded. Please print names and addresses plainly to avoid any chance of error in shipping.

4. Order Christmas gifts with your own order. It is advisable to send each order on a separate sheet.

5. By ordering Star Roses for Christmas gifts you avoid the tiresome annoyance of pushing through Christmas shopping crowds and have the satisfaction of knowing your present will be joyfully received, even if it is duplicated by someone else. There is always room for more Roses in a flower-lover's garden.

© ★Dr. J. H. Nicolas. Pillar. ③ See page 21





© **★Betty Prior ①**



© C.P. CO. **★Bouquet ②**



© **★Donald Prior ③**

Flourishing

Here are the Roses built to produce right from the start. *How they grow, how they bloom!!* Nothing daunts them; they are oak-hardy, so winter winds and icy cold are taken in their stride. They will endure hardship and keep on blooming more certainly than any other class.

Floribunda plants are upright in growth, they are remarkably free from disease. They will stand more punishment from neglect than other Roses and still keep their chins up. The word "defeat" is not in their dictionary.

Plant these Roses where they can be enjoyed for 5 months in the year, along driveways, around swimming-pools, bird-baths, porches or wherever color in mass effects is desired throughout the growing season.

These Roses are an evolution unthought of by old-time rosarians but they are here now, for you. Once planted you can depend on having these beauties to enjoy for years to come.

We Prepay Delivery on Roses Delivered This Fall

★BETTY PRIOR. ① Plant Pat. 340. Large branching clusters of single blooms resembling red dogwood in shape, size and color. The plants are abundantly branched and continuous in bloom. Growth 3½ ft. **\$1.10 ea.; 3 for \$2.75.**

★BOUQUET. ② Clouds of brilliant rose-red blooms that look like camellias almost hide the foliage. Each branching cluster makes a long-lasting bouquet. Very effective in mass plantings. Growth 2 to 2½ feet. **\$1.10 ea.; 3 for \$2.75; 12 for \$10.**

★DONALD PRIOR. ③ Plant Pat. 377. This sparkling red, 12-petaled variety is a beautiful mate for Betty Prior for both grow to about 3½ feet and have large, shiny foliage. **\$1.10 ea.; 3 for \$2.75.**

★FLORADORA. For illustration and description see back cover page. **\$1.50 ea.; 3 for \$3.75.**

★GRUSS AN AACHEN. The plants of this old favorite are almost smothered with bloom the entire growing season. Big, 60-petaled flowers of creamy white become exquisitely tinted with carmine in the fall. Height 18 to 36 inches. **\$1.10 ea.; 3 for \$2.75.**

★KRONPRINSESSE INGRID. Page 19. ④ This large-flowered variety is very showy with its two-tone flowers of pomegranate-red and rose-pink. It blooms consistently all season on neat, symmetrical plants. Growth 2 to 2½ feet. An entire bed of this lovely Rose, planted 15 inches apart, will rival a bed of annual flowers with its large, glowing blooms and when planted will last for years. **\$1.10 ea.; 3 for \$2.75.**

4 SAMPLE FLORIBUNDAS \$3.65 (Value \$4.40)

One each of Bouquet, Kronprinsesse Ingrid, Koralle and Poulsen's Yellow

We ship the same quality plants in all group offers as are sent on individual orders.

ASK FOR OFFER 118

© C.P. CO. **★Poulsen's Yellow. ④** Desc. page 19.



Floribundas

★KORALLE. ① Impressively lovely, wavy-petaled, rose-red, semi-double blooms come in masses on erect-growing plants about 2 feet in height. **\$1.10 ea.; 3 for \$2.75.**

★LITTLE MISS MUFFETT. Unusually charming flowers like 20-petaled, coral-pink camellias are borne continuously in open, branching heads of 5 to 10 blooms on sturdy, healthy plants. Growth 2 feet. **\$1.10 ea.; 3 for \$2.75.**

★PERMANENT WAVE. ③ Plant Pat. 107. Wavy-petaled blooms of rich rose-pink come in clusters of 6 or more from unique, bronzy, cochineal-carmine buds. Growth 2 to 2½ feet. **\$1.10 ea.; 3 for \$2.75.**

5 POPULAR FLORIBUNDAS \$4.85 (Value \$5.80)

One each Pinocchio, Plant Pat. 484; Red Ripples, Plant Pat. pending (see back cover page for these two); Betty Prior, Plant Pat. 340; Donald Prior, Plant Pat. 377; and Permanent Wave, Plant Pat. 107.

5 Fine Varieties ASK FOR OFFER 119

★PINOCCHIO. Plant Pat. 484. For illustration and description see back cover page. **\$1.25 ea.; 3 for \$3.15.**

★POULSEN'S COPPER. ② Plant Pat. 446. A lovely new color for the Floribunda class. Coppery-colored blooms age to a charming pink with orange reverse but never lose their charm. Height 2 to 2½ ft. One of the earliest to come into bloom in the spring. **\$1.10 ea.; 3 for \$2.75.**

★POULSEN'S YELLOW. Page 18. ④ The rare true yellow Floribunda. Dainty, carmine-tinted buds and flowers of clear yellow come in lovely, open sprays. Lovely, too, for cutting for indoor decorations. Height 2 to 2½ ft. **\$1.10 ea.; 3 for \$2.75; 12 for \$10.**

★RED RIPPLES. Plant Pat. pending. For illustration and description see back cover page. **\$1.25 ea.; 3 for \$3.15.**

★SUMMER SNOW. Plant Pat. 416. You need a good white to complete a planting of Floribundas, and here it is. Hardy, dwarf plants that become almost covered with snow-white blooms. 2 ft. **\$1.25 ea.; 3 for \$3.15.**

★THE FAIRY. For description see page 17. **\$1.25 ea.; 3 for \$3.15.**

★WORLD'S FAIR. Plant Pat. 362. The best known of all the larger-flowered Floribundas. Large, delightfully fragrant, velvety crimson flowers are freely produced all season on 2 to 2½-foot plants. **\$1.10 ea.; 3 for \$2.75.**

★TOPAZ. Polyantha. Plant Pat. 300. Dainty yellow buds and sulphur-yellow, starry blooms. Low, spreading growth, height 12 to 15 inches. **\$1.25 ea.; 3 for \$3.15.**

© **★Kronprinsesse Ingrid.** Desc. page 18.



© C.P. CO. **★Koralle ①**



© C.P. CO. **★Poulsen's Copper ②**



© **★Permanent Wave ③**

HARDY CLIMBING ROSES

TO SKYLINE YOUR PROPERTY

Hardy Climbing Roses provide more blooms for the ground space occupied than any other high-class flowering plant. When the flowers are gone the lovely foliage remains on the arches, arbors, trellises, fences, or wherever the plants are grown.

The letter after the names indicates the type of growth: C., Climbers, vigorous varieties that make massive canes and climb many feet; P., Pillar Roses grow only 6 to 8 feet.

★**MARY WALLACE.** C. Early and very hardy. Vigorous plants are covered with large, glowing rose-pink flowers, a perfectly glorious show in June and in favorable seasons has some repeat blooms in the fall. \$1.10 ea.; 3 for \$2.75.

★**PAUL'S SCARLET CLIMBER.** P. ② Midseason. Vivid scarlet and marvelously attractive when in full bloom. A row of Paul's Scarlet on a fence is breath-taking in beauty and the colorful show keeps up for weeks. In favorable seasons this Rose repeats in the fall. \$1.10 ea.; 3 for \$2.75.

★**SILVER MOON.** C. Midseason. Great silvery white, semi-double blooms with center of glowing, golden stamens and a foil of dark leathery foliage on canes that will grow to 12 feet in a season. \$1.10 ea.; 3 for \$2.75.

PRUNING

Do not expect hardy Climbing Roses to bloom the first year. All on this page generally require a full growing season after planting before they bloom. Do not prune away any of the first year's growth as this is blooming wood for following years. None of the Climbers listed on these two pages require pruning except as later required for thinning, shaping and keeping within bounds.

★**SPANISH BEAUTY (Mme. Gregoire Staechelin).** C. Early. This "Queen of the pink Climbing Roses" when in bloom is a thrilling sight. Long-pointed crimson buds open to great, urn-shaped flowers of iridescent pearl-pink with splashes of ruby-carmine on the outside of the petals. These flowers are delightfully fragrant; they come on 12 to 18-inch stems and are produced so lavishly they almost hide the plant. Later, they are followed by large, buff-colored seed-pods. \$1.10 ea.; 3 for \$2.75.



★Golden Climber (Mrs. Arthur Curtiss James) ③



★Doubloons

★**CLIMBING AMERICAN BEAUTY.** C. Very early. Large, sweet-scented, light crimson or deep rose-pink flowers decorate the plant from base to top. You can cut quantities of the long-stemmed blooms for indoors without spoiling the beauty of the plant. \$1.10 ea.; 3 for \$2.75.

★**AMERICAN PILLAR.** C. Midseason. The most spectacular and pleasing Rose of this type. The fragrant flowers are single but come in immense heads of from 20 to 40, each head held erect on a long straight, stiff stem. Unequaled for mass decorations. \$1.10 ea.; 3 for \$2.75.

★**CITY OF YORK.** New white Climber. Plant Pat. pending. For description and illustration see page 3. \$1.50 ea.; 3 for \$3.75.

★**DOUBLOONS.** C. ① Plant Pat. 152. Early. Here is a gloriously lovely Climbing yellow Rose, noted for hardiness and vigorous, healthy growth and furnished with dark green, leathery foliage. It is recognized as a splendid all-purpose variety in this saffron-yellow color class. The shapely buds open to large, firm-textured blooms of saffron-yellow with clean, spicy fragrance. The blooms keep coming for a long time on canes that grow 10 to 12 feet. \$1.50 ea.; 3 for \$3.75.

★**DR. W. VAN FLEET.** C. Early. Has the same bloom and foliage as the Everblooming New Dawn (see page 21). So vigorous in growth that it will cover the side of a garage. \$1.10 ea.; 3 for \$2.75.

★**FLASH.** P. Plant Pat. 396. Early. The lovely buds are yellow with a scarlet suffusion; they open to gleaming orange-scarlet blooms in a setting of large, shining, olive-green foliage. Grows 6 to 8 feet. \$1.10 ea.; 3 for \$2.75.

3 FOR BUSHELS OF BLOOM \$3.25

(Value \$3.70)
One each Climbing American Beauty, Paul's Scarlet Climber and City of York, Plant Pat. pending (see page 3)
ASK FOR OFFER 120a

★**GOLDEN CLIMBER (Mrs. Arthur Curtiss James).** C. ③ Plant Pat. 28. Early. Something we have longed for—a yellow Climbing Rose which will stand zero temperatures. Perfectly formed buds of rich gold marked with orange-scarlet, open to large, semi-double blooms the color of pure gold, and fade very little. The open flower shows a mass of pale yellow stamens which add to its beauty. It is delightfully fragrant. Coming singly on 15- to 18-inch stems, Golden Climber makes a perfect cut-flower which lasts well. \$1.50 ea.; 3 for \$3.75.

★**JACOTTE.** C. Page 21. ③ Early. Orange-apricot. A beautiful Climber which is deservedly popular. The flowers are a rich shade of orange-apricot with coppery red tints and are very fragrant. Open blooms are 3 inches or more in diameter. Shiny dark green, holly-like foliage. \$1.10 ea.; 3 for \$2.75.

4 GREAT CLIMBERS \$5.25

(Value \$6.00)
One each New Dawn, Plant Pat. 1; Golden Climber, Plant Pat. 28; Dr. J. H. Nicolas, Plant Pat. 457; and Blaze, Plant Pat. 10.
ASK FOR OFFER 120

REPEAT-BLOOMING CLIMBING ROSES

No more waiting from June until June for blooms on your Climbing Roses for we now have repeat-blooming varieties that bloom profusely in June and keep flowering monthly until frost, though not as freely as in June.

These Roses have come through many winters successfully in our gardens and we heartily recommend them. Farther North, plant the hardiest: New Dawn, Blaze and Prosperity. The others should be planted in a more sheltered place if possible and given winter protection for two years until well-matured hard wood has formed, when less protection will be needed.

The kinds marked "Pillar" grow to a height of about 8 feet in normal soils and locations and are not as heavy in growth as the regular Climbing Roses. Pillar Roses make a beautiful show when planted against a heavy pole and the canes trained around it as they grow.

★**BLAZE.** P. ① Plant Pat. 10. Scarlet-crimson. This brilliant red Rose resembles Paul's Scarlet Climber in growth and bloom. It makes a gorgeous show for weeks in June. Under favorable conditions it often repeats in the fall. Quite hardy. \$1.50 ea.; 3 for \$3.75.



★Jacotte

③

Desc.
page 20

★**DR. J. H. NICOLAS.** P. Page 17. ③ Plant Pat. 457. This modern, very double, large-flowered pillar Rose, which grows 6 to 9 feet in a season, is sensational in the quantities of beautiful, fragrant, rose-pink flowers produced each year. The super-sized, 50-petaled blooms are like large Hybrid Teas and when they are spent just pinch them off and new flowers will form, but not as profusely as in June. \$1.50 ea.; 3 for \$3.75.

★**MERMAID.** C. Immense, single blooms of sulphur-yellow with a glorified center showing a heavy, shaggy mass of rich golden anthers. \$1.25 ea.; 3 for \$3.15.

★**CLIMBING MRS. PIERRE S. DU PONT.** P. Golden yellow. Beautiful Hybrid Tea blooms. \$1.25 ea.; 3 for \$3.15.

★**NEW DAWN (Everblooming Dr. W. Van Fleet).** C. ② Plant Pat. 1. Blush-pink. Awarded the first plant patent and the Bloomfield Gold Medal by the American Rose Society for "the best hardy Everblooming Climbing Rose ever produced anywhere in the world." This record remains unchallenged.

We have a specimen plant in our display garden with 12 to 15-foot canes, well clothed with rich green foliage, that year after year in June provides masses of lovely, pale pink, fragrant blooms, like Tea Roses, on long cutting stems, and repeats its bloom until hard frost. In normal seasons we have blooms on this plant in November.

Beautify your garage with Roses from June until frost. Use New Dawn on arches, arbors, fences and trellises. \$1.50 ea.; 3 for \$3.75.

★**PROSPERITY.** P. White. A lovely, fragrant, oak-hardy Rose for pillars or low fences, as it grows only about 7 feet. The well-formed flowers are full-petaled and come in great clusters all the growing season. Color is white with a dainty pink flush in the center. The hardiest, most continuous-blooming Pillar Rose. \$1.25 ea.; 3 for \$3.15.

★**CLIMBING TALISMAN.** P. A sport of the famous Talisman Rose with multicolored blooms. \$1.25 ea.; 3 for \$3.15.



★Blaze. Ablaze with scarlet blooms ①

3 Color Contrast Climbers \$3.95

(Value \$4.50)
One each Blaze, Plant Pat. 10; New Dawn, Plant Pat. 1; and Doubloons, Plant Pat. 152.
ASK FOR OFFER 121



★New Dawn blooms from June until frost ②

Hardy Perennials

All prices include delivery prepaid

PHLOX For bloom next summer when other perennial flowers are scarce, plant hardy Phlox this fall.

6 POPULAR PHLOX 40 cts. each; 3 of a variety for \$1.10

Europa. White with carmine eye. Richly fragrant.

George Stipp. Lovely salmon with bright crimson eye.

Miss Lingard. Pearly white; tall. June to October.

Painted Lady. Silvery pink with cherry eye.

Starlight. Star shaped; violet to lilac, white center.

Thor. Deep salmon-pink with carmine-pink shading. Tall.

OFFER 122. 6 for \$2 (1 each of above 6 varieties)

2 EXTRA-FINE PHLOX 60 cts. each; 3 of a variety for \$1.50

Augusta. Plant Pat. 252. Unfading, brilliant cherry-red, intense and sparkling.

Columbia. Plant Pat. 118. Cameo-pink with faint blue shading at center. The "perpetual flowering" Phlox.

OFFER 122a. 6 for \$2.95 (3 each Columbia and Augusta)

8 NEWER PHLOX

50 cts. each; 3 of a variety for \$1.35

American Beauty. Clear, deep pink. Large flowers on strong, healthy plants.

Aurora. Light salmon-pink with rays of white in each floret.

Apollo. Deep rose-red.

Border Queen. Large, broad clusters of rich watermelon-pink. Plant rather dwarf and spreading.

Flash. Crimson with orange-scarlet center. A lovely new variety.

Mary Louise. The largest clear white.

Pink Charm. Bright, clear pink with scarlet sheen. Medium height; many flower stems.

Salmon Beauty. Clear salmon-pink with white eye. Outstanding.

OFFER 122b. 1 each of above 8 for \$3.50

16 PHLOX 1 each of all listed **OFFER 122c** \$6.25

AQUILEGIA (Columbine) Long-Spurred Hybrids. Gay and showy blooms in May and June; 2 to 3 feet high. They thrive in sun or shade. 3 for \$1.10.

COREOPSIS, Golden Shower. Masses of clear golden yellow, unfading blooms, distinctly different from the common Coreopsis. The star-like flowers are only an inch and a half in diameter and come from June until frost on beautiful, erect plants. The height is about 24 inches. 50 cts. ea.; 3 for \$1.25.

GYPSOPHILA (Baby's Breath), Rosy Veil. A low-growing, double, pink variety of this dainty flower. Established plants reach 2 feet height; long blooming season, summer and fall. Ideal for adding to bouquets. 50 cts. ea.; 3 for \$1.25.

DELPHINIUMS GARDEN ARISTOCRATS

BLACKMORE & LANGDON HYBRIDS. These range from single to fully double, and from deep violet to palest lavender and with lovely intermediate shades. Flowers large, spikes tall, strong and graceful. 50 cts. ea.; 3 for \$1.35.

GIANT PACIFIC HYBRIDS. Individual flowers often 2 to 3 inches across. Various shades of blue make this one of the most striking strains of Delphinium. 50 cts. ea.; 3 for \$1.35.

BELLADONNA (Everblooming Hardy Larkspur). The most continuous-blooming light blue Delphinium. 3 to 4 ft. 3 for \$1.

BELLAMOSUM. Everblooming. The dark blue form of Belladonna. 3 to 4 ft. 3 for \$1.

OFFER 122d. 1 each, above 4 Delphiniums for \$1.60

OFFER 122e. 3 each, above 4 Delphiniums, 12 in all, for \$4.25

OFFER 122f. 3 each Belladonna and Bellamosum, 6 in all, for \$1.85



Phlox, Augusta



Aquilegia (Columbine)



© New Coreopsis, Golden Shower



Gypsophila, Rosy Veil



Delphiniums Blackmore & Langdon

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5,000 Apologies

To Our Patient and Understanding Friends:

We think of you as such—for so many wrote that they realized the war-time stresses and strain under which we were working, with some of our people doing as much each as might be expected ordinarily from double the number, for our staff was practically stripped of its strongest, middle-aged men. Workers who have been with us 30, 35, and 40 years continued on. We've had many severe losses in our personnel, but we've also had most loyal assistance, in many cases by home-makers who continue to provide a woman's indispensable giving of herself at home before and after office hours.

Our deepest regret and chagrin comes from having allowed our long-time friends, who know our record for satisfactory replies to all their demands, to have found that, even here, in 1945 spring we were slow in answering some letters. We failed to send always what was ordered, because we were sold out, and after too long a wait sent a refund.

We expect this year to do better. We have about a normal supply of Roses of our own growing and expect to be able to fill all fall orders. We cannot predict the spring. We've reorganized our staff, replenished stock, and are ready to do our best to meet a heavier demand.

When you order from this catalog, you will be ordering from a firm with a nearly fifty-year record as Rose Specialists.

Our Roses are No. 1-, 2-year-old field plants on Multiflora Japonica roots and mostly West Grove grown.

All prices include delivery charges which we prepay. Prices and group offers in this catalog apply only until Dec. 15, 1945.

THE CONARD-PYLE CO.

Robert Pyle
President



STAR ROSE TRADE-MARK

This is a durable, celluloid, star-shaped tag bearing the name of the Rose on back. You have the satisfaction of always knowing a Star Rose by name when it blooms. Insist on having the Star Rose Trade-Mark on every Rose plant you purchase.

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We guarantee every Star Rose to bloom the first blooming period after purchase; failing which we will replace the plant or refund its cost.

"HOW TO GROW ROSES"

19th Edition, New Illustrations

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192 pages; cloth bound

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The most dependable reference book on Rose-growing for those who wish to have something to turn to at once for sound, practical advice when Rose problems arise.

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"Success With Roses" is freely illustrated and full of entertaining news of Roses, Rose people, and Rose events. Normally it is issued March, April, May, and October. Single copies free on request; 25 cts. for four issues.



THREE CHOICE NEW . . . FLORIBUNDA ROSES



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PRIZE SET OF THESE THREE

For quantities of charming flowers year after year, continuous bloom in your garden and a constant source of cut-flowers in three different, attractive colors order these.

3 Choice New Floribunda Roses \$3.50
ASK FOR OFFER 124

© C.-P. CO.

★**FLORADORA.** Plant Pat. Pending. The gayest of Floribunda of them all. It is spectacular, constantly in bloom and an entirely new shade in Roses—a brilliant cinnabar-red, as arresting under artificial light as in the garden. 2½ to 3 ft. \$1.50 ea.; 3 for \$3.75.



©



★**RED RIPPLES.** Plant Pat. Pending. A clear, true red, both buds and blooms. Masses of bloom, spring, summer and fall, on the healthiest and sturdiest of plants. 3 to 4 ft. \$1.25 ea.; 3 for \$3.15.

★**PINOCCHIO.** Plant Pat. 484. Pointed buds of salmon-pink flushed gold open to full-petaled blooms of soft, clear pink. Continuous bloom on shapely, free-branching plants with ample, dark green foliage. Excellent as a border plant. The dainty blooms, coming in sprays, are charming as cut-flowers. 20 to 24 inches. \$1.25 ea.; 3 for \$3.15.

THE CONARD-PYLE CO.

ROBERT PYLE
President

West Grove, Pa.



SEE "DIRECTIONS FOR ORDERING"
AT FOOT OF NEXT PAGE

★ *Star Rose Growers* ★
Robert Pyle, Pres. West Grove, Pa.

Ck. Mo. P.N. St. Cr. Sl

1945

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Enclosed \$

 Please Print or Write Your Name Very Plainly 

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(We fill this in)

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P. Post

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State

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ADDRESS From P.O.)

Unless otherwise advised goods will be forwarded as soon as new stock is ready or when we think the season suitable for planting in your locality.

You Run No Risk. All Star Roses are Guaranteed.

(OVER)

ORDER SHEET—Continued

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Star Roses as Christmas Gifts

**Order Star Roses for your Flower Loving Friends. They Make a
Lovely, Lasting and Appreciated Christmas Gift.**

Order Christmas gifts with your own order. It is advisable to send each order on a separate sheet. (*See Page 17 in Catalog*)

	Total Remittance	\$	
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DIRECTIONS FOR ORDERING

PLEASE PRINT OR WRITE YOUR NAME AND ADDRESS VERY PLAINLY

Terms: Please send Cash with the order or before shipment is made, either by registered mail or by draft, check, postal note, express or post office money order.

We deliver free to any postoffice or express office in the United States or its possessions, everything offered in our Fall 1945 catalog. All Offers and prices in this catalog are in effect until December 15, 1945 only, for orders received prior to that date.

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THE CONARD-PYLE CO.

Star Rose Growers

Robert Pyle, Pres.

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**"How To
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PEACE
MME A. MEILLAND



GLORIA DEI
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Célébration du Jubilé de Mme A. MEILLAND

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Celebracion del 50 aniversario de MME A. MEILLAND

Jubiläum der Sorte GLORIA DEI

Season's Greetings

Meilleurs Vœux

Feliz año nuevo

Auguri di buone feste

Mit den besten Wünschen



© C. P. CO.



STAR ROSES *Spring 1953*

Star★Roses Presents—

The Front Cover Rose

★**CONFIDENCE.** Plant Pat. Pending. This is a noble new H.T. from Francis Meilland, the originator of Peace. It is a peach-toned pastel Rose, a delicious blend of bright, light tints, rather like fresh peach ice cream, with its yellow, white and peach-pink colors melting one into the other. Its form is also notable, with long streamlined buds opening to great trumpets of bloom, the outer petals rolling back in a wide ruff about its long, closed center. 28 to 38 petals; opening

buds 2 to 3 inches long and full blooms up to 6 inches across. Richly fragrant.

Confidence has a good, sound plant; upright, but stoutly broad and well branched, 3 to 4 feet tall. New growth comes fast with many shoots, producing a lot of rebloom quickly. It won both Bagatelle and "Most Beautiful Rose of France" award in 1951, the second Rose ever to take both honors. \$2 ea.; 3 or more, \$1.75 ea.



The Back Cover Rose

★**EDEN ROSE.** H.T. (Meilland.) Plant Pat. Pending. This new Rose from France was named for the Garden of Eden, and it does seem remarkably suited to the role of ideal ancestor of the race of Roses, as imagined in the perfection of paradise. Surely, the mother of Roses must have been the triumphantly rich, true rose-pink color of Eden Rose. Certainly, it should have been as sweet: Eden Rose seems to have distilled for itself the fragrance of a whole old-fashioned Rose garden. Eden Rose is also fittingly big and bountiful, with 50 to 60 petals and a form that matches our fondest memories of the old-time Roses. Like them, it reaches its fullest glory when fully open. The plants are stocky, with sturdy stems, growing 2 to 3 feet high. \$2 ea.; 3 or more, \$1.75 ea.

★**CHRYSLER IMPERIAL.** H.T. (Lammerts.) Plant Pat. Pending. This newest All-America award winner is a truly great Rose. It is a rich, unfading, unbluing crimson-red color. Its big, 40 to 50-petaled blooms open well in all kinds of weather, are long lasting and of superior exhibition form. Its rich, full-bodied fragrance is as opulent and satisfying as the rich color and full-petaled size. The plant is even in growth, well branched, upright, well foliated and of medium height, perfect for front row planting. Blooms come singly and in constant succession. \$3 ea.; 3 or more, \$2.65 ea.

ALL-AMERICA
AWARD WINNER
for 1953

★Chrysler
Imperial

Star Rose Plants are Tops this year

A good growing season and smart and devoted care by our men in the fields have produced a wonderful crop of plants. For best results, get your Roses direct from the nursery.

Guaranteed to Bloom

STAR ★ ROSES

Trade Mark
Reg. U. S. Pat. Off.

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The C.-P. Co.



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★Suzon Lotthe

★**SUZON LOTTHE.** H.T. (Meilland.) Plant Pat. 934. A pearl of a Rose with heavenly fragrance! The buds are peach-pink. Opening blooms hold a high, tight, peach-colored center while the outer petals open slowly to show their tints of pearl-pink flushed with deeper pink along the edges, and pearly white where another petal overlaps. Open blooms have a firm, camellia-like form and are amazingly long lasting, almost as much so as Peace. Its glorious fragrance is equally remarkable, especially for such a light-colored Rose.

Suzon is a vigorous grower, of medium height, well branched, with heavy canes, strong flower-stems and large, heavy, disease-resistant foliage. \$2.50 ea.; 3 or more, \$2.20 ea.

3 GREAT ROSES \$6.15

One each of ★Eden Rose (See back cover and page 2)

★Suzon Lotthe (above) and
★Peace (below)

ASK FOR OFFER 3

Peace

(Mme. A. Meilland)
Plant Pat. 591

Originated by Francis Meilland

"THE LOVELIEST ROSE THIS SIDE OF HEAVEN"

was a recent newspaper description of Peace. It is a Rose that is a joy to grow, and one that brings a lift to the heart of almost everyone who sees it. It has

won the American Rose Society's highest award and countless others. If you have never grown this Rose, the excitement over it must seem exaggerated. It has to be seen, as the pictures do not do it justice. In fact, it is those who grow it who can best appreciate its full enchantment.

Peace has the freshness and beauty of a bright spring dawn. The buds are golden, with a flash of pink along the petal edges. They open very slowly to big blooms of yellow, pale gold, cream and ivory with a varying flush of pink on the lightly ruffled petals. It always looks ethereal, though it is one of the biggest, and is the most long lasting of all H.T. Roses.

The final miracle of Peace is that the plant is as remarkable as the blooms, with tall, strong canes and some of the handsomest foliage known to Roses. It does well everywhere. \$2.50 ea.; 3 or more, \$2.20 ea.

© C.-P. CO.
★Peace





★Buccaneer



★Dr. Debat

Refreshing New Glamour for Gardens

★**BUCCANEER.** H.T. (Swim.) Plant Pat. 1119. New. Buttercup-yellow buds and blooms on fast growing, upright, extra-tall plants. Here, they grow to 5 ft. in height, wonderful as back-row and accent plants, and for cutting. The buds are long, sleek and dapper, the blooms cupped, with about 30 petals and light, very sweet, fragrance. Reddish stems and healthy, dark green foliage show off to advantage the bright gold of the flowers, which come with swaggering abundance. The 1952 Gold Medal winner at Geneva, Switzerland. \$2.75 ea.; 3 or more, \$2.40 ea.

★**DR. DEBAT.** H.T. (Meiland.) Plant Pat. 961. A handsome, new, big pink Rose of show type. Large, long, beautifully formed buds of smooth, rich pink with a salmon glow. High-centered opening blooms, becoming big (5 to 6 inch) ruffled blooms of about 30 broad, heavy petals. It is a seedling of Radiance, with clearer color and better form, but, fortunately, with the good, free-blooming, Radiance type of plant. \$2 ea.; 3 or more, \$1.75 ea.

★**CHARLES MALLERIN.** H.T. (Meiland.) Plant Pat. 933. This is a gorgeous new Rose, with buds and blooms of midnight crimson velvet, the "blackest" big red Rose to date. It does not blue. Its form, as well as its coloring, is exciting, with 30 to 40 petals, broad and heavy, and a high, cone-shaped, handsome center. It is richly, gloriously fragrant. The plant is vigorous, and tends to throw some extra-tall blooming canes without much regard for symmetry, at times. Good, disease-resistant foliage. Those who have been testing it report that it is unusually resistant to black-spot and mildew. A truly thrilling new Rose. \$2.50 ea.; 3 or more, \$2.20 ea.

★Charles Mallerin



© C-P. CO.

January 15, 1953

To Our Customers:

There is a joke going the rounds, to the effect that nurserymen unconditionally guarantee that their plants contain chlorophyll! That's for sure, as the saying goes. Our Star Rose guarantee is just as sure, and is equally as much a basic part of the product. It isn't our guarantee that makes the Roses bloom, but the living vitality of the plants that permits us to make that guarantee. We do not have to charge extra-high prices to cover replacements, as our percentage of such has always been low. We know we can trust our customers to take proper care of the plants they receive, and our customers know they can trust the plants we ship.

All old American businesses have been built on such mutual trust. When it came to guaranteeing Rose plants to bloom, however, that was going far beyond the usual trade practice, back in 1907, when this firm first started the idea. A living, perishable plant is not like a piece of hardware or manufactured goods, but is dependent on intelligent care at all stages. Many predicted that such a guarantee would mean bankruptcy, and some other growers still groan that it makes competition far too difficult. We maintain, however, that when a person buys a Rose plant, he should have BLOOMS, or his money back. We fully intend to give you, our customers, the best value you can get for your money, anywhere.

Traveling about, last fall, seeing some home yards bright with flowers, and some bleak, without them, I realized anew what a pity it is that any home should lack the fall brilliance of Chrysanthemums. They are so easy to grow. They are inexpensive, and each plant can yield additional plants the following year, with very little care.

If you know of someone who could have the joy of growing Roses or Chrysanthemums, but so far lacks that pleasure, we will send him or her a copy of this catalog on your request, as long as the supply holds out. New home owners, especially, often appreciate such favors. Their future enjoyment of gardening often depends on the quality of their plants, and that may often depend on the advice of you more experienced gardeners.

With best wishes for a fine garden season,

Sincerely,
STAR ROSES
West Grove, Pa.

L. B. Hutton

President

The Conard-Pyle Co.

20

each
these four
Roses:

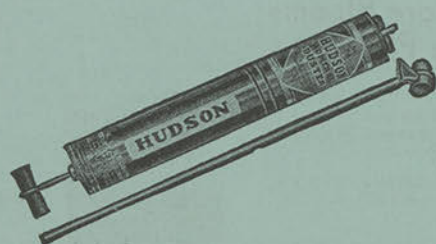
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ASK FOR
OFFER 5



Aids to Easier Gardening



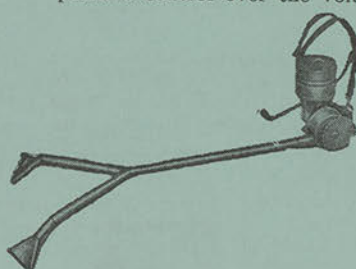
HUDSON ADMIRAL DUSTER

Inexpensive, well built, easy to work and efficient.

The extra-large, self-lubricating plunger gives powerful pressure with little effort. Built-in scoop on large filler cap makes it easy to fill. Long extension tube; swivel nozzle. Heavy tinplate with seamless tube. Superior value in an inexpensive dust gun. \$2.15, ppd.

HUDSON ROTO-POWER DUSTER

If you have more than 50 Rose plants, this duster will repay you in service. It is a lifetime investment in speed and ease in caring for all the Roses you'd like to have. The double nozzles cut dusting time in half. Its feed regulator gives you positive control over the volume of discharge and permits



complete, uniform coverage without waste. Easy filling; easy turning, machine cut gears; permanently lubricated oilite bearings throughout. For a job that has to be done repeatedly, such really good equipment as this is the greatest comfort. \$23, ppd.

TO DUST OR SPRAY

Star Rose Dust and Spray are both effective and dependable. Choice between them depends largely on personal preference. Either will work as perfectly as your timing and thoroughness. Therein is the biggest advantage of dusting; it is quick and easy and can be done soon after a rain, even before the foliage is fully dry. This is important since blackspot develops in the presence of moisture and infection can start in about 6 or 8 hours, even though the spots don't show until days later. Many people who spray regularly keep a duster handy, too, for quick work when occasion demands. You don't have to clean a duster; you can keep it filled, all ready for the next time.

Spraying is more economical of material; none blows away; you can put it just where you want it, thinly and evenly, and see that each leaf is properly covered. Wind doesn't interfere with spraying, so if you live in a windy area and wish to choose your own gardening time, you may well prefer spraying. If you want regular light exercise, spraying is excellent for health and the figure.

To summarize, "Dusting is easier and good. Spraying is harder and better."

CRITIC HUDSON SPRAYER



A small spray gun with a superior type nozzle of durable brass. Brass screw cap and syphon tube, with glass jar, impervious to corrosion. Powerful pump; continuous action spray. Easy to fill and clean. Factory tested and guaranteed. \$2.15, ppd.

BOOSTER - COMPRESSION TANK SPRAYER

A superior tank sprayer with an efficient pump that builds pressure from the very first stroke. 3½-gallon, seam-welded, galvanized tank with built-in funnel top. This sprayer has a 3-point cam lock that is the safest and most reliable ever developed, we believe. Brass pump and spray tube; solid brass nozzle with 3 disks for any spray from fog to solid stream.



A lifetime investment in easier, better gardening. \$9.75, ppd.

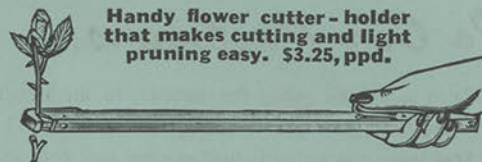
TRI-GEN. All-Purpose Spray

A proved control for mildew and blackspot on Roses and all kinds of plants. Also destroys aphids or plant-lice (green fly) and leaf-eating insects. Contains Fermate; no DDT.

- A. Small Kit (Protects 12 to 20 Rose plants a year) \$2.25, ppd.
- B. Medium (For 50-80 plants) \$6.50, ppd.
- C. Large (For 100-160 plants) \$9.65, ppd.

RED ARROW SPRAY. To Control Aphids

Also for Red Spider, an increasing necessity as other sprays kill only their enemies. Safe, non-poisonous to humans. Oz. 35c (makes 2 gal. spray); 4-oz. \$1, ppd.



Handy flower cutter - holder that makes cutting and light pruning easy. \$3.25, ppd.

FLOWER CUTTER-HOLDER. 18 inches of smooth, very light metal extends your reach far into a Rose bed or high on a climber and keeps your hands away from thorns. Cuts easily and holds the flower firmly. A fine gift. \$3.25, ppd.

PROFESSIONAL PRUNER No. 124. Rugged, clean-cutting pruning shears for proper Rose plant care. Made of finest drop-forged steel; hone-edged blades; adjustable nut for perfect alignment. \$3.50, ppd.

DDT. 50% WETTABLE POWDER. Makes a spray for control of many insect pests, including rose midge and Japanese beetle. Not effective against red spider and aphids. Lb. \$1.25, ppd.

DDT. 5% DUST. For dusting only. Ready for use. Flows freely. Lb. 60c; 5 lbs. \$1.75, ppd.

EEZY WEAR GARDEN GLOVES. Soft, durable, pliable leather, to protect your hands from stains and scratches. Sizes for women (small, medium, large) and men (medium, large). \$1.45 per pair; 3 pairs \$3.95, ppd. State size wanted.



TWISTEMS. The quick, easy way to fasten plants to stakes and supports. Just loop around and give a twist to hold firmly.

4 inches long, box of 200, 35c, ppd.

8 inches long, box of 100, 35c, ppd.

OFFER 42: 3 boxes \$1, ppd. (State sizes desired.)

FLORALIFE. Makes cut-flowers last longer. Supplies cut blooms with needed food and keeps the water fresh by stopping bacteria. Floralife comes boxed in handy packet form: each packet makes 2 quarts of solution. It is attractively packaged and makes a clever gift or party prize. 15 packets in a box, \$1.25, ppd.

WIRE LABEL STAKES. Insure against loss or misplacement of your Star name tags by attaching them to stakes alongside your plants. 18-inch stakes of 12½-gauge galvanized wire. Long lasting and ready to use. 35c per doz.; 10 doz. \$3, ppd.

(NOTE: Name tags do not come with these label stakes. The Star Rose tags are provided with your Star Rose plants.)



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Aids to Better Roses

To Help You Get More Blooms From Every Rose Plant

We want our Star Rose plants to give maximum satisfaction. To that end, we offer our own brand of supplies. Only well-tested ingredients are used, in proportions we know you can trust. Newer substances are included only after their worth is proved. We do not think our customers should be asked to do the experimenting.

The choice between dust and spray depends on which method you prefer. Both are effective. (See next page for analysis of each method.)

★ STAR ROSE DUST

This dust was developed to give the widest practical protection per each application at the lowest possible cost. A very thin coating is best, so it is economical to use. Safe for use on plants all season. We use it in our own fields and we know it works. Contains DDT, rotenone, Fermate and sulphur in proportions to protect your plants against most insects and diseases. Lb. 95c; 4 lbs. \$3.35; 25-lb. can, \$14, ppd.

OFFER 41: 1 Hudson Admiral Duster (see next page) and 4 lbs. Star Rose Dust, ppd. \$4.95

OFFER 41A: 1 Roto-Power Duster (see next page) and 25 lbs. Star Rose Dust, for larger gardens, ppd. \$33.50



★ STAR ROSE SPRAY

For those who prefer spraying to dusting, this spray mixture is made to give the widest possible protection at each application. It spreads evenly and stays on the plant, is safe for plants all season and is effective as a thin coating. All this gives real economy with efficient protection for your Roses. 1 lb. makes 16 gals. of spray. Contains DDT, Ferbam, Lindane and sulphur. Lb. \$2.15; 4 lbs. \$7.75, ppd.

OFFER 41B: 1 Critic Sprayer (see next page) and 1 lb. Star Rose Spray, ppd. \$3.85

OFFER 41C: 1 Booster Sprayer (see next page) and 4 lbs. Star Rose Spray, for large gardens, ppd. \$15.25



★ STAR ROSE FERTILIZER

This is an extra high quality, balanced fertilizer; not cheap but well worth its cost. We were aiming for the best in developing this formula. Two years of use have proved that it is even better than we hoped. It contains organic as well as inorganic material, available nitrogen, phosphorus and potash in 7-7-7 analysis and also important minor minerals. Use it in making a Rose bed and for regular feeding after the first year of planting. It is better than any of the older all-chemical fertilizers for Roses, Mums and other flowers, for lawns, vegetable gardens and wherever a balanced fertilizer is needed. 5 lbs. \$1.25; 10 lbs. \$2.25; 25 lbs. \$3.95, ppd.



★ STAR ROSE GROW

To "SPEED-FEED" Your Roses and Other Plants

This fully soluble fertilizer is instantly available for plants and so is quicker acting than other types. Valuable for quick feeding of plants in need of nourishment and as a starter solution for transplanting. This is also the fertilizer to use for leaf feeding of Roses, a new method from which some remarkable results have been reported, especially for old, starved plants. Nitrogen 15%, available phosphoric acid 30%, potash 15%. 3 lbs. make 1 gal. of solution. Lb. \$1.10, ppd.

New Roses

New Thrills for Gardeners

★ HELEN TRAUBEL. H.T. (Swim.)

Plant Pat. 1028. A dainty, Dresden-china beauty of a Rose, of delicate and lovely coloring, with a form that is sheer elegance. Buds and blooms are clear tints of apricot and porcelain-pink. Buds are long and slender; blooms have about 27 heavy two-toned petals, the inside pink, the outside flushed with apricot. Plants are tall and vigorous with a lot of bloom all season. \$2.75 ea.; 3 or more, \$2.40 ea.

★ **HAPPINESS.** H.T. (Meiland.) Plant Pat. 911. A brilliant red. Its petals are firm and heavy, like highly polished, rich red leather. There is a coppery sheen to the flaming red and it may be this that gives the blooms their unusual brilliance. The flowers age to crimson-carmine or royal rose-red but do not blue. Of distinguished form, with the outer petals curling to points in layer after layer about the solid, pointed center. It is a popular florist's Rose; garden blooms, from mature plants, seem to be even better. \$2.50 ea.; 3 or more, \$2.20 ea.

★ **SYMPHONIE.** H.T. (Meiland.) Plant Pat. 958. This lovely big fragrant pink Rose from the originator of Peace has been highly rated by the American Rose Society during its first year of testing. It has also won the Gold Medal of the National Rose Society of England, and other awards, here and abroad. It is pink, but unlike any other pink Rose. It is well called a symphony in pink, with its countless different tints and shades making harmony together. Blooms are large, with many broad, wavy, silken petals, intensely, deliciously fragrant, on sturdy plants of medium height. \$2.50 ea.; 3 or more, \$2.20 ea.



★Helen Traubel



★Happiness



★Symphonie

4 Stars
\$9.20

One each
of these four
great Roses:

★Buccaneer
★Happiness
★Helen
Traubel
★Symphon-
ie

ASK FOR
OFFER 5



★Blanche Mallerin

© C.P. CO.

One of the greatest thrills of Rose growing is in finding a new variety that will give us a new color, or more fragrance, or greater vigor, or just a new Rose "personality" for our garden. Here are 4 pages of fairly recent introductions that are highly distinguished and worthy. All have been widely grown and tested and have proved their superiority or interest in one way or another. There are colors, types and kinds for every taste. For starting a new garden or adding new life to an old one, here are some jewels.

★**BLANCHE MALLERIN.** H.T. (Mallerin.) Plant Pat. 594. We have yet to find a white Rose to equal Blanche Mallerin in artistic beauty. First of all, it is pure white, in both bud and bloom: a gleaming, live, frosty white. Next, is its great superiority in form, with long, long buds and beautifully modeled blooms. Its crowning grace is its fragrance, since perfume is a rare attribute of white Roses. Buds come singly and erect on up-right plants of medium height. \$2 ea.; 3 or more, \$1.75 ea.

★**BRAVO.** H.T. (Swim.) Plant Pat. 983. Good-sized, long-lasting, double blooms of currant-red come in clusters. Averages 35 petals. An especially good hot-weather Rose. \$2.25 ea.; 3 or more, \$2 ea.



STAR GUIDE Spring

CREAM OF



★Capistrano

★**CAPISTRANO.** H.T. (Germain.) Plant Pat. 922. Well formed buds and blooms of rich, clear rose-pink that really lasts, on husky, bushy, free-blooming plants that are a joy to have in the garden. Good-sized flowers with 40 to 45 petals and pleasant fragrance. \$2.25 ea.; 3 or more, \$2 ea.

★**CAPRICE.** H.T. (Meilland.) A joyous Rose, the outside of the petals a delicate seafoam-yellow, the inside deep flame-pink. Open blooms are full of grace, with jaunty ruffled petals that age to a bright rose-pink and cream that doesn't clash with newer blooms. 25 petals. \$1.50 ea.; 3 or more, \$1.30 ea.

★**DEBONAIR.** H.T. (Lammerts.) Plant Pat. 677. Yellow. Jaunty, perfect, yellow buds on a medium-tall, compact plant with unusually handsome foliage. The beautiful, high-centered flowers open primrose-yellow, passing to butter-yellow. Dark, shiny, healthy foliage. \$1.75 ea.; 3 or more, \$1.55 ea.

★Debonair



to GOOD ROSES 1953



THE NEWER ROSES

★**ENA HARKNESS.** H.T. (Norman.) Crimson-red. The very broad, heavy petals of this English award winner are shining, deep red velvet. The 5-inch blooms have petals 3 inches broad. Holds color well; strong Tea fragrance. Fairly tall plant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**FIRST LOVE.** H.T. (Swim.) Plant Pat. 921. Long, pointed buds of rose-pink with about 20 petals. Open blooms light pink on inside of petals. Superior plant, tall and bushy. \$2.25 ea.; 3 or more, \$2 ea.

★**FORTY-NINER.** H.T. (Swim.) Plant Pat. 792. Vivid orient-red with chrome-yellow reverse, the yellow most evident in the bud and seen as flashes of a "golden lining" in the open blooms. Grand, vigorous plants with a satisfying amount of bloom. \$2.25 ea.; 3 or more, \$2 ea.



★Forty-niner

5 Popular Beauties \$9.45

Dress up your garden with these 5, each the most popular of its color class. They'll bloom from spring to frost and give you more blooms each year for years to come. You'll always be glad you planted these.

★**Blanche Mallerin.** (See page 6.)

★**Dr. Debat.** Finest light pink. (See page 4.)

★**Forty-niner.** (See above.)

★**Peace.** (See page 3.)

★**Charlotte Armstrong.** Favorite deep pink. (See page 10.)

ASK FOR OFFER 7



★Fred Howard

★**FRED HOWARD.** H.T. (Howard.) Plant Pat. 1006. Golden yellow buds tinted light red open to full bodied, 50-petaled blooms of rich buff-yellow, lightly brushed with golden orange and pink. It blooms freely and the long-lasting flowers keep their color well. The plants are especially fine: disease resistant and of medium height. \$2.50 ea.; 3 or more, \$2.20 ea.

3 All-America Winners \$6.20

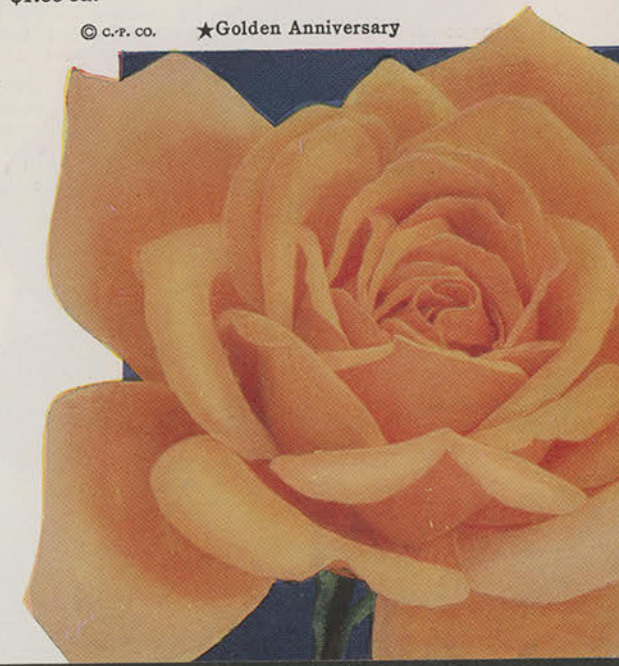
★**Capistrano.**
★**Forty-niner.**
★**Fred Howard.** { All are noted for magnificent vitality: strong bushes and lots of bloom.

ASK FOR OFFER 7A

★**GOLDEN ANNIVERSARY.** H.T. (Mordigan.) Plant Pat. 806. A sport of Good News, with flowers as handsome and abundant but of a color that ranges from soft buff to warm old-gold, sometimes flushed with tints of apricot or pink. Usually it shows only the buff to old-gold tones. Vigorous, well-branched plant with a lot of bloom. \$1.75 ea.; 3 or more, \$1.55 ea.

© C.P. CO.

★Golden Anniversary





★Lowell Thomas



★Mission Bells



★New Yorker

3 PROUD ROSES \$5.50

Aristocratic blooms that have good rich color and hold on to it.

★LOWELL THOMAS
★MISSION BELLS
★NEW YORKER
ASK FOR OFFER 8

★**LOWELL THOMAS.** H.T. (Mallerin.) Plant Pat. 595. Lemon-chrome. The 25-petaled blooms open from beautiful buds to high-cupped, glowing flowers over 4 inches across. They have a slight Tea fragrance. Upright plants of medium height with strong, erect stems and large, lustrous green foliage. It is notable for the way it holds its clear yellow color. Excellent form. \$2 ea.; 3 or more, \$1.75 ea.

★**MISSION BELLS.** H.T. (Germain.) Plant Pat. 923. Salmon-pink All-America Award winner. Its color is a glowing, clear salmon or shrimp-pink. The buds are well pointed, opening to high-centered flowers often 5 inches across, with about 40 petals. Quantities of bloom all season. Tea fragrance. Bushy, fairly tall, densely foliated plants, resistant to black-spot. It is good. \$2.25 ea.; 3 or more, \$2 ea.

★**NEW YORKER.** H.T. (Boerner.) Plant Pat. 823. Fiery red blooms on long, stiff stems, a brilliant red that does not fade or blue. Well-formed bud and bloom, very fragrant, on a sturdy, tall, disease-resistant plant. Blooms consistently good and often enormous. \$2 ea.; 3 or more, \$1.75 ea.

3 WINNERS \$5.50

Winners of blue ribbons, All-America awards and high Rose Society ratings. You can't lose with these three, especially at this price.

★NOCTURNE
★SUTTER'S GOLD
★TALLYHO
ASK FOR OFFER 8A

GOOD ROSES

Spring 1953



CREAM OF THE NEWER ROSES

★**NOCTURNE.** H.T. (Swim.) Plant Pat. 713. Long-pointed buds of perfect form open slowly to blooms of bright cardinal-red with dark shadings. Coppery red during very hot weather. Lovely form. Fragrant. Vigorous, tall plants, resistant to black-spot. \$2 ea.; 3 or more, \$1.75 ea.



★Nocturne

★**PARAMOUNT.** H.T. (Swim.) Plant Pat. 984. Rich salmon-pink. Long buds and fine blooms of 30 petals. Strong, tall plants. \$2 ea.; 3 or more, \$1.75 ea.

★**ROSE OF FREEDOM.** H.T. (Swim.) Plant Pat. 791. Rose-red. A new Rose that you can depend on for constant bloom all season. Fully double, rich in old Rose fragrance. Healthy plants. \$1.75 ea.; 3 or more, \$1.55 ea.



★Tallyho

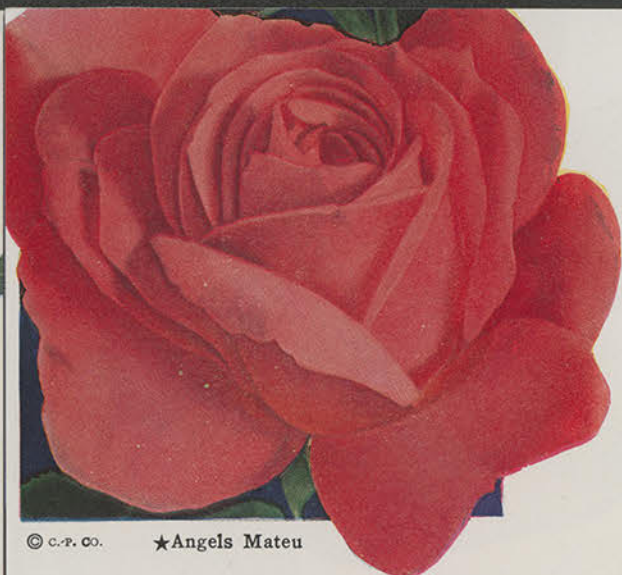


★Sutter's Gold

★**SUTTER'S GOLD.** H.T. (Swim.) Plant Pat. 885. All-America Rose for 1950. Brilliant golden buds, shaded coppery orange and vermilion; intensely fragrant. Long, sleek buds, on straight stems with few thorns; perfect for cutting. Vigorous, tall, bushy plants, disease resistant and free in bloom. The high-centered open blooms, with 25 to 30 petals, vary from rich orange-gold in spring and fall to pale yellow tinted pink in midsummer. Bright, glossy foliage. The winner of three important international awards. It blooms and blooms, continuously. \$2.25 ea.; 3 or more, \$2 ea.

★**TALLYHO.** H.T. (Swim.) Plant Pat. 828. Handsome blooms of unique, luscious raspberry-rose, truly two-toned, the outside a darker shade of the same rich color. It holds its color remarkably. And what a plant! Great, long, reddish canes are topped with glorious bursts of bloom in quantity at one time. Rich spicy fragrance. A highly superior, long-lasting Rose of fine form and a choice new color in Roses. Plants are tall and upright. Rated excellent by the American Rose Society, and a leading AARS winner. \$2 ea.; 3 or more, \$1.75 ea.





© C.P. Co. ★Angels Mateu

The Hybrid Tea Roses on this and the following 5 pages have stood the test of time. Their continued popularity proves their virtues and their charm. None of these has yet been surpassed by any variety that can entirely take its place, or it would not be here. So you can choose with confidence your favorite colors and forms, and know that you will be well rewarded by bountiful gifts of beauty. All are classed as of medium height in American Rose Society lists, unless otherwise mentioned.

★**ANGELS MATEU.** H.T. Plant Pat. 174. A most charming Rose with a color that is enchanting—a luscious, smooth orange-rose, distinct from all others. The flowers are very large and full-petaled. Delicious red-raspberry fragrance. \$1.75 ea.; 3 or more, \$1.55 ea.

★**ANNA MARIE.** H.T. (Ohlhus.) Plant Pat. 935. A delightful Rose, very large and double, of clear, light pink. \$1.75 ea.; 3 or more, \$1.55 ea.

★**BETTER TIMES.** H.T. Rose-red. The brilliant rose-red flowers are large, double, and delicately fragrant. Ideal for cutting. \$1.50 ea.; 3 or more, \$1.30 ea.

★**BETTY UPRICHARD.** H.T. Carmine and salmon. Buds are medium sized, long pointed and open to large, semi-double flowers. Its spicy blooms are bicolored, the outside of the petals deep carmine, inside silvery salmon. \$1.50 ea.; 3 or more, \$1.30 ea.

★**CALIFORNIA.** HT. Plant Pat. 449. A glorious shade of ruddy orange, toned with saffron-yellow. Buds are long and pointed; flowers reach a diameter of 5 to 6 inches. Vigorous; healthy, glossy green foliage. Semi-double. \$1.50 ea.; 3 or more, \$1.30 ea.

★California



All-America award winning varieties are marked with this symbol.

★**CHARLOTTE ARMSTRONG.** H.T. Plant Pat. 455. Rose-red. Tall. One of the most popular of all Roses, with good reason; the blooms and the plant are among the very best. Long, slender, rose-red buds open to extra-large blooms of deep, glowing rose, sometimes very dark rose-red. Handsome, upright plants with long, strong stems. Outstanding for its height, for the large, shapely beauty of its long-stemmed Roses and the amazing quantity produced all season. \$2 ea.; 3 or more, \$1.75 ea.



STAR GUIDE Spring

EVERBLOOMING



★Charlotte Armstrong

to GOOD ROSES 1953



STAR ROSES

★**CHRISTOPHER STONE.** H.T. Scarlet-crimson. Damask fragrance and almost continuous bloom. Vivid scarlet in June, deep crimson with velvety blackish shadings in the fall. \$1.50 ea.; 3 or more, \$1.30 ea.

★**CONDESA DE SASTAGO.** H.T. Bicolor. Delightfully fragrant flowers of yellow and raspberry-red are produced profusely on vigorous, healthy plants. One of the most colorful of garden Roses. \$1.50 ea.; 3 or more, \$1.30 ea.



★Condesa de Sastago

7 FOR MASSES OF BLOOM \$9.35

For beginner or expert, for cutting or garden display, this collection will pour out its lovely blooms for you. All are dependable, favorite kinds that do well everywhere. We recommend this collection as a best possible starter-set, or for anyone who likes Roses.

- ★**Betty Uprichard.** (See page 10.)
- ★**Condesa de Sastago.** (See above.)
- ★**Crimson Glory.** (Above at right.)
- ★**Duquesa de Penaranda.** (Also, at right above.)
- ★**Mrs. E. P. Thom.** (See page 14.)
- ★**Radiance.** (See page 14.)
- ★**Red Radiance.** (See page 14.)

ASK FOR OFFER 11

★**COUNTESS VANDAL.** H.T. Copper and salmon. A charming Rose, from the first tints of color on the large, long, tapering buds until the petals fall. The streamlined buds are orange-copper and open to perfumed, exquisitely formed blooms of copper, salmon and gold. \$1.50 ea.; 3 or more, \$1.30 ea.



★Crimson Glory

★**CRIMSON GLORY.** H.T. Deep crimson. A glorious Rose in its perfect form, its size and its fragrance. A splendid plant, bushy, exceptionally free blooming and resistant to disease. Well established plants are constantly in bloom all season. Widely held to be the best red Rose in the world, Crimson Glory is one you should have. Plants are usually rather short and spreading. A front row variety. \$1.75 ea.; 3 or more, \$1.55 ea.

★**DAINTY BESS.** Single. H.T. Blush-pink. Dainty indeed in form, color and delicate wild-Rose fragrance. Especially charming are the long, wine-red stamens contrasting with the blush-pink petals. The best single. \$1.50 ea.; 3 or more, \$1.30 ea.

★**DUQUESA DE PENARANDA.** H.T. Copper-apricot. A luscious color, lovely at all times. Noted for almost continuous bloom, on splendid, upright plants. \$1.50 ea.; 3 or more, \$1.30 ea.

★**ECLIPSE.** H.T. Plant Pat. 172. Golden yellow. Distinctly different from any other Rose, with "super-streamlined" buds which often exceed 2 inches in length, ornamented with narrow, branching sepals. It is prolific, the beautiful tapering buds coming in quantities on rigid, upright stems on a vigorous plant with disease-resistant foliage. Open blooms are large, well formed, semi-double and a good, uniform, rich yellow. \$1.75 ea.; 3 or more, \$1.55 ea.

★Eclipse



★**EDITOR McFARLAND.** H.T. Deep pink. Vigorous, healthy, upright plants of medium height are free with beautifully modeled buds and fragrant blooms of deep, bright pink on strong, wiry stems. The flowers keep their form and color for days. \$1.50 ea.; 3 or more, \$1.30 ea.

★**ETOILE DE HOLLANDE.** H.T. Crimson. Ever popular, with its delightful crimson color, fine form, long cutting stems, vigorous plants of medium height and true Rose perfume. One of the best richly fragrant, ever-blooming red Roses. 45 petals. Still extremely popular and in great demand although over thirty years old. \$1.50 ea.; 3 or more, \$1.30 ea.

★**GIRONA.** H.T. Multicolored. Lovely buds of Turkey-red and golden yellow with 20 to 30 petals. The outside row of petals becomes light Tyrian-rose, and the inner petals soft golden yellow. The petals are of heavy texture, with rich attar-of-Rose fragrance—the most fragrant multicolor. Splendid Rose for cutting. \$1.50 ea.; 3 or more, \$1.30 ea.

★**GOLDEN DAWN.** H.T. The pale yellow blooms, continuously produced, are large, with 50 to 60 petals. Fragrant. Foliage beautiful. Has very high Rose Society rating. \$1.50 ea.; 3 or more, \$1.30 ea.

★**GOOD NEWS.** H.T. (Meilland.) Plant Pat. 426. Buds of deep coppery pink open slowly to great 60-petaled blooms with a glowing, coppery center, toning to shell-pink on the outer petals. Rich Tea fragrance. A vigorous, healthy plant almost continuously in bloom. \$1.75 ea.; 3 or more, \$1.55 ea.



★Good News

4 OLD FAVORITES \$5.20

These are the Rose Classics. Countless other varieties have come and gone, but these keep their popularity. No Rose planting is quite complete without these great leaders of our modern Roses.

- ★**Countess Vandal.** Copper and salmon.
- ★**Etoile de Hollande.** Crimson.
- ★**Kaiserin Auguste Viktoria.** White.
- ★**Mrs. Sam McGredy.** Scarlet-orange.

ASK FOR OFFER 12



STAR GUIDE Spring

EVERBLOOMING



© C.-P. CO.

★Grande Duchesse Charlotte

★**GRANDE DUCHESSE CHARLOTTE.** H.T. Plant Pat. 774. A delightfully different, beautiful shade of red. The long buds are burnt-carmine, opening to firm-petaled blooms of a lovely begonia-rose. The plant is tall, graceful and disease resistant. Buds come singly; wonderful for cutting. \$1.75 ea.; 3 or more, \$1.55 ea.

★**HORACE McFARLAND.** H.T. Plant Pat. 730. Deep apricot buds open rich salmon and coral-pink blended with apricot. Very long lasting, with fine form. Blooms in constant succession on rather low, upright plants that improve with age. \$1.75 ea.; 3 or more, \$1.55 ea.

★Horace
McFarland
© C.-P. CO.



to GOOD ROSES 1953



STAR ROSES

★**KAISERIN AUGUSTE VIKTORIA.** H.T. Cream white. Long, shapely buds open to delightfully scented, cream-white flowers with a slight lemon tint in the center. Very double flowers on medium to tall plants. This Rose of 1891 is as much loved today as ever. \$1.50 ea.; 3 or more, \$1.30 ea.

★**KATHERINE T. MARSHALL.** H.T. Plant Pat. 607. A sparkling, warm pink Rose on erect tall, hardy plants. The large, cupped flowers have heavy petals of coral-pink, with a golden glow. Fruity fragrance. \$1.75 ea.; 3 or more, \$1.55 ea.

★**MME. COCHET-COCHET.** H.T. Plant Pat. 129. Long-pointed buds of coppery pink, flushed orange, open to fragrant, cupped flowers of soft salmon-pink with a satiny sheen. The petals vary from 20 to 40. An enchanting Rose in form, color, and fragrance. \$1.50 ea.; 3 or more, \$1.30 ea.



★Mme. Cochet-Cochet

© C.-P. CO.

4 GEMS \$6.80 (Value \$7.75)

These newer, big, beautiful, constantly blooming Roses are kinds that can help you be glad you are alive today.

- ★**Blanche Mallerin.** (See page 6.)
- ★**Good News.** (See page 12.)
- ★**Lowell Thomas.** (See page 8.)
- ★**Mirandy.** (See at right.)

ASK FOR OFFER 13



★Mme. Henri Guillot

★**MME. HENRI GUILLOT.** H.T. Plant Pat. 337. Exquisitely formed, fragrant, urn-shaped buds of raspberry-pink lit with flame, change to a brilliant, satiny watermelon-pink blend as they fully open. Handsome, very shiny foliage. Don't miss this Rose. \$1.75 ea.; 3 or more, \$1.55 ea.

★**MCGREDY'S IVORY.** H.T. Creamy white in bud, turning clear white as it unfolds. Very large, double. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MCGREDY'S SUNSET.** H.T. Plant Pat. 317. Yellow. A Rose of unusual charm. The full-petaled, fragrant flowers of clear, sun-shiny yellow are penciled with carmine and come freely on vigorous, branching plants of medium height. Glossy foliage. A showy variety that is showy even from a distance. \$1.75 ea.; 3 or more, \$1.55 ea.

★**MIRANDY.** H.T. Plant Pat. 632. The illustration shows the superb form and glamorous coloring of this great Rose. The huge, 50-petaled, deep crimson flowers open slowly from exquisitely modeled, ovoid buds, often long-pointed, and filled with rich, penetrating Damask fragrance. The aging flowers turn to a rich wine-red. This is one of the "Top Ten" All-America Roses. \$2 ea.; 3 or more, \$1.75 ea.



★Mirandy



★Mrs. E. P. Thom

★**MRS. E. P. THOM.** H.T. Yellow. Shapely buds and well-formed blooms of clear, deep canary-yellow. The unfading, fragrant flowers are large and fully double, with long stems. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MRS. PIERRE S. DU PONT.** H.T. Golden yellow. A Rose that blooms more than any other golden yellow variety. Nice buds and fragrant, double flowers. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MRS. SAM MCGREDY.** H.T. Scarlet-orange. Perfectly modeled flowers with Sweetbriar fragrance and rich coloring of scarlet and orange come freely on beautiful, tall plants. Pointed buds; blooms large, double, high centered. A very popular, highly rated Rose. \$1.50 ea.; 3 or more, \$1.30 ea.

★**PINK DAWN.** H.T. A lively salmon-rose-pink, with a glow of gold at the base of the petals. Sweetly fragrant. Excellent form on good long stems. Upright, vigorous plant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**POINSETTIA.** H.T. Scarlet. Through hot weather or cool, this Rose can be depended upon to produce its brilliant flowers of clear scarlet-red. And the color stays red, never fading toward pink or bluing toward purple. The large, brilliant blooms are well formed and freely produced on strong stems on erect, healthy plants. \$1.50 ea.; 3 or more, \$1.30 ea.

★Poinsettia



STAR GUIDE Spring

EVERBLOOMING

★**PRESIDENT HERBERT HOOVER.** H.T. Multicolored. The large, beautifully modeled, delightfully fragrant blooms of scarlet, yellow, cerise and flame colors, which come singly on erect, firm stems, have made this one of the most popular Roses for many years. Its tall-growing plant blooms freely and the lovely flowers last for days when cut. Winner of 2 Gold Medals. \$1.50 ea.; 3 or more, \$1.30 ea.

★**RADIANCE.** H.T. Cameo-pink. The two-toned, cupped flowers have an intense, true Rose fragrance. Bud globular; flowers large and double. One of the most popular of all Roses because of its remarkable freedom of bloom and its vigorous, healthy plant, which is tall and bushy. Most dependable everywhere, thriving year after year with a minimum of care. \$1.50 ea.; 3 or more, \$1.30 ea.

★Radiance



3 STRIKING KINDS \$4.65 (Value \$5.25)

These three are kinds that always attract attention, wherever they are planted. Good, big, bushy plants that are good producers of distinctive and handsome flowers.

★Angels Mateu. (See page 10.)

★Eclipse. (See page 11.)

★Rubaiyat. (See page 15.)

ASK FOR OFFER 14

★**RED RADIANCE.** H.T. Cerise-red. A sport of Radiance, it has the same form, habit of growth, fragrance, and healthy foliage. The difference is in the color, which is an even shade of cerise-red. Like Radiance, it is long lived, free blooming and does well under a wide variety of growing conditions. \$1.50 ea.; 3 or more, \$1.30 ea.

to GOOD ROSES 1953



STAR ROSES



★Rubaiyat

★**RUBAIYAT.** H.T. Plant Pat. 758. Brilliant rose-pink to cerise-red, with graceful, long, shapely bud and a wealth of old-Rose fragrance. The large flowers open slowly and are borne in profusion on long, upright stems. The plant is tall and vigorous, hardy and disease resistant. \$1.75 ea.; 3 or more, \$1.55 ea.

★**SAN FERNANDO.** H.T. Plant Pat. 785. Glowing currant-red. Beautiful form in bud and bloom; unusually heavy texture. And fragrant! If you've been wishing for more fragrant Roses, try San Fernando. \$1.75 ea.; 3 or more, \$1.55 ea.

★**SHOW GIRL.** H.T. Plant Pat. 646. Deep, vivid pink blooms of good substance and exhibition form are produced on long, strong stems. One of the best for cutting. Remarkable for the length of its lovely buds and the vigor of the tall plants. \$1.75 ea.; 3 or more, \$1.55 ea.

★Show Girl



★Soeur Therese

★**SOEUR THERESE.** H.T. Buttercup-yellow. This is the most astonishing variety, for it blooms in candelabras (not clusters) of from 5 to 15 flowers, forming on top of sturdy canes that hold the blooms erect. Each flower is fine for cutting as it comes on a wiry stem from 6 to 8 inches in length. Long-pointed buds richly marked with carmine; open blooms clear yellow. \$1.50 ea.; 3 or more, \$1.30 ea.

4 HUSKY H.T.'S \$5.20

Tall, vigorous, free blooming and dependable, these are kinds that have helped make Roses the most useful and popular of all garden flowers. Year after year, they pay big dividends on their small initial cost and care.

★Pink Dawn. A lively, rosy salmon-pink.

★Poinsettia. Permanent, rich red.

★President Hoover. Long famous multicolor.

★Soeur Therese. Buttercup-yellow.

ASK FOR OFFER 15

★**TALISMAN.** H.T. Multicolored. A glorious combination of orange, yellow and rose-red. A popular Rose for cutting, with its choice, distinctive form. The fragrant blooms are most highly colored in the fall. \$1.50 ea.; 3 or more, \$1.30 ea.

★**TEXAS CENTENNIAL.** H.T. Plant Pat. 162. Brilliant red sport of the famous Pres. Hoover Rose. Its red buds turn glowing salmon-red or deep coppery pink in the fully opened flowers. They come almost continuously on strong, erect stems. Tall. Fragrant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**THE DOCTOR.** H.T. Satiny pink. The buds are long and pointed, expanding to enormous flowers when fully open. One of the most fragrant of pink Roses. Of fine form, the color is a uniform silvery pink in both bud and open flower. Not so prolific as some other varieties, but the blooms more than compensate Rose growers who enjoy extra quality. \$1.50 ea.; 3 or more, \$1.30 ea.

3 Color Assortment \$4.85

Three of the showiest of all Roses; a fine cut-flower collection.

★McGredy's Sunset. Sunshiny yellow.

★Mirandy. Richest wine-red.

★Show Girl. Vivid phlox-pink.

ASK FOR OFFER 15A

12 Star Roses \$14.85

OUR SELECTION

All Hybrid Teas: big-flowered Roses that bloom all season. All 2-year-old, field-grown, No. 1, STAR quality plants

NO TWO ALIKE IN THE SAME SET

All named varieties. Postage prepaid to April 10, 1953

This is always one of the most popular offers in our catalog, and certainly it is one of the world's best values in Roses. For the plants are all our regular catalog varieties, the same fine size and grade as plants sold separately. Since there is not a variety in our catalog that is not well worth having, you run no risk in this "OUR SELECTION" Rose collection, but get more Roses for every dollar.

These Hybrid Tea Roses bloom from spring to frost and the number of fine, fragrant flowers the dozen plants will give, will amaze and delight you. Yet they can be grown in a bed only 3 x 10 ft., or 4 1/2 x 7 ft. No flower is lovelier. Their wealth of beauty, and the joy they bring, increase with succeeding years.

Each Rose in these sets is labeled with a Star Rose name tag—a durable, weatherproof, celluloid, star-shaped label bearing the name of the Rose. There is sure to be a wide range of colors among the Roses, and all plants are guaranteed to bloom. We also guarantee the value of the collection to be at least \$18.



OUR SELECTION
12 ROSES FOR
\$14.85

Value at least \$18

ASK FOR OFFER 16

★Ma Perkins

The New Floribunda All-America Award Winner

★MA PERKINS. Plant Pat. 1143. This newest award winner has much larger individual blooms than most Floribundas, and a form more like that of Hybrid Teas. It is also more fragrant than most, with a fresh, spicy scent. Its color is delightful. The daintily formed buds are a soft, yet rich pink, flushed with yellow at the base. They open exquisitely, with 25 or more petals of shell-pink and delicate coral tones.

The plants are excellent, good and bushy about 3 feet high, with abundant, highly disease-resistant foliage, sturdy stems and lots of bloom. \$2.25 ea.; 3 or more, \$2 ea.; 25 or more, \$1.80 ea.

3 All-America
Floribundas
\$5.75

★Fashion. (See page 18.)

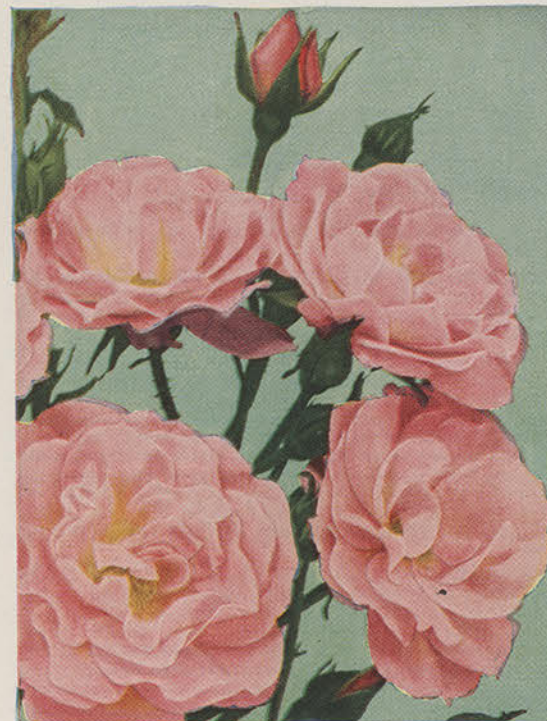
★Ma Perkins. (Above.)

★Vogue. (See page 17.)

Three top new beauties that seem made to plant together, each setting off the other.

ASK FOR OFFER 16A

Superb New Floribunda Roses FOR YOUR GARDEN



★Poulsen's Bedder

Floribunda Roses are a fairly recent invention, started as a cross between Hybrid Teas and small-flowered cluster Roses called Polyanthas or "baby ramblers." These Floribundas proved to be hardy, easy to grow and, best of all, super-abundant in quantity of bloom, from spring to frost. Now, by crossing Floribundas with other Hybrid Teas, hybridizers have recently been able to make amazing strides toward adding more fine colors and different types of blooms, increasing the fragrance, and the new varieties seem to give even more bloom than the old!

Here are two new ones that were introduced last year that are especially outstanding. In fact, these two are going to be hard to improve on, because they have just about everything that is wanted most.

★POULSEN'S BEDDER. This is the finest new pink Floribunda of them all. Very free flowering, it has masses of big, lightly ruffled blooms of clear, rich, clean pink, from bud to fully open blooms. The open flowers get lighter as they age, but they always keep that appealing look of bright, gay, young freshness, never grayed or dingy-looking. They are also wonderfully long lasting, even in midsummer heat. The hardy plants are strong, upright and even in growth, about 3 feet tall and sturdily resistant to disease. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★VOGUE. Plant Pat. 926. This is the 1952 Floribunda All-America award winner and a popular new color: a rich coral-rose. It is a sister of the famous Fashion Rose and shows it in its coral coloring, but Vogue is a deeper and bolder shade, with more red in it. Blooms are also more double, beautifully formed, unusually fragrant and on a splendid plant. \$2.25 ea.; 3 or more, \$2 ea.; 25 or more, \$1.80 ea.

Floribunda Roses are happy flowers: a gardener's dream plant for almost any spot. They bloom in clusters, a whole bouquet on every stem, artfully arranged by Nature to make a most effective show. Long lasting on the bush or as cut flowers, they are showy from a considerable distance and charming at close range.

Why Not Try Floribunda Roses?

There are a number of overworked shrubs that are used monotonously across the fronts of houses, along paths, for hedges along the streets. Why not try Floribundas around your house? They are different; they now come in a wonderful range of colors, and they bloom from late spring to freezing weather. What other hardy plant can give you so much color for so long a time?

Plant them where they can be seen from your windows or from the street. Plant them in front of non-spreading shrubs or evergreens, with perennials, or other Roses. They are best in groups and are plants that no garden should lack.

3 Great Floribundas
\$3.90

★Floradora. (See next page.)

★Poulsen's Bedder. (Above.)

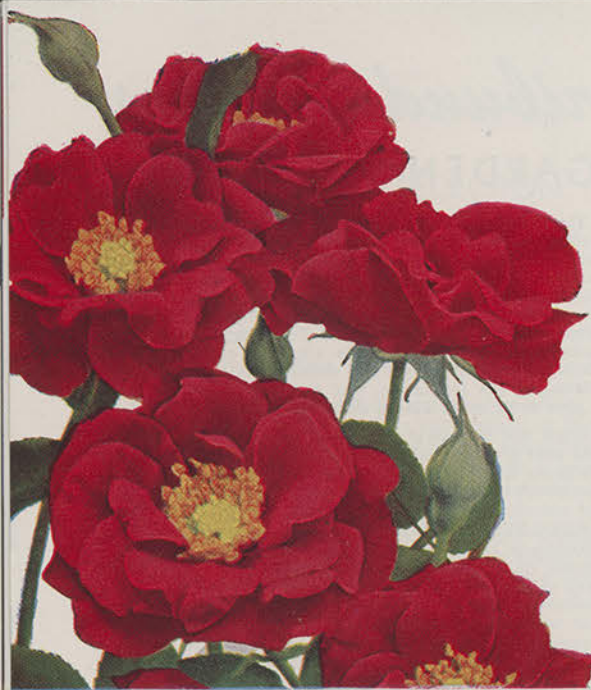
★Red Ripples. (See p. 19.)

These are three of the finest, to our minds.

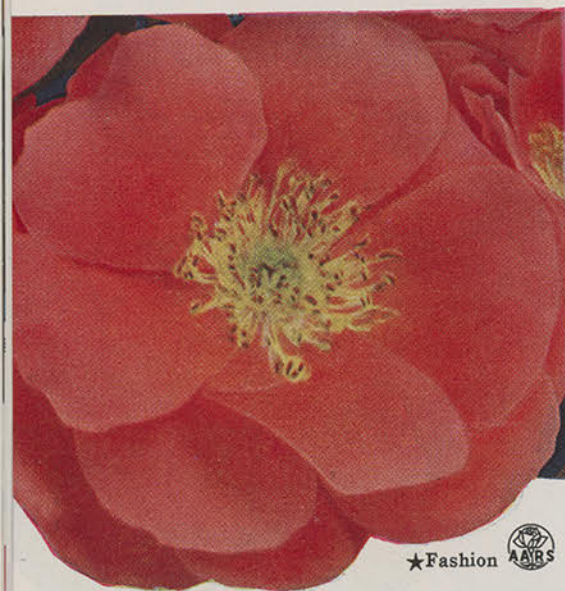
ASK FOR OFFER 17



★Vogue



★Alain



★Fashion



★Floradora

Everblooming

★**ALAIN.** (Meiland.) Bright red blooms come in clusters all over the densely branching plants; a good clear, lasting color. Semi-double, with large, bright golden centers. Thick foliage on strong green stems and husky plants. 2½ feet tall. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**BETTY PRIOR.** Plant Pat. 340. Large branching clusters of single blooms resembling red dogwood in shape, size and color. The plants are abundantly branched and continuous in bloom. Growth 3½ feet or more. One of the very best. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**CHATTER.** Plant Pat. 739. Unfading, bright carmine-red blooms in big, showy clusters. More dwarf than the other varieties, averaging about 22 inches high. \$1.50 ea.; 3 or more, \$1.30 ea.

★**DONALD PRIOR.** Plant Pat. 377. A famous old variety of sparkling red, with 12 petals to each flower. Noted for reliably vigorous plants and continuous bloom. 3½ feet tall. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**FASHION.** Plant Pat. 789. The All-America award winner for 1950. Not even among the Hybrid Teas is there a color quite like this new Floribunda. Fashion blooms are bright coral-peach, a most amazing color because it is so brilliant and, at the same time, so soft and lovely.

The open blooms are about 3 inches across or larger, with pleasing old-Rose fragrance. Plants are good and vigorous, bushy, with neat, small, glossy foliage. It reaches a height of 2½ to 3 feet, with few thorns. We consider it a gem, of an enchanting color. \$2 ea.; 3 or more, \$1.75 ea.; 25 or more, \$1.60 ea.

★**FLORADORA.** Constantly in bloom and a new shade in Roses—a brilliant cinnabar-red, as arresting under artificial light as in the garden. Floradora blooms are always the eye-catchers. 2½ to 3 feet. Highly rated by the American Rose Society, with a rating of 8.2 out of 10. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

5 Prize Floribundas \$6.95

(Value \$8)

★Goldilocks

★Mrs. Inge Poulsen

★Masquerade

★Pinocchio

★Red Pinocchio

ASK FOR OFFER 18

Floribundas

★**FRENSHAM.** English Gold Medal award winner. An outstanding semi-double crimson-red. Bushy plants 3 feet high and about as wide. Beautifully formed, unfading buds come continuously. \$1.50 ea.; 3 or more, \$1.30 ea.

★**GOLDILOCKS.** Plant Pat. 672. Rich golden yellow. Lovely buds open to very double blooms up to 3 inches across on bushy plants 2½ feet high. The best yellow Floribunda. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**IRENE OF DENMARK.** Plant Pat. 889. The best white. Buds are true "Sweethearts," daintily perfect. Large, double, graceful blooms. From Denmark, so it's extra-hardy. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MARIONETTE.** Plant Pat. 569. A white sport of Pinocchio, with creamy yellow buds. 1½ to 2 feet. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MASQUERADE.** Plant Pat. 975. A Rose that rivals Joseph's coat in its many colors. Buds are yellow touched with vermillion, opening light yellow and then darkening to rose-pink and light red, with a spray of blooms showing all colors at once. 3-foot plants. \$2 ea.; 3 or more, \$1.75 ea.; 25 or more, \$1.60 ea.

★**MRS. INGE POULSEN.** Plant Pat. 1050. A pastel blend of amber, apricot and pink tints, aging to delicate flesh-pink or sometimes to almost white. Very free blooming, on bushy, even plants about 3 feet high. Buds have "Sweetheart" form and blooms are double. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**PINOCCHIO.** Plant Pat. 484. Sprays of winsome buds, rich salmon flushed with gold, open slowly to double, attractively formed blooms 1½ inches across of soft clear pink. Free branching; continuous blooming. 2 feet. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**RED PINOCCHIO.** Plant Pat. 812. A velvety, deep red, sometimes with traces of black. Popular in all climates, it is rated 8.4 by the American Rose Society. 2 to 2½ feet. \$1.50 ea.; 3 or more, \$1.30 ea.; 25 or more, \$1.20 ea.

★**RED RIPPLES.** The tallest red Floribunda and one of the best. Bright Christmas red in both bud and bloom, an intense and joyous color. Free in bloom over a long season; very long lasting, on the bush or when cut. Grows 3½ feet or more. \$1.50 ea.; 3 or more, \$1.30 ea.

Polyantha Rose

★**CECILE BRUNNER.** (Sweetheart Rose.) Perfect little pink buds on long wiry stems, well above the tiny, healthy foliage. Valued for corsages and as a border plant. Height, 12 to 15 inches. \$1.50 ea.; 3 or more, \$1.30 ea.

★Pinocchio



★Goldilocks



★Irene of Denmark



★Betty Prior

Floribundas for Hedges

Plant Floribundas for a border of bloom all season—strikingly beautiful for hedges of medium height. Note quantity prices for this use.



★Red Elf

★**RED ELF.** Plant Pat. 973. This Miniature Rose has the deepest, richest coloring of all—a velvety Bordeaux-red with blackish shadings. Plants are compact, and the fully open blooms are about $\frac{3}{4}$ inch across, with 20 to 25 petals and a minute bright "eye" in the center. \$1 ea.; 3 or more, 85c ea.

★**BO-PEEP.** Plant Pat. 976. Adorable, deep rose-red buds and densely double, arbutus-pink flowers. The depth of color varies but is always lovely. Very free in bloom, with many buds together in strong, branching, candelabra-like flower sprays, held well above the pretty foliage to make it one of the tallest when in bloom. \$1 ea.; 3 or more, 85c ea.

★Bo-Peep

Little Bo-peep

Little Bo-peep has lost her sheep,
And can't tell where to find them;
Leave them alone, and they'll come home,
Wagging their tails behind them.



Miniature Roses, Fairies of the Rose World



These little plants are true Roses, with tiny thorns, foliage, buds and blooms that are exact mimics of the finest big exhibition Roses. But the full-grown plants of these Miniature Roses are only 6 to 12 inches tall, and the biggest blooms are only about an inch across. They start blooming in May and keep right on all summer, to early fall. They are as easy to grow as the big Roses; all they ask is good soil, good drainage, a sunny spot and reasonable care, to give a profusion of their adorable, fairy-like Rose blooms.



★Red Imp

★**RED IMP.** Plant Pat. 1032. This new Miniature Rose is a deep, rich crimson that is startling in its brightness. It is an unfading, even color with no light markings. Fully, solidly double, with 45 to 60 petals packed tightly right to the center. Opens very flat. The beautiful buds and blooms are as perfectly formed as the best of the big Roses. \$1.25 ea.; 3 or more, \$1.10 ea.

★**BABY GOLD STAR.** Plant Pat. 407. Golden yellow from the heart of the flower to the tips of the petals. The plant and flowers are a little larger than the other Miniature Roses. Fully double buds and blooms of perfect form, with a light tea fragrance. The only yellow Miniature Rose, with a rare beauty that is enchanting. \$1.25 ea.; 3 or more, \$1.10 ea.

6 DIFFERENT MINIATURE ROSES \$5.35

(Value \$6.25)

Baby Gold Star Pixie
Bo-Peep Sweet Fairy
Midget Tom Thumb

ASK FOR OFFER 20



★CINDERELLA (Plant Pat. 1051)
The Newest Miniature

This is the most exquisitely dainty flower yet! It is white, sometimes lightly tinted with a delicate cameo-pink, especially in the heart of the flower. The petals are more velvety than any other light-colored Miniature Rose, and the bud form is one of the most beautiful. It has 45 to 60 petals in its tiny breadth, so the full blooms are all petals. It is thornless and remarkably free flowering. \$1.50 ea.; 3 or more, \$1.30 ea.

10 DIFFERENT MINIATURE ROSES \$9.45

(Value \$11)

One each of all varieties

This is the entire collection of these little Fairy-Roses, and they will make an entrancing focal point of interest in your garden. Plant them in a "fairy circle" or along steps or a walk, at the base of a garden ornament, in a rock garden, or in any showy, sunny place.

ASK FOR OFFER 20A

★**ROULETTI.** Appealing, double flowers of lively bright pink color, $1\frac{1}{2}$ inches across. Once thought to be lost to cultivation, it unexpectedly turned up as a pot plant on the window ledge of a Swiss cottage. Vigorous, hardy and long-lived. \$1 ea.; 3 or more, 85c ea.

ALL MINIATURE ROSES SENT POSTPAID

For pleasing borders



3 NEWEST MINIATURE ROSES \$3.25

Bo-Peep

Red Imp

Cinderella

ASK FOR OFFER 21

★**PIXIE.** Plant Pat. 408. The world's tiniest, fully double, white Rose, with 40 or more petals neatly arranged into perfectly formed flowers only $\frac{3}{4}$ inch across. The buds sometimes have a pinkish tinge, which is carried over into the flowers during the cool season and may last until they have fully expanded. At other times it will be pure white. Very free in bloom. Dainty foliage. \$1 ea.; 3 or more, 85c ea.

★**TOM THUMB.** Plant Pat. 169. What a trim little fellow, sure to hold you spellbound by its unusual charm. You will marvel at the tiny buds, exposing, between the bright green sepals, intensely rich crimson flower petals. On expanding, the blooms are slightly lighter and the white base of the petals comes into view, enlivening the color by its contrast. Fine plants, free in bloom. \$1 ea.; 3 or more, 85c ea.

★**SWEET FAIRY.** Plant Pat. 748. Deep pink buds, opening to very double, 1-inch blooms of a cheerful bright apple-blossom-pink shade. It is the first of the Miniatures to present us with a rich true Rose fragrance. The fine, long-lasting flowers are carried on wiry, upright stems of just the right length to permit easy arrangements in vases or corsages, for which they are especially fine. One of the loveliest of all Miniatures. \$1 ea.; 3 or more, 85c ea.

★**MIDGET.** Plant Pat. 466. Perfect in every detail, with buds no larger than a grain of wheat and flowers a mere $\frac{3}{4}$ inch across when fully expanded. The bright pink buds open a rich deep rose, not quite so dark as Tom Thumb but darker than Rouletti. The tiniest rose-red, fully double Rose. Slightly fragrant. Fern-like foliage. \$1 ea.; 3 or more, 85c ea.

4 MINIATURE ROSES \$3.65

Baby Gold Star Midget
Pixie Sweet Fairy

ASK FOR OFFER 21A



For unique miniature displays



★Pixie



★Tom Thumb in a thimble



★Sweet Fairy

Miniature Roses are Hardy

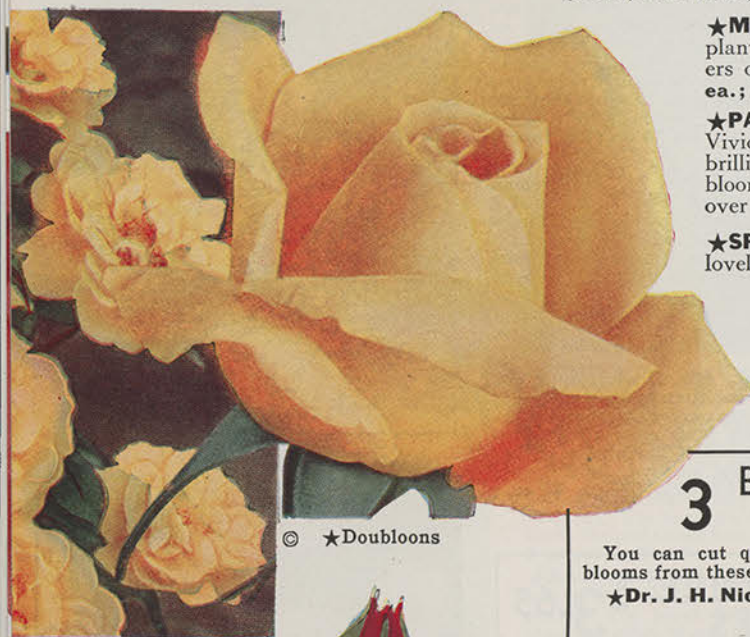
Care for them as you would for Hybrid Teas. Their cultural requirements are summed up in directions enclosed with each shipment. This also tells about handling them indoors though, strictly speaking, they are not house plants. They thrive in the garden, and are as hardy as the big Roses.

Miniature Roses have a wide appeal. They are the perfect flowers for miniature arrangements or place-card decorations. Little gardens can be made with the plants, with little paths and benches and other garden features, all in miniature. For corsages and boutonnieres, the fairy-like blooms are living gems.





★City of York



© ★Doubloons



★Paul's
Scarlet
Climber

HANDSOME HARDY CLIMBING ROSES

All these climbers are large-flowered kinds that give a glorious display and countless cut flowers, needing little care. Climbing Roses usually bloom the second season after planting. Do not prune the first year's growth of any of these kinds. Later, prune only enough to keep within bounds and to remove worn out, dead wood.

★**CITY OF YORK.** White. Hardy and strong growing. In May and June it is an almost solid mass of bloom. Very fragrant, 3-inch, semi-double flowers of creamy white. Has been awarded the top honor of the Gold Medal of the American Rose Society, the only climber to be so honored. \$1.75 ea.; 3 or more, \$1.55 ea.

★**DOUBLOONS.** Plant Pat. 152. Big, shapely buds and blooms of buff-yellow flushed apricot. Spicy fragrance. Early. 10 to 12-foot canes. \$2 ea.; 3 or more, \$1.75 ea.

★**KING MIDAS.** Plant Pat. 586. Early. Large, double, golden yellow blooms from pointed buds of golden yellow flushed with red. Vigorous, with dark green, leathery foliage. \$2 ea.; 3 or more, \$1.75 ea.

★**MARY WALLACE.** Midseason. Vigorous plants are covered with large, cup-shaped flowers of glowing rose-pink. Very hardy. \$1.50 ea.; 3 or more, \$1.30 ea.

★**PAUL'S SCARLET CLIMBER.** Midseason. Vivid scarlet and marvelously attractive. The brilliant color does not burn or fade and the bloom in June is profuse, in great clusters all over the plant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**SPANISH BEAUTY.** Early, vigorous, lovely pink. \$1.50 ea.; 3 or more, \$1.30 ea.

★**THOR.** Plant Pat. 387. Crimson. Big, 4-inch, fragrant, very double blooms on long stems. Rich, unfading crimson-red. Long blooming season. Disease-resistant foliage. \$2 ea.; 3 or more, \$1.75 ea.

3 BIG FLOWERED CLIMBERS \$5.25

You can cut quantities of big, double, Hybrid-Tea-like blooms from these three, as well as having a garden show.

★Dr. J. H. Nicolas, pink; ★King Midas, yellow;
★Thor, red.

ASK FOR OFFER 22



★Dream Girl

REPEAT-BLOOMING CLIMBING ROSES

Climbing Roses give a lift to a garden, adding variety with their height. They make fine backgrounds for other flowers and can divide your property from the neighbors' in the most pleasant way. For best repeat bloom, remove all flowers as they fade but do not prune during growing season.

★**ALOHA.** Plant Pat. 948. A low climber or pillar Rose with large, very double, fragrant blooms of rose-pink, all summer. Slow growing, with beautiful glossy, dark green foliage. \$2.50 ea.; 3 or more, \$2.20 ea.

★**BLAZE.** Scarlet-crimson. A gorgeous show for weeks in June; repeat bloom in fall. \$1.50 ea.; 3 or more, \$1.30 ea.

★**DR. J. H. NICOLAS.** Plant Pat. 457. Huge, fragrant, rose-pink; 50 petals. \$2 ea.; 3 or more, \$1.75 ea.

★**DREAM GIRL.** Plant Pat. 643. Coral-pink, full petaled, fragrant. Superior for low fences. Improves with age. Handsome, disease-free foliage. \$2.25 ea.; 3 or more, \$2 ea.

★**NEW DAWN (Everblooming Dr. W. Van Fleet).** "The best hardy Everblooming Climbing Rose ever produced." 12 to 15-foot canes with sparkling, healthy foliage and masses of blush-pink, fragrant blooms in June. Repeats freely until hard frost. \$1.50 ea.; 3 or more, \$1.30 ea.

★**WHITE DAWN.** New, everblooming hardy white Rose. Bred from New Dawn, it is as hardy, healthy, strong growing and free blooming. \$1.50 ea.; 3 or more, \$1.30 ea.



★New Dawn

EVERBLOOMING CLIMBERS

FOR MILD CLIMATES

★**CLIMBING CRIMSON GLORY.** Plant Pat. 736. Richly fragrant, deep crimson blooms like Crimson Glory, and clean, disease-resistant foliage. \$2 ea.; 3 or more, \$1.75 ea.

★**CLIMBING MRS. P. S. DU PONT.** Beautiful golden yellow blooms like the Hybrid Tea. \$1.50 ea.; 3 or more, \$1.30 ea.

★**CLIMBING PEACE.** Plant Pat. 932. Those glorious big blooms, identical with those of the bush Peace Rose, come on long, fast-growing, pliant canes. Very vigorous. It seems to bloom more heavily in warm climates than in the North, according to reports received to date. \$2.50 ea.; 3 or more, \$2.20 ea.

★**CLIMBING TALISMAN.** A climbing form of the famous Talisman Rose. \$1.50 ea.; 3 or more, \$1.30 ea.

★**HIGH NOON.** Plant Pat. 704. Regional All-America award for mild climates. Beautiful golden yellow. Blooms constantly. \$2.25 ea.; 3 or more, \$2 ea.



★Dr. J. H. Nicolas



3 MOST POPULAR CLIMBERS \$4.15

★**BLAZE.** Brilliant, repeat-blooming red.

★**CITY OF YORK.** Very fragrant white. The only climber to be given the Gold Medal of the American Rose Society.

★**NEW DAWN.** Pink. The hardiest, best, everblooming climber.

ASK FOR OFFER 23



★Blaze



★The Fairy. Shrub Rose that requires no spraying.

New Everblooming Shrub HYPERICUM, HIDCOTE

Not a Rose, but a fine new shrub.

Bright yellow, cup-shaped flowers about 2 inches across stud the branches of this fine little shrub all summer long, from late June into October. It will eventually grow to 3 or 4 feet in mild climates. Farther north, it is root hardy, growing about 18 inches tall if the top freezes back, and blooming just as well. This is a wonderful, improved variety from England, offered in the U. S. for the first time last year. \$1.45 ea.; 3 for \$4.

New Everblooming Shrub, Hypericum, Hidcote



EVERBLOOMING SHRUB ROSES

Can you imagine having shrubs that bloom continuously and abundantly from June, right on through early autumn frosts? Can you imagine having Roses that never have to be sprayed or dusted and that can even hold their own against weeds and stray dogs, if planted close? These two do all of that and are, besides, neat, graceful, charmingly flowered plants of infinite beauty and usefulness, for accent plants, hedges, or in mass plantings.

★**MARTHA LAMBERT.** An everblooming shrub Rose with large clusters of intense scarlet, single blooms like heads of phlox. Hardy and attractive. Grows 3 or 4 feet high and as broad. \$1.50 ea.; 3 or more, \$1.30 ea.

★**THE FAIRY.** A medium-low, spreading bush with small, shiny foliage, as pretty as boxwood, covered all summer and fall with rosettes of seashell-pink, fully double little Roses in big sprays. It will grow to 4 feet high and broader than tall, but can be kept lower. \$1.50 ea.; 3 or more, \$1.30 ea.

HYBRID PERPETUAL ROSES

These Roses are hardy far north and are well worth growing anywhere. Healthy, vigorous, undemanding, repeat blooming and beautiful.

★**FRAU KARL DRUSCHKI.** Snow-white. Unsurpassed in form and size. \$1.50 ea.; 3 or more, \$1.30 ea.

★**HENRY NEVARD.** Glowing deep crimson. Delightfully fragrant. \$1.50 ea.; 3 or more, \$1.30 ea.

OFFER 24: One each of the above two for \$2.60

ROSES FOR LIVING FENCES

"Living fences" are the easiest kind to erect, the cheapest to maintain, and about the most pleasant of all to view from both sides. Roses, with their long blooming season, make superior fences and their thorns are an added asset for this use. Especially good are the shrub Roses above, Floribundas, Climbing Roses trained on wires, or Hugonis, described below.

MULTIFLORA ROSES make inexpensive, hedgerow-type fences for large properties. **1-year plants:** 25 for \$2.85; 100 for \$9. They are not suitable for small or medium-sized gardens and we advise against such use.

★**HUGONIS.** (The Golden Rose of China.) This is a shrub Rose that is ideal as a 6-foot-high living fence, or singly as a specimen shrub. Graceful vase shape, covered with brilliant yellow, single flowers in early May. \$1.50 ea.; 3 or more, \$1.30 ea.

TREE ROSES

We have a few fine Tree Roses on 3 to 3½-foot trunks, Peace and other varieties. Order by color or write for list. \$6 for one; \$5.50 for each additional. Transportation collect.

GROUND-COVER ROSE

★**MAX GRAF.** Large, single, rich pink blooms in June. Hardy, with handsome foliage all season. Excellent for sunny banks or slopes. \$1.35 ea.; 3 to 11, \$1.15 ea.; 12 or more, \$1 ea.

★Max Graf



4 Star Super- Mums



4 Super Mums

1 each Time, Life, Fortune, Success \$2.50

ASK FOR OFFER 25

EXTRA-LARGE GARDEN MUMS

Our Own Introductions

75c each; 3 of one variety for \$2

You don't have to disbud these Mums to get extra-large blooms, 3 to 4 or more inches across! They are an exciting new type that bloom early, have excellent, upright stems and some of the best foliage we have ever seen on garden Chrysanthemums.

Fortune. Broad, thick, solid blooms to 4 inches across. Bright gold center petals set off by outer petals of gleaming white. Massive, rich-looking blooms on stocky plants with heavy, upright stems.

Life. Bright, rich rose with flashes of buff and old-gold on the petal edges. Big fat blooms on long stems.

Time. Huge sprays of big, dense, trim lavender blooms that sparkle with reflected light.

Success. Rich crimson buds and blooms, unfading and brilliant. Big and full. Superbly clean foliage.



Golden Carpet

CUSHION CHRYSANTHEMUMS

Low-Growing, Early, Azalea-like Mums

These are a favorite type of garden Chrysanthemums. Each plant grows into a broad, low mound, 10 to 18 inches tall and 2 to 3 feet across, solidly covered with bloom for weeks in the autumn, as showy as azaleas. Planted this spring, you can enjoy them this fall and for years to come.

50c ea.; 3 of one variety for \$1.25

Golden Carpet. See illustration. Broad mounds 2½ feet across and a foot high, covered with glowing golden pompons from mid-September on. For edging and bedding. Extra hardy.

Governor Duff. See illustration. Bright orange-bronze. Masses of brilliant, fully double blooms from late Sept. on. A vigorous, healthy plant with very lasting flowers. Extra-good for cutting.

Joan Helen. Large single blooms of deep lavender-purple with bright yellow center cover the plants completely in early Oct. Don't miss this one, as it is outstanding and makes a wonderful contrast for the double varieties.

Lavender Lassie. See illustration. Firm lavender blooms. Early and dependable. Should be in every collection.

Powder Puff. Best white cushion; a solid sheet of bloom with never a pinkish tinge. A foot high and 2 feet across.

Prince Cushion. Golden yellow, 2-inch, double blooms. Plant low, broad and vigorous. New and showy.

September Bronze. See illustration. Bright bronze and gold. Flowers very frost resistant. Early Sept.

September Cloud. See illustration. A choice white; continuous blooming. Splendid for the garden and for cutting.

September Gold. See illustration. Very double flowers of the purest gold imaginable. Blooms from late Sept. on.

Yellow Cushion. New. A true yellow. Good cushion, well covered with bright, fully double blooms.

Sept. Bronze Sept. Cloud Sept. Gold

14 CUSHIONS \$5.85

ONE EACH of all on this page AND
THE BIG-4, new STAR CUSHION Series
(See page 27)

ASK FOR OFFER 26

Lavender Lassie



10 Bloom-covered
Azalea-like
CUSHION MUMS

One each
of all the
above 10 kinds

OFFER 26A

Governor Duff



26



Star Bright. New for 1953. Perfect cushion plants with BIG flowers.

New! Big-Flowered CUSHIONS

Here is the newest thing in garden Chrysanthemums: the STAR CUSHION series of big-flowered Cushions, originated by Star Roses. Plants make perfect mounds, 13 to 15 inches high and 29 to 34 inches across, solidly covered with long-lasting, 2 to 3½-inch blooms.

65c ea.; 3 of one variety for \$1.65

Orchid Star. Densely double, solid, rounded flowers of even, rosy orchid or Daphne-pink. Blooms early and long lasting, with a color that does not fade or change. Crisp, heavy foliage.

Star Bright. Big, starry-eyed blooms of bright, silvery amaranth-pink, with many long, narrow petals spreading out like sparkling rays from the centers. In full bloom early, a solid bouquet of flowers that hold their perfection persistently.

Star Glory. The biggest blooms of all, 3 to 3½ inches or more, like big, starry, purple-red daisies completely covering the foliage.

Violet Star. A later blooming Cushion to prolong the season. Buds and opening blooms unusually rich in color: a clear, true purple, later becoming delicately frosted with silver in sparkling contrast. Very double, with fine, incurving center petals.

THE BIG-4 CUSHIONS

One each of this whole new
Star series
4 \$1.95
OFFER 27

OFFER 27A: 24 (6 of ea.) for border or bed - \$9.95

POMPONS

50c ea.; 3 of one variety for \$1.25

These pert little round blooms in big clusters are the best Mums of all to many people. Plants and blooms are probably longer lasting than any other kind and they bloom in quantity, with no pampering necessary. All varieties offered are fully double, of fine, clear colors on 2 to 2½-foot plants. They start to bloom in Sept. or Oct. and continue for a long season.

Defiance. Very double yellow. Early.

Goblin. Brilliant bronze. Early Oct.

Mandalay. Bright orange-bronze. Early.

Maryeff. Rich raspberry-rose. Very early.

Nuggets. Golden yellow. Late but sure.

Orchid Jewel. Rich orchid. One of the very best, always. Early Oct.

Ruby Pompon. See illus. Mid-Oct.

White Wonder. Truly a wonderful white. Mid-Oct.

All 8
Finest
Pompons
\$2.95

One of each
(Value \$4)
OFFER 27B

Ruby
Pompon



27



Burgundy



Elsie



Betty



Lola



Jean Treadway

Lavender Lady

Plant CHRYSANTHEMUMS

For a Bright Fall Garden

Plant a garden full of gay Mums. Plant them over spring bulbs, between other perennials, by themselves—wherever there's a little sunny space. Plant these 12 fine large-flowered kinds that are especially showy, and you'll have more different brilliant autumn colors than a whole, frost-kindled forest could provide.

50c ea.; 3 of one variety for \$1.25

Avalanche. Extra-large, densely double, fluffy white. Widely considered the best white. 2 ft. tall. Early Sept.

Betty. See illus. Long lasting. Firm petaled, frost resistant, long in flower, from midseason on. 2½ ft. The finest pink.

Burgundy. See illus. Rich wine-red. Very double, and a rare color. Strong-stemmed, branching plant. Early Sept. 1½ to 2 ft. An indispensable variety.

Carnival. See illus. Vivid burnt-orange—one of the brightest of all. Excellent flower form, plant habit and vigor. 2 ft. Oct.

Edith. See illus. Rich royal purple. Double, 3-inch blooms on strong, bushy plants. A marvelous Mum.

Elsie. See illus. Yellow. Extra-large (3½-inch), single blooms with long, firm, heavy petals. 2 ft. Oct. A constant show prize-winner and handsome contrast for the doubles.

OFFER 28:

4 for \$1.75

One each of Betty, Burgundy, Lavender Lady, Lola.

Carnival



12 PRIZE BIG-FLOWERED GARDEN MUMS \$4.85

One each of all on these two pages

ASK FOR OFFER 29

Jean Treadway. See illus. Two-toned pink, unfading and distinctive. Very popular, dependable and beautiful. 1½ ft. Sept.

Lavender Lady. See illus. A faultless Mum, with large, double lavender flowers. 1¼ ft. Late Sept. on. Don't miss this one.

Lola. See illus. One of the most brilliant. Large, fully double, well-shaped blooms of glittering gold on sturdy stems. Free, continuous bloom. 1¼ ft. Oct.

Mrs. P. S. du Pont III. See illus. A lovely, luminous fawn; combines well with other colors. 1½ ft. Early Oct.

Olive Longland. See illus. A luscious, strikingly different, apricot-pink. Extra-hardy, free in bloom. 1¼ ft. Sept.-Oct.

Peggy. An amazing 2-in-1 Mum. Flowers of copper-rose, and others of bright yellow and white on the same plant at the same time! Vigorous, upright plant. 2 ft. Oct.

OFFER 29A:

7 for \$2.95

One each of Betty, Edith, Elsie, Burgundy, Carnival, Olive Longland, Peggy.

Edith



Olive Longland

Mrs. P. S. du Pont III



8 NEWER \$3.25 Large-Flowered GARDEN MUMS

50c ea.; 3 of one variety for \$1.25

Charles Nye. Best new fully double, rich yellow. Outstanding. 2 ft. Sept.

Gladys. Very double, dark red, 4-inch blooms on fine, erect plants. 2 ft. Oct.

Huntsman. Orange-scarlet, like sunlit autumn foliage. Good. 2½ ft. Oct.

Magnolia. Pink and cream; like Magnolias. Hardy; long blooming. 2 ft. Sept.

Meditation. Unusual peach-red and yellow. Large blooms. Vigorous. 1½ ft. Oct.

Roberta. 4-inch, solid blooms, rosy lavender with a silvery sparkle. Excellent. 1½ ft. Oct.

Virginia. Unfading lavender pink, semi-double. Fine plant. 2 ft. Early Oct.

Yellow Avalanche. Soft, clear yellow; fully double, huge and fluffy. 1½ ft. Sept.

OFFER 30: One each of all 8 newer large-flowered garden Mums. An outstanding group - - \$3.25



Meditation

12 Newer, Large-flowered Mums.
The 8 at left plus 4
Super Mums
on page 25 **\$5.45**

OFFER 30A

Gold Mine

ENGLISH Chrysanthemums

50c ea.; 3 of one variety, \$1.25

This showy type of Mum has become very popular since its introduction here.

The blooms are all densely, solidly double and large—3 to 4 inches across or more, without disbudding. If disbudded and grown like greenhouse Mums, they can be grown to sensational size. They are more hardy than greenhouse Mums, and all varieties we offer have survived winters here without protection. Some bloom in September, all by mid-October. They have husky plants, 18 to 24 inches tall, with good stems for cutting and a fine range of clear, lovely colors.

Dictator. Red with bright straw-yellow reverse.

Fair Maid. Light lavender-pink changing with age to almost pure, luminous white.

Gold Mine. See illus. Sunshine-yellow.

Hillcrest Yellow. Pure golden yellow.

Indiana. See illus. Gold-tipped cardinal-red.

Nita. Glistening white. The best English white.

Ronald. Deep maroon. Low growing. Oct. bloom.

Tibshelf White. New pure white; very double.

OFFER 30B: All 8 English Mums described above - - \$3.15

These will make a notable display in your garden this fall—handsome and different!

12 English MUMS \$4.85

All different, all named, tested kinds in a wide range of color.

OFFER 30C

3 English MUMS \$1.35

Gold Mine
Indiana
Nita

OFFER 30D



Indiana



Major Edward Bowes



Ambassador

GRACEFUL "SPIDER" MUMS

A unique, artistic Greenhouse-Type for garden planting for late October bloom in the varieties offered. Large, somewhat flattened flowers, with long ray-like petals turned up at the ends like big, lacy "Spoon" Mums.

65c ea.; 3 of one variety for \$1.65

Bess Witt. Salmon-pink shading to bronze.

Kay Tashima. Huge, strikingly handsome white.

Ohkwan. Bright yellow. Very large.

Sylvia. Pink, with hooked red petal tips.

OFFER 31C: All 4 "Spider" Mums for - \$2.25

A Garden of CHRYSANTHEMUMS

50 ALL DIFFERENT \$15.95
ALL NAMED

Brighten the short days of autumn with the lavish, magic carpet of bloom this collection will give! They'll climax your garden season with glory and

give you armfuls of long-lasting blooms for indoors. Divide the roots each spring and you'll have quantities of Mums for years to come.

ASK FOR OFFER 31E



These B-I-G

Greenhouse-Type Mums Will Grow in Your Garden

These special Greenhouse-Type varieties give spectacular blooms for the serious gardener who strives for unusual results. They bloom from mid to late October, so can be grown in the garden except in northern latitudes. Protect from frosts with a sheet or something. Or pot up in September to bloom in an unheated, sunny window. For extra-large blooms, prune to 6 or 8 stems and pinch out all but the top bud. Tie each shoot to a thin stake for support.

50c ea.; 3 of one variety for \$1.25

Ambassador. Magnificent big cream-white.

Gold Lode. Light golden yellow. Fine form.

Hilda Bergen. Deep bronze.

Indianola. Bright reddish bronze. Good.

Ivory White. New, pure white.

Major Edward Bowes. Lavender-pink.

Mrs. H. E. Kidder. Big rich yellow.

October Rose. Lovely lavender.

OFFER 31: One each of all 8 above - - - \$3.25

OFFER 31A: One each of the Greenhouse-Type Mums illustrated, 4 for - - - \$1.75

12 GREENHOUSE-TYPE MUMS

All the above 8 and the 4 Spider Mums listed below.

OFFER 31B: All 12 - - - \$4.95



Mrs. H. E. Kidder



Hilda Bergen

EXOTIC "SPOON" MUMS

These are the daintiest flowers imaginable, showy in the garden and delightful as cut flowers. They are garden Mums, blooming from early October on, in big, graceful sprays. Individual 2- to 3-inch flowers of long, quilled petals with spoon-like tips.

50c ea.; 3 of one variety for \$1.25

Pink Spoon. Dainty pink with showy, rosy tips.

White Spoon. Like a big, lacy snowflake.

Yellow Spoon. Bright, clear yellow, with a delicately fresh, tissue-crisp look. Long lasting. Excellent.

OFFER 31D: 3 "Spoons," one each of Pink, White and Yellow. - - - \$1.25

Spoon Chrysanthemums



LOVELY *Delphiniums* TO HIGHLIGHT YOUR GARDEN

For vivid garden pictures, plant Delphiniums
For the best Delphiniums you ever saw, plant these Star quality pot plants of
HYBRID DELPHINIUMS



Nothing can surpass the stately splendor of Delphiniums in a garden, when in bloom in June and again in September. No other flower can equal its striking form or its richly satisfying range of colors. Delphiniums have a noble dignity that is all their own. Their great blue spires give contrast of both form and color to most other garden plants and so add interest to the whole design.

Over the years, more and more of our customers have found that the way to have impressive Delphiniums is to start with our young pot plants. Small young plants, in our experience, will transplant better in spring than large clumps and will live and bloom longer after planting, with better flowers. We can also produce them at less cost than for older clumps and so give you a better value at a lower price.

Planted in April or May, these young plants will bloom in late summer and autumn and be at their best the following June when their finest spikes should be produced. If cut back afterward, they flower again in late summer and fall. We have set out thousands of these small plants with such splendid results that we do not hesitate to recommend them to you.

For an especially delightful garden picture, try planting groups of Regal and Speciosum Lilies in front of a wide planting of these Delphiniums.

NOTE: Because we have kept the price low, we cannot supply these Delphinium plants in quantities of less than 6 to an order, or 3 of the Astolat. At these low prices, however, you can afford to plant them in quantity and have a real Delphinium show right in your own garden.

DELPHINIUM CULTURE: Plant in deeply spaded, fertile garden soil in a well-drained, sunny location. Set the crown of the plant level with the surface of the bed and do not use manure where it will touch the roots; lime well mixed with the soil is usually beneficial. Space all these hybrids at least 18 inches apart.

HYBRID DELPHINIUMS

6 for \$1.75; 12 for \$2.95; 25 for \$5.75, postpaid

Here are the strains of hybrids that we have found to be the most outstanding. All these give magnificent blooms, with spikes of flowers often 4 to 5 feet high or even more. We are now offering Pacific Hybrids in separate color series so, if you wish, you can select your own proportions of the various colors that you wish to grow.

If you have grown Star quality hybrid Delphiniums, you already know how fine they are. If you have never grown them, we suggest you try them this year.

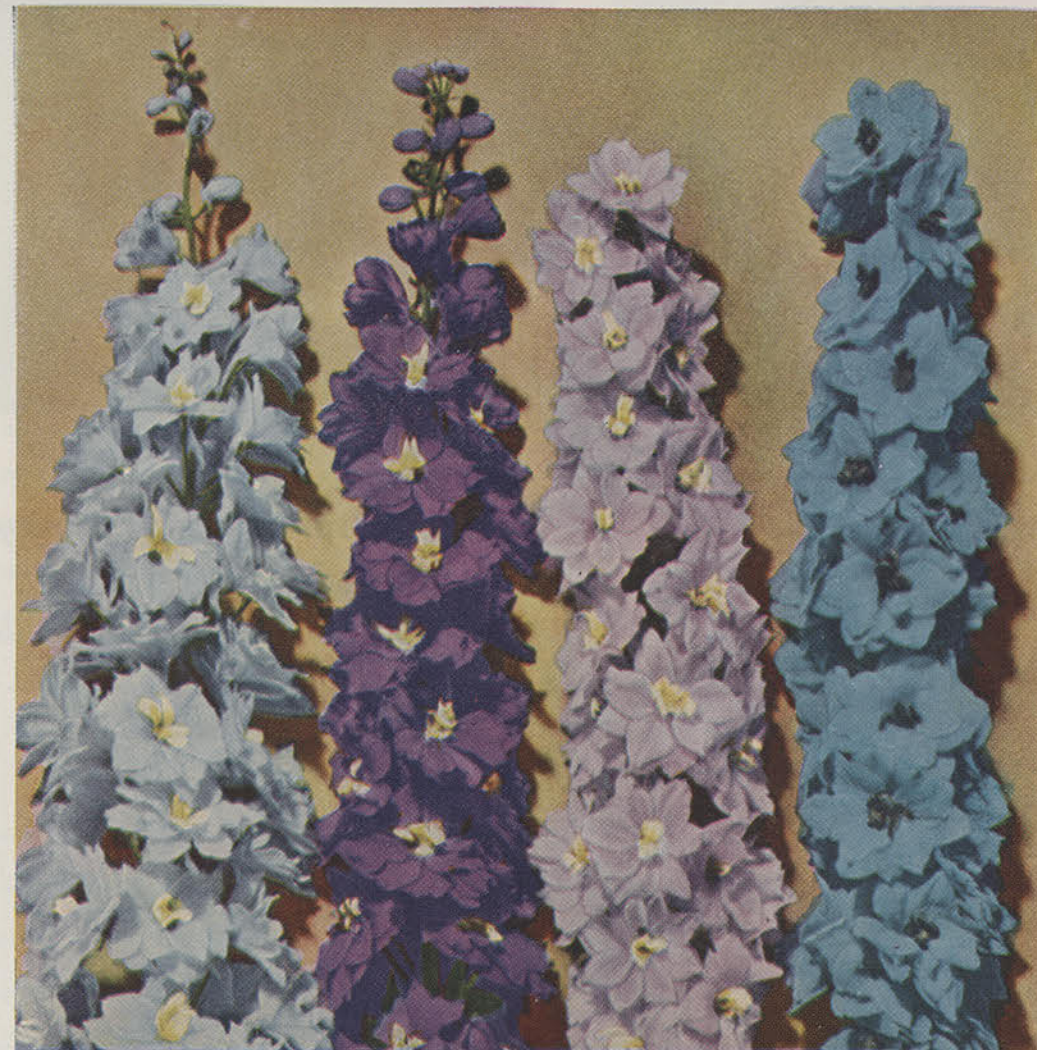
OFFER 32: 6 Delphiniums, one each of all kinds except the Astolat Series **\$1.65**

ENGLISH HYBRIDS

Blackmore & Langdon Hybrids. The finest English strain. Colors from deep violet to pale lavender with countless shades between. Closely set florets on strong, 4 to 5-foot spikes.

PACIFIC HYBRIDS

Galahad Series. The finest pure white, with white "bees" and heavy, glistening white petals. Large individual flowers on huge spikes of bloom.



Summer Skies Series

King Arthur Series

Guinevere Series

Blue Jay Series

Blue Jay Series. Clear blue, from medium to dark, with black "bees." Here is about the truest blue to be found in any flower—a lively, intense color.

Guinevere Series. Pink-lavender shades with white "bees." Big spires, with very large individual florets.

King Arthur Series. Rich, royal purple with velvety texture and white "bees." One of the most brilliant; on beautiful, long spikes.

Summer Skies Series. The heavenly blue of summer skies with white "bees" like fleecy clouds. The finest light blue Delphinium.

OFFER 33: 12 Delphiniums, 3 each of the above 4, postpaid for **\$2.65**

9 A BLUE GARDEN OF DELPHINIUMS \$2.25

3 each of all the bluest series of Delphiniums: Blackmore & Langdon, Summer Skies and Blue Jay. Each series of hybrids gives some color variety so this will give you up to 9 different shades of blue.

OFFER 33A. 9 Blue Delphiniums . . . **\$2.25**

18 A Blue and White Garden of DELPHINIUMS \$3.75

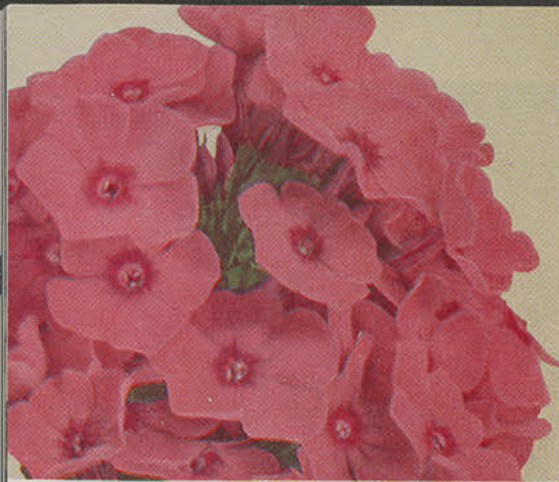
Three each of all the kinds pictured including the white. This will give you a glorious variety of shades from white through the whole range of blue and lavender to indigo and royal purple. These will make a magnificent display.

OFFER 33B. 18 Delphiniums (3 young plants of each of 6 different series of hybrids) postpaid . **\$3.75**

Astolat Series. This is the latest development in Pacific Hybrids, extending Delphinium colors into shades of pink. Colors range from pale blush through all the shades of lilac-pink to deep raspberry-rose. The "bees" range from fawn to brown and black. Individual florets are large, reaching 3 inches in diameter. Good growth and form. These are a striking novelty but, best of all, they are thrillingly beautiful, thoroughly fine, desirable additions to any garden.

Astolat Series. 3 for \$1.35; 6 for \$2.25, ppd.

Add some of these to Offer 33B, above and have the entire color range. The Astolat Series is not included in any of the Special Offers.



Phlox, Sir John Falstaff



Progress

Dependable, Hardy **PHLOX** Brilliant and Showy For Masses of Fragrant Bloom in Your Summer Garden

New Large-Flowered Phlox

SIR JOHN FALSTAFF. A striking new Phlox from England with florets as big as silver dollars. (We compared them this summer and they were all of that.) Lovely salmon-pink on robust plants 2 to 3 feet high. 85c ea.; 3 for \$2.15.

WORLD PEACE. Clear white with huge florets. Big head and vigorous plant. 60c ea.; 3 for \$1.50.

5 Tried and True Phlox \$2.10

50c ea.; 3 of one variety for \$1.25

BRILLIANT. Clear, shining red.

MISS LINGARD. Famous early, long-blooming white. Extends the Phlox season.

PAINTED LADY. Silvery pink with bright cherry centers.

PINK CHARM. See illustration. Bright pink.

STARLIGHT. Fine brilliant blue with starry centers.

OFFER 34A:
5 Tried and True Phlox \$2.10

Trouble-free, hardy PHLOX in many good, clear bright colors is what makes a showy summer garden.

7 Outstanding Phlox \$2.95

50c ea.; 3 of one variety for \$1.25

AFRICA. Deep red.

CHARLES CURTIS. Non-fading, glistening mandarin-red. Husky plants, 2½ ft. tall.

MARY LOUISE. Huge florets of purest white, like white marble. 2½ to 3 ft.

ORCHID ROSE. A delightful, rare shade in Phlox, subtle and beautiful. Fine plants, big heads.

PROGRESS. See illustration. A good rich mid-blue with lavender shadings. The bluest of all Phlox.

PURPLE HEART. See illustration. Handsome, new deep purple, the deepest color of all.

SALMON BEAUTY. Salmon-pink with white eye. Very good in every way.

OFFER 34B:
One each of the above \$2.95

ALL 14 PHLOX \$5.95

Just picture a border of all these gay, lovely Phlox blooming in your yard next summer and for years to come. All colors, from pure white through many blending tints of pink, salmon, and lavender-blue to brilliant red and purple. Give them a sunny, well-drained place and they will respond with a startling display all summer long, regardless of drought or heat.

ASK FOR OFFER 34

6 SPECIAL PHLOX \$2.75

One each of the 4 illustrated, plus *Africa* and *World Peace* **OFFER 34C**



Pink Charm



Purple Heart

HARDY GARDEN CARNATIONS

Deliciously Fragrant

Carnations are appreciated most for their clean spicy fragrance, but all of these have yet more to offer you. They have an unusually long season of bloom and pretty evergreen foliage. All have good-sized, showy blooms of fine form on 12 to 15-inch stems.

Note the fine variety of colors, and the exciting newer kinds.

CHEERFUL. A bright contrast of maroon center on pure white makes these, indeed, a cheerful sight. 50c ea.; 3 for \$1.25.

HER MAJESTY. Fully double flowers as white as snow, 1½ inches across. Exceptionally fragrant. 60c ea.; 3 for \$1.50.

JUNE CARMINE. Lots of very showy carmine blooms. Extra-hardy. 75c ea.; 3 for \$1.95.

PURPLE UNIQUE. Violet-purple with daintily fringed petals. 60c ea.; 3 for \$1.50.

ROSE UNIQUE. A bright, warm, attractive rosy pink. 60c ea.; 3 for \$1.50.

SALMON UNIQUE. A lovely salmon pink, fringed like the above. 60c ea.; 3 for \$1.50.

SILVERMINE. Pure silvery white. A compact, perfect edging plant. 50c ea.; 3 for \$1.25.



Napoleon III

**5
FINE
CARNATIONS
\$2.75**
One each of all
5 shown in color.
OFFER 35



June Carmine

NAPOLÉON III. Here is a plant that was almost lost to the world until, fortunately, a Scotch nurseryman rediscovered it. Robert Pyle, on one of his last trips to Europe, saw it in Scotland and brought back a plant of it for propagation and testing in America. We owe those alert plantmen deep thanks for restoring this jewel to our gardens.

It is a brilliant ruby-red, a rich and vivid color. The stocky plants spread well, to make clumps 12 to 15 inches across, by the second year. The very fragrant, fiery red blooms come on sturdy, upright, 12 to 15-inch stems. It's a fine cut-flower, and if kept cut, will bloom all summer. 75c ea.; 3 for \$1.95.

Her Majesty
(white)

Salmon
Unique

**All 8
CARNATIONS
\$3.95**

This brings to your garden one each of all the superb kinds and colors listed on this page.

OFFER 35A

Phlox makes a long-flowering border



Hardy Perennials FOR YOUR GARDEN

50c ea.; 3 of one variety for \$1.25, except as noted. All prices postpaid.

Here is a selected list of fine, easy-to-grow perennials—kinds that will give you most for their space and care. Groups and drifts of these superior, long-blooming varieties give a better garden effect than a greater mixture of less desirable kinds.

ANTHEMIS, Moonlight. Luminous yellow flowers in quantity almost all summer. Lasting, 2½-inch blooms. Fine, pretty foliage. Super-hardy.

AQUILEGIA, Long-spurred Hybrids. Columbine. Gay, showy blooms in many delightful colors and color combinations, all with long spurs. Free blooming, May and June; 2 to 3 ft. high. Plant in either full sun or part shade.



Blue Balloon Flower
(Platycodon)

Balloon Flowers
(Platycodon.) **Blue.** Buds are fascinating, fat balloons opening to broad, upright, bell-shaped flowers of rich blue. Summer. 18–30 inches high.
White Balloon Flower. Same as above but frosty white.

3 HARDY FALL ASTERS \$1.25

(MICHAELMAS DAISIES)

Harrington's Pink. Imposing, large heads of bright rose-pink. 4 ft.

Peace. Big, 2-inch, pink-lavender blooms in huge trusses. 3 ft.

Lavender Giant. Lavender-blue. Large, graceful sprays. 3 ft.

OFFER 36: All 3 fine Asters (one of each) for \$1.25

36 A Complete Perennial Garden \$11.90

36 Plants of 29 Fine Varieties

A well-balanced collection of different colors, heights and blooming times, for all-season show. (Suggested planting plan sent with each order.)

One each: Anthemis; Aster Frikarti; 6 different Delphinium; Phlox; Orchid Rose, Salmon Beauty, World Peace; Tritoma; Veronica.

Two each: Catananche, Gypsophila, Iberis, Lythrum, Rudbeckia, Shasta Daisies, Violets.

Three each: Aquilegia; Carnations; fall Asters.

ASK FOR OFFER 36A

ASTER FRIKARTI. A sky-blue Aster that blooms from July until frozen. 2-foot plants covered with big sparkling blooms on wiry stems.

CATANANCHE caerulea major. Giant Cupid's Dart. Deep violet-blue, 2-inch, beautifully designed blooms on 20 inch plants with silvery stems.

OFFER 36B: 12 Fine Perennials, one of each shown in color on these two pages **\$4.75**

GYP SOPHILA, Rosy Veil. Double pink Baby's Breath; a superior variety of this dainty flower. Ideal for adding to bouquets. 1 to 2 ft. tall. Blooms summer and fall.

Gypsophila (Pink Baby's Breath)



Catananche



Anthemis, Moonlight



Aquilegia, Long-spurred



Aster Frikarti

ORDER SHEET — SPRING 1953

★ STAR ROSES ★ The Conard-Pyle Co., West Grove, Pa.

Date _____ **Amount \$** _____ **Enclosed \$** _____

Orders accepted subject to stock unsold. We pay delivery in the U.S.A., on all roses, if order is received by April 10, 1953. Please add 25c handling charge if order is less than \$5.

May we substitute when necessary with similar varieties of equal or greater value? Please indicate. ☐ Yes ☐ No

Prices are for dormant roses, spring 1953, 2-year, field-grown, guaranteed to bloom. See catalog for prices of 3 alike wrapped together and sent in one shipment. **NOTE:** All group offer prices apply **ONLY** when plants are shipped together to one address. Plants will be shipped at proper time for planting in your locality.

PLEASE PRINT OR WRITE YOUR NAME AND ADDRESS VERY PLAINLY
TERMS: Please send cash with order or before shipment. No C.O.D.

NAME	NAME	NAME
P.O. BOX or STREET	P.O. BOX or STREET	P.O. BOX or STREET
POST OFFICE	POST OFFICE	POST OFFICE
COUNTY	COUNTY	COUNTY
EXPRESS ADDRESS	EXPRESS ADDRESS	EXPRESS ADDRESS
If Different From P.O.		

Do not write in this column

Clk. Mo. St. Cr. SI

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Book

HYBRID TEA ROSES	Each	Total	HYBRID TEA ROSES	Each	Total	CLIMBING ROSES	Each	Total	FLORIBUNDA ROSES	Each	Total
Angels Mateu.....	1.75		Peace.....	2.50		Aloha.....	2.50		Alain.....	1.50	
Anna Marie.....	1.75		Pink Dawn.....	1.50		Blaze.....	1.50		Betty Prior.....	1.50	
Better Times.....	1.50		Poinsettia.....	1.50		City of York.....	1.75		Cecile Brunner.....	1.50	
Betty Uprichard.....	1.50		Pres. Hoover.....	1.50		Cl. Crimson Glory.....	2.00		Chatter.....	1.50	
Blanche Mallerin.....	2.00		Radiance.....	1.50		Cl. Mrs. P. S. du Pont.....	1.50		Donald Prior.....	1.50	
Bravo.....	2.25		Red Radiance.....	1.50		Cl. Peace.....	2.50		Fashion.....	2.00	
Buccaneer.....	2.75		Rose of Freedom.....	1.75		Cl. Tailsman.....	1.50		Floradora.....	1.50	
California.....	1.50		Rubylat.....	1.75		Doublebloss.....	2.00		Frensham.....	1.50	
Capistrano.....	2.25		San Fernando.....	1.75		Dr. J. H. Nicolas.....	2.00		Goldlocks.....	1.50	
Caprice.....	1.50		Show Girl.....	1.75		Dream Girl.....	2.25		Irene of Denmark.....	1.50	
Charles Mallerin.....	2.50		Sœur Therese.....	1.50		High Noon.....	2.25		Ma Perkins.....	2.25	
Charlotte Armstrong.....	2.00		Sutter's Gold.....	2.25		King Midas.....	2.00		Marionette.....	1.50	
Christopher Stone.....	1.50		Suzon Lotthe.....	2.50		Mary Wallace.....	1.50		Masquerade.....	2.00	
Chrysler Imperial.....	3.00		Symphonie.....	2.50		New Dawn.....	1.50		Mrs. Inge Poulsen.....	1.50	
Condesa de Sastago.....	1.50		Tailsman.....	1.50		Paul's Scarlet Cl.....	1.50		Pinocchio.....	1.50	
Confidence.....	2.00		Tallyho.....	2.00		Spanish Beauty.....	1.50		Poulsen's Bodder.....	1.50	
Countess Vandal.....	1.50		Texas Centennial.....	1.50		Thor.....	2.00		Red Pinocchio.....	1.50	

Sturdy with 3½" bright in sun

er Read

1.35
3.75

LILY, UMBELLATUM. Candlestick Lily. Large, brilliant blooms of vivid orange-red. 2 ft. June, July. Very easy to grow and a wonderful splash of showy color. 65c ea.; 3 for \$1.75.

Do not write in
this column

Date _____ Amount Enclosed \$ _____

Plants will be shipped at proper time for planting in your locality.

PLEASE PRINT OR WRITE YOUR NAME AND ADDRESS VERY PLAINLY
TERMS: Please send cash with order or before shipment. No C.O.D.

Ex.	NAME _____	
Ex. Pd.	P. O. BOX or STREET _____	R. F. D. _____
P. Post	POST OFFICE _____ (We fill this in)	
	COUNTY _____	STATE _____
Adds.	EXPRESS ADDRESS If Different From P.O. _____	

Ck. Mg. St. Cr. Sl

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Book

HYBRID TEA ROSES			HYBRID TEA ROSES			CLIMBING ROSES			FLORIBUNDA ROSES		
Quan.	Each Total		Quan.	Each Total		Quan.	Each Total		Quan.	Each Total	
Angels Mateu.....	\$1.75		Peace.....	\$2.50		Aloha.....	\$2.50		Alain.....	\$1.50	
Anna Marie.....	1.75		Pink Dawn.....	1.50		Blaze.....	1.50		Betty Prior.....	1.50	
Better Times.....	1.50		Poinsettia.....	1.50		City of York.....	1.75		Cecile Brunner.....	1.50	
Betty Uprichard.....	1.50		Pres. Hoover.....	1.50		Cl. Crimson Glory.....	2.00		Chatter.....	1.50	
Blanche Mallerin.....	2.00		Radiance.....	1.50		Cl. Mrs. P. S. du Pont.....	1.50		Donald Prior.....	1.50	
Bravo.....	2.25		Red Radiance.....	1.50		Cl. Peace.....	2.50		Fashion.....	2.00	
Buccaneer.....	2.75		Rose of Freedom.....	1.75		Cl. Talisman.....	1.50		Floradora.....	1.50	
California.....	1.50		Rubaiyat.....	1.75		Doubloons.....	2.00		Frensham.....	1.50	
Capistrano.....	2.25		San Fernando.....	1.75		Dr. J. H. Nicolas.....	2.00		Goldilocks.....	1.50	
Caprice.....	1.50		Show Girl.....	1.75		Dream Girl.....	2.25		Irene of Denmark.....	1.50	
Charles Mallerin.....	2.50		Soeur Therese.....	1.50		High Noon.....	2.25		Ma Perkins.....	2.25	
Charlotte Armstrong.....	2.00		Sutter's Gold.....	2.25		King Midas.....	2.00		Marionette.....	1.50	
Christopher Stone.....	1.50		Suzon Lotthe.....	2.50		Mary Wallace.....	1.50		Masquerade.....	2.00	
Chrysler Imperial.....	3.00		Symphonie.....	2.50		New Dawn.....	1.50		Mrs. Inge Poulsen.....	1.50	
Condesa de Sastago.....	1.50		Talisman.....	1.50		Paul's Scarlet Cl.....	1.50		Pinocchio.....	1.50	
Confidence.....	2.00		Tallyho.....	2.00		Spanish Beauty.....	1.50		Poulsen's Bedder.....	1.50	
Countess Vandal.....	1.50		Texas Centennial.....	1.50		Thor.....	2.00		Red Pinocchio.....	1.50	
Crimson Glory.....	1.75		The Doctor.....	1.50		White Dawn.....	1.50		Red Ripples.....	1.50	
Dainty Bess.....	1.50								Vogue.....	2.25	
Debonair.....	1.75										
Dr. Debat.....	2.00										
Duquesa de Penaranda.....	1.50										
Eclipse.....	1.75										
Eden Rose.....	2.00										
Editor McFarland.....	1.50										
Ena Harkness.....	1.50										
Etoile de Hollande.....	1.50										
First Love.....	2.25										
Forty-niner.....	2.25										
Fred Howard.....	2.50										
Glrona.....	1.50										
Golden Anniversary.....	1.75										
Golden Dawn.....	1.50										
Good News.....	1.75										
Grande Duchesse C.....	1.75										
Happiness.....	2.50										
Helen Traubel.....	2.75										
Horace McFarland.....	1.75										
K. A. Viktoria.....	1.50										
Kath. T. Marshall.....	1.75										
Lowell Thomas.....	2.00										
Mme. Cochet-Cochet.....	1.50										
Mme. Henri Guillot.....	1.75										
McGredy's Ivory.....	1.50										
McGredy's Sunset.....	1.75										
Mirandy.....	2.00										
Mission Bells.....	2.25										
Mrs. E. P. Thom.....	1.50										
Mrs. P. S. du Pont.....	1.50										
Mrs. Sam McGredy.....	1.50										
New Yorker.....	2.00										
Nocturne.....	2.00										
Paramount.....	2.00										
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CHRYSANTHEMUMS

See catalog for "3-for" prices

Quan.	Each	Total
Ambassador.....	\$0.50	
Avalanche.....	.50	
Bess Witt.....	.65	
Betty.....	.50	
Burgundy.....	.50	
Carnival.....	.50	
Charles Nye.....	.50	
Defiance.....	.50	
Dictator.....	.50	
Edith.....	.50	
Elsie.....	.50	
Fair Maid.....	.50	
Fortune.....	.75	
Gladys.....	.50	
Goblin.....	.50	
Golden Carpet.....	.50	
Gold Lode.....	.50	
Gold Mine.....	.50	
Governor Duff.....	.50	
Hilda Bergen.....	.50	
Hillcrest Yellow.....	.50	
Huntsman.....	.50	
Indiana.....	.50	
Indianola.....	.50	
Ivory White.....	.50	
Jean Treadway.....	.50	
Joan Helen.....	.50	
Kay Tashima.....	.65	
Lavender Lady.....	.50	
Lavender Lassie.....	.50	
Life.....	.75	
Lola.....	.50	
Magnolia.....	.50	
Major Edward Bowes.....	.50	
Mandalay.....	.50	
Maryeff.....	.50	
Meditation.....	.50	
Mrs. H. E. Kidder.....	.50	
Mrs. P. S. du Pont III.....	.50	
Nita.....	.50	
Nuggets.....	.50	
October Rose.....	.50	
Ohkwan.....	.65	
Olive Longland.....	.50	
Orchid Jewel.....	.50	
Orchid Star.....	.65	
Peggy.....	.50	
Pink Spoon.....	.50	
Powder Puff.....	.50	
Prince Cushion.....	.50	
Roberta.....	.50	
Ronald.....	.50	
Ruby Pompon.....	.50	
September Bronze.....	.50	
September Cloud.....	.50	
September Gold.....	.50	
Star Bright.....	.65	
Star Glory.....	.65	
Success.....	.75	
Sylvia.....	.65	
Tibshelf White.....	.50	
Time.....	.75	
Violet Star.....	.65	
Virginia.....	.50	
White Spoon.....	.50	
White Wonder.....	.50	
Yellow Avalanche.....	.50	
Yellow Cushion.....	.50	
Yellow Spoon.....	.50	
Col. Total \$		

SPECIAL CHRYSANTHEMUM OFFERS

Offer	Page	Price	Total
25.....	25.....	\$2.50	
26.....	26.....	5.85	
26A.....	26.....	4.15	
27.....	27.....	1.95	
27A.....	27.....	9.95	
27B.....	27.....	2.95	
28.....	28.....	1.75	
29.....	29.....	4.85	
29A.....	29.....	2.95	
30.....	30.....	3.25	
30A.....	30.....	5.45	
30B.....	30.....	3.15	
30C.....	30.....	4.85	
30D.....	30.....	1.35	
31.....	31.....	3.25	
31A.....	31.....	1.75	
31B.....	31.....	4.95	
31C.....	31.....	2.25	
31D.....	31.....	1.25	
31E.....	31.....	15.95	

EVERBLOOMING SHRUB

Hypericum, Hidcote...\$1.45

BOOKS

Anyone Can Grow Roses \$2.00
 Better Homes and Gardens Garden Book... 3.95
 How To Grow Roses... 2.50
 Roses for Every Garden 3.50
 What Every Rose Grower Should Know... 1.75

ROSE MAGAZINE

"Success With Roses"
 4 issues 25c or free to customers with \$5 order

SUPPLIES

Lb. Star Rose Dust.....	\$0.95
4 lbs. Star Rose Dust.....	3.35
25 lbs. Star Rose Dust.....	14.00
Offer 41.....	4.95
Offer 41A.....	33.50
Lb. Star Rose Spray.....	2.15
4 lbs. Star Rose Spray.....	7.75
Offer 41B.....	3.85
Offer 41C.....	15.25
5 lbs. Star Fertilizer.....	1.25
10 lbs. Star Fertilizer.....	2.25
25 lbs. Star Fertilizer.....	3.95
Lb. Star Rose Grow.....	1.10
Admiral Duster.....	2.15
Roto-Power Duster.....	23.00
Critic Hand Sprayer.....	2.15
Compression Tank Sprayer.....	9.75
Tri-Ogen A Kit.....	2.25
Tri-Ogen B Kit.....	\$6.50
Col. Total \$	

OTHER PERENNIALS

See catalog for "3-for" prices

Quan.	Each	Total
Anthemis, Moonlight.....	\$0.50	
Aquilegia.....		
Long-spurred.....	.50	
Aster.....		
Harrington's Pink.....	.50	
Lavender Giant.....	.50	
Peace.....	.50	
Aster Frikarti.....	.50	
Carnation.....		
Cheerful.....	.50	
Her Majesty.....	.60	
June Carmine.....	.75	
Napoleon III.....	.75	
Purple Unique.....	.60	
Rose Unique.....	.60	
Salmon Unique.....	.60	
Silvermine.....	.50	
Catananche.....	.50	
Delphinium.....		
Astolat Series.....		
B & L Hybrids.....		
Blue Jay Series.....		
Galahad Series.....		
Guinevere Series.....		
King Arthur Series.....		
Summer Skies Series.....		
Gypsophila, Rosy Veil.....	.50	
Iberis, Snowflake.....	.50	
Lilies.....		
Regal.....		
Speciosum rubrum.....	.65	
Umbellatum.....	.65	
Lythrum.....		
Morden's Pink.....	.50	
Phlox.....		
Africa.....	.50	
Brilliant.....	.50	
Charles Curtis.....	.50	
Mary Louise.....	.50	
Miss Lingard.....	.50	
Orchid Rose.....	.50	
Painted Lady.....	.50	
Pink Charm.....	.50	
Progress.....	.50	
Purple Heart.....	.50	
Salmon Beauty.....	.50	
Sir John Falstaff.....	.85	

Quan.	Each	Total
Phlox, continued.....		
Starlight.....	\$0.50	
World Peace.....	.60	
Platycodon (Balloon Flower).....		
Blue.....	.50	
White.....	.50	
Rudbeckia, The King.....	.50	
Shasta Daisy.....		
Esther Read.....	.65	
Fringed Beauty.....	.65	
Marconi.....	.65	
Tritoma Pfitzeri.....	.50	
Veronica.....		
Crater Lake Blue.....	.50	
Violet.....		
Rosina.....	.50	
Royal Robe.....	.50	
White Wonder.....	.50	

SPECIAL PERENNIAL OFFERS

Offer	Page	Price
32.....	32.....	\$1.65
33.....	33.....	2.65
33A.....	33.....	2.25
33B.....	33.....	3.75
34.....	34.....	5.95
34A.....	34.....	2.10
34B.....	34.....	2.95
34C.....	34.....	2.75
35.....	35.....	2.75
35A.....	35.....	3.95
36.....	36.....	1.25
36A.....	36.....	11.90
36B.....	36.....	4.75
37.....	37.....	1.65
37A.....	37.....	1.25
37B.....	37.....	4.95
37C.....	37.....	1.35
37D.....	37.....	3.75

Col. Total \$

Add Col. 1 \$

Col. 2 \$

Col. 3 \$

Total this page \$

(Please carry forward to other side. See note on handling charges on orders less than \$5)



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Anthemis, White Dawn



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H. P. ROSES		MISC. ROSES		MINIATURE ROSES	
Frau K. Druschki	1.50	Hugonis	1.50	Baby Gold Star	1.25
Henry Nevad	1.50	Martha Lambert	1.50	Bo-Peep	1.00
Offer 24	2.60	Max Graf	1.35	Cinderella	1.50
Multiflora Roses		The Fairy	1.50	Midjet	1.00
Col. Total \$		Tree Roses	6.00	Pixie	1.00
		Color		Red Elf	1.00
				Red Imp	1.25
				Rouletti	1.00
				Sweet Fairy	1.00
				Tom Thumb	1.00
				Offer 20	5.35
				Offer 20A	9.45
				Offer 21	3.25
				Offer 21A	3.65
				Col. Total \$	
				Add Col. 1 \$	
				Col. 2 \$	
				Col. 3 \$	
				Total from other side \$	
				Total Amount of Order \$	
				Add 25c Handling Charge if Order is less than \$5.00	\$0.25
				Amount Enclosed \$	
				Col. Total \$	

SPECIAL ROSE OFFERS!

We reserve the right to substitute in Special Offers

Cat.	Page
Offer 3	3 Great Roses.....\$6.15
Offer 5	4 Stars.....9.20
Offer 7	5 Popular Beauties.....9.45
Offer 7A	3 All-America Winners.....6.20
Offer 8	3 Proud Roses.....5.50
Offer 8A	3 Winners.....5.50
Offer 11	7 For Masses of Bloom.....9.35
Offer 12	4 Old Favorites.....5.20
Offer 13	4 Gems.....6.80
Offer 14	3 Striking Kinds.....4.65
Offer 15	4 Husky H.T.'s.....5.20
Offer 15A	3 Color Assortment.....4.85
Offer 16	12 Our Selection.....14.85
Offer 16A	3 All-America Floribundas.....5.75
Offer 17	3 Great Floribundas.....3.90
Offer 18	5 Prize Floribundas.....6.95
(Offers 20-21A, See under Miniature Roses)	
Offer 22	3 Big-Flowered Climbers.....5.25
Offer 23	3 Most Popular Climbers.....4.15
(Offer 24, See under H.P. Roses)	
Offer 40	3 New Star Roses.....5.70
Col. Total \$	



Iberis, Candytuft

IBERIS, Snowflake. Candytuft. Big white flowers of snowflake pattern entirely cover evergreen foliage in spring. An improved variety, compact and large flowered.



Lythrum, Morden's Pink

LYTHRUM, Morden's Pink. Showy rose-pink spikes of bloom from June to Sept. 2 to 2½ feet. A hardy, good plant for full sun or partial shade, with profuse, continuous bloom.



Rudbeckia, The King

RUDBECKIA, The King. Sturdy plants, 3 to 4 feet tall, with 3½-inch star-like flowers of bright crimson-red. Easy to grow in sun and really good.

SHASTA DAISIES: 65c ea.; 3 of a kind \$1.65

Bright white flowers to shine in the dusk and look cool by day, all summer. Useful between other colors that might otherwise clash.

Esther Read. Fully double, 3 to 4-inch flowers with crested centers. Very free flowering, June to October. 2 ft.

Fringed Beauty. Many narrow, fluffy petals. Long in bloom. 2 ft.

Marconi. Huge, 4 to 5-inch, shaggy flowers. 2 to 3 ft.

OFFER 37: One each of these 3 finest kinds \$1.65

HARDY VIOLETS — Deliciously Fragrant

These newer varieties of hardy Violets are as fragrant and appealing as those in grandmother's garden of old, and with larger flowers and more of them. They make a perfect, low edging plant or ground cover, in sun or those difficult shady spots where few other plants will bloom. Easy to grow, with neat, attractive foliage.

Rosina. Pink to old-rose. Often reblooms in autumn.

Royal Robe. Handsome, deepest violet-blue, with long stems.

White Wonder. The best pure white, dainty and free in bloom.

OFFER 37A: 3 Violets, 1 each \$1.25

OFFER 37B: 15 Violets, 5 each \$4.95

LILIES

Three of the Best

VERONICA, Crater Lake Blue. Spikes of beautiful gentian-blue flowers, 1 foot high, June into July. A most superior Veronica.

TRITOMA PFITZERI. Red Hot Poker. Spire-like blooms shading from deep gold to orange to bright orange-scarlet. Many spikes of bloom from August to frost. 2-4 ft. high.



Tritoma

REGAL LILY. Lucky it is that the world's showiest, handsomest Lily is such an easy one to grow! Plant Regals this spring, for great, fragrant blooms in June; white trumpets with golden throats, the outside stained wine color. Hardy, healthy, long-lived; they truly do bring regal splendor to any garden. **Large bulbs, will bloom this summer: 3 for \$1; 6 for \$1.95; 12 for \$3.65; 25 for \$7.25; 50 for \$13.95, ppd.**

LILY, SPECIOSUM RUBRUM. Lovely, soft carmine-pink with gracefully recurved petals. Will bloom this Aug., Sept. Fragrant. 4 ft. 65c ea.; 3 for \$1.75.

LILY, UMBELLATUM. Candlestick Lily. Large, brilliant blooms of vivid orange-red. 2 ft. June, July. Very easy to grow and a wonderful splash of showy color. 65c ea.; 3 for \$1.75.



Shasta Daisy, Esther Read

Lilies for Splendor

OFFER 37C

3 Lilies, 1 each, for long season of bloom \$1.35

OFFER 37D: 3 each for a BIG display \$3.75

Regal Lilies





Let this
CATALOG
be your

STAR GUIDE to

GOOD ROSES

SPRING
1953



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STAR ROSE TRADE-MARK

This is a durable, star-shaped Tag bearing the name of the Rose on the back. You have the satisfaction of always knowing a Star Rose by name when it blooms. Insist on having the Star Rose Trade-Mark on every Rose plant you purchase.

Star Rose Guarantee

We guarantee every Star Rose to bloom the first blooming period after purchase; failing which we will replace the plant or refund its cost.

JOIN THE AMERICAN ROSE SOCIETY—a lively society of over 10,000 fellow Rose lovers. Send \$4.50 to Star Roses, West Grove, Pa., for a year's membership. You get the 250-page illustrated Annual, the monthly American ROSE Magazine, use of library, and many other benefits available.

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"HOW TO GROW ROSES"

1948 Revised Edition

By Robert Pyle and
J. Horace McFarland, L.H.D.

192 pages; cloth bound,
32 pages in natural
color

An up-to-the-minute
reference book on Rose-
growing for those who
wish to have something
to turn to at once for
sound, practical advice
when Rose problems arise.

\$2.50 postpaid or, with a \$10 order, only
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NOTE

Prices in this catalog apply on orders received for shipment during 1953 spring planting season. Rose prices are for dormant plants only, including all special Rose "Offers." Potted Roses are higher priced and will not be shipped, but will be ready May 10 for customers who call at Garden Mart No. 1.

We prepay shipping charges on dormant Roses (except tree Roses) on all orders received by April 10. Other shipping charges prepaid all season unless otherwise noted.

In all the collection "Offers" we reserve the right to substitute when necessary with kinds of equal or greater value. "Offer" and 3-for prices apply only for a single shipment to one address.

If your order includes plants, please add 25c service charge if total order is less than \$5. There is no service charge for books or supplies alone.

BOOKS

"ROSES FOR EVERY GARDEN"

By R. C. Allen, Executive Secretary of the American Rose Society
218 pages, 32 color illustrations and many drawings

Dr. Allen's book has the accuracy of his horticultural science background and his personal contact with the practice of Rose gardening in all parts of the United States. Full of usable, sound information, at the same time it is delightful reading; he knows the fun to be found in growing and having your own Roses. \$3.50 ppd.

"WHAT EVERY ROSE GROWER SHOULD KNOW"

Published by The American Rose Society, R. C. Allen, Editor
78 pages, illustrated with color, halftones and drawings

This is a new, completely rewritten edition of the American Rose Society handbook. Intended for beginners but he is an expert indeed who cannot learn something from it. A small book, packed with sound information in brief. \$1.75 ppd.

"ANYONE CAN GROW ROSES"

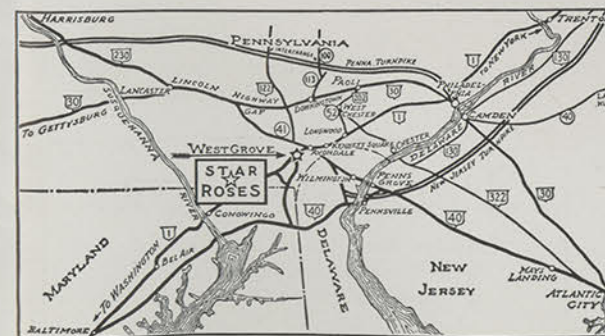
By Cynthia Westcott, "The Plant Doctor"

Dr. Westcott, by training and experience in her clients' gardens in many states is equipped to "know all the answers." Here they are, in a most enjoyable book that is a first-rate aid to success and pleasure in the hobby of Rose growing. \$2 ppd.

"BETTER HOMES AND GARDENS GARDEN BOOK"

Edited by Fleeta Brownell Woodroffe, Garden Editor

This is an unusually attractive book that is a file of well-organized, compact information and suggestions for planning and achieving beauty spots in your own garden. Presented in words, "how-to" drawings, charts, lists and a multitude of colored garden pictures that will give you all kinds of thrilling ideas. A superb gift book if you can manage to be unselfish enough to give it away. 480 pages. \$3.95 ppd.



VISIT STAR ROSE GARDENS AND OUR GARDEN MARTS

Visitors are welcome. The fields of Roses are in bloom from late June to October. No one will urge you to buy. For customers who wish to be served, however, we have two marts.

GARDEN MART NO. 1. Come here to buy plants for all spring planting. 1 mile off U. S. Route 1 at West Grove (at our greenhouses). Open 10 A.M. to 6 P.M. every day during spring planting season; other seasons, 10 A.M. to 4 P.M.

GARDEN MART NO. 2. Open only from late spring to mid-fall, 10 A.M. to 6 P.M. daily. Come here to see the blooms and leave advance orders. On Route 1, 3 mi. southwest of West Grove.



★ ★ EDEN ROSE
NEW 1953 INTRODUCTION BY

Star Roses

The Conard-Pyle Co., WEST GROVE, PA.

3 NEW STAR ROSES

- ★Eden Rose (Above and page 2)
- ★Confidence (See pages 1 and 2)
- ★Charles Mallerin (Page 4)

OFFER 40: All 3 for **\$5.70**

THE SAINT-ANDRE EXPERIMENTAL ESTATE

CANNET DES MAURES (VAR)

The Saint-André Estate was purchased in 1957 by Francis Meilland and at that time comprised 30 hectares of arable land, composed of vineyards, the rest having been left fallow.

Thanks to the acquisition of extra land and to the cleaning of land for cultivation, the area under cultivation now comprises 55 hectares of arable. The object of the work done at the centre is to test the new varieties of garden roses which have been previously developed at the Cap d'Antibes, and which are now grown on this estate.

Each year, tests are carried out on a new plantation of about 25.000 Rosa Froebelli ; the new varieties are grafted and subjected to intensive study over a period of 3 or 4 years. Thus a total of more than 100.000 plants are tested during each flowering period.

In addition, a large number of climbing roses are studied over a much longer period.

In order that comparative studies may be carried out, a "reference garden" contains varieties which have been developed by other breeders throughout the world, thus ensuring that a particularly strict check can be made on the roses created by Meilland.

Every year, in order that the future supply of garden roses may be ensured, 47.000 seedlings of Rosa Froebelli are planted, so that the U. R. S. members spread throughout 24 different countries have at their disposal an adequate supply of budding material (grafts, buds).

Over 200.000 rose plants are permanently reserved for grafting, which brings the entire total of plants grown within the St. André experimental site to half a million.

A large number of parent plants of Rosa Froebelli and Rosa Laxa are also grown in order to ensure the production of seeding stock.

The technical equipment consists of 5 tractors of which :

- 2 are conventional models
- 2 are row crop tractors
- 1 Caterpillar tractor

..../...

There is also a system in operation by which the soil is supplied with liquid manure.

In addition, the estate possesses :

- all the necessary apparatus for treating the rose plants
- a complete set of equipment for treating the soil and watering the plants
- irrigation can be carried out artificially by means of 3 groups of electric pumps which feed a reservoir with a total capacity of 20.000.000 litres of water.

This irrigation system calls for the use of 2 kms of Bauer pipe lines.

Returned with thanks.
Suzanne Gibbs,
BBC, Bristol, England.



With the Compliments
of the
British Broadcasting Corporation

sent the War Production
owns civilian use of DDT
ona fide experimental and
tional work by or under
ision of experiment station
r other qualified persons
the production of DDT by
manufacturers now totals
100,000 pounds a month,
is required by the armed
control of malarial mos-
phus-carrying body lice,
serious pests. After the
Japan, it should be avail-
able amounts at moderate
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Project

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that might better be
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s who may have varie-
ss of class, that are no
neral commerce. Will
list of those that you

Pacific Rose Society Seventh Annual Spring Rose Show

Mrs. EDNA B. KETCHUM, Pasadena, California

With the close of the Seventh Annual Spring Rose Show on April 29, the Pacific Rose Society can add another successful attempt to demonstrate what beautiful roses Southern California can produce. Under the able management of Fred W. Walters, executive secretary of the Society, assisted by a corps of efficient workers, a display of roses numbering over 1,000 was set up in the spacious buildings of the Fannie E. Morrison Horticultural Center at Brookside Park, Pasadena, California.

The variety Mme. Henri Guillot received the award as the best rose in the Show, and the same variety won the American Rose Society Silver Certificate. J. A. Gallagher, a member of the Society and gardener for Mrs. H. A. Fuller, won both honors. Mr. Gallagher also won the Douglass Houghton Gold Cup, which was given by a member of the Society for the best rose in the Show.

The American Rose Society Bronze Certificate was won by Mrs. Rebecca Anthony. There was a tie for sweepstakes in both the private grower and amateur sections. Sweepstake winners in the private grower class were Mrs. H. A. Fullerton, gardener J. Gallagher; and Mrs. Minna Hotchkiss, gardener A. M. Gardener. In the amateur section, Lathrop K. Leishman and Nicholas Griffin were winners.

The most popular exhibit proved to be a display of over 100 varieties of roses, old and new, all correctly named and placed in separate vases. Ample space was given each vase,



Jinx Falkenburg, Columbia Picture Actress, holding a bouquet of Peace roses which she christened at the Pacific Rose Society Show.

enabling the public to study each variety.

An added attraction of the Show was the christening of the new rose, Peace. The ceremony was beautifully performed by Miss Jinx Falkenburg, Columbia Star from Hollywood.

The Pacific Rose Society has every right to accept much praise for this, their largest and most successful Rose Show. The City of Pasadena should be proud of being the home of an organization which is doing so much to create happiness by educating people to the wonder of the rose.

The Peace Rose
A Symbol of Peace



A Prayer of Peace



LORD,

make me an instrument of your peace.
Where there is hatred, let me sow love;
Where there is injury, pardon;
Where there is doubt, faith;
Where there is despair, hope;
Where there is darkness, light, and
Where there is sadness, joy.
O, Divine Master,
grant that I may not so much
Seek to be consoled as to console;
To be understood as to understand;
To be loved as to love;
For it is in giving that we receive;
It is in pardoning that we are pardoned;
and it is in dying that we are born
into eternal life."

St. Francis of Assisi

Une prière de Paix



SEIGNEUR,

fais de nous des instruments de ta paix.
Là où il y a de la haine,
que nous mettions l'amour;
Là où il y a l'offense,
que nous mettions le pardon
Là où il y a la discorde,
que nous mettions l'union
Là où il y a le doute,
que nous mettions la foi.
Là où il y a le désespoir,
que nous mettions l'espérance.
Là où il ya les ténèbres,
que nous mettions la joie.
O Maître, donne nous de ne pas tant
chercher à être consolés, qu'à consoler
à être compris, qu'à comprendre
à être aimés, qu'à aimer.
Car c'est en donnant qu'on reçoit, qu'en
s'oubliant qu'on trouve, en pardonnant
qu'on est pardonné, en mourant qu'on
ressucite à l'éternelle Vie.

St. François d'Assises


~~~~~

A project of Peace and World Understanding, sponsored by the Rotary Clubs of Montreal - Lakeshore, Canada and Osaka, Japan, in cooperation with the United Nations Association in Canada.



Un projet de Paix et d'Entente Universelle, parrainé par les Clubs Rotary de Montréal - Lakeshore, Canada et Osaka, Japon, en coopération avec l'Association pour les Nations Unies au Canada.

PRINTING COURTESY OF DENNISON MFG. CO.



# THE PEACE ROSE GARDEN

TO BE ESTABLISHED AT THE SITE OF  
EXPO'70 OSAKA, JAPAN  
AS A

SYMBOL OF PEACE



SEP 24 1969

*Rotary Peace Rose Garden*

# LA ROSERAIE DE LA PAIX

S'ÉPANOUIRA SUR LE TERRAIN  
D'EXPO'70, À OSAKA, JAPON  
COMME UN

SYMBOLE DE PAIX

Postal Box 1967 — MONTRÉAL 379, Québec — Case Postale 1967

## THE STORY OF THE PEACE ROSE GARDEN

The Rotary Club of Montreal-Lakeshore, Canada, sponsored as one of its Canadian Centennial projects the Rotary International Rose Garden at the site of Expo' 67, Montreal, Canada. The Rose Garden still remains as a permanent record of International Goodwill. The Rotary Club of Montreal-Lakeshore is now joining hands with the Rotary Clubs of Osaka, Japan, and in co-operation with the United Nations Association in Canada, to sponsor a Rotary Peace Rose Garden at the site of the Expo 70 World Exhibition in Osaka, Japan. The theme rose will be the famous "Peace Rose". At the conclusion of Expo 70 this Peace Rose Garden will be maintained in perpetuity as a lasting symbol of World Peace.

But one single rose garden in Osaka, Japan, worthy as it may be, is not alone sufficient to promote warm thoughts of peace in the minds of people throughout this earth.

That is why the Peace Rose Project has had its birth; the plan to use the Peace Rose as an emblem of Peace all over the world; inviting everyone — schools, churches, business and individuals to plant a Peace Rose Bed or just one plant during the year 1970 as a gesture of Peace.

While the Peace Rose Project had its beginning in Canada, it is hoped and expected that other countries will follow Canada's example so that the symbolic poppies of Flanders Fields may live again in the form of a "Peace Rose", spreading the gospel of Peace throughout the entire world...



## HISTORIQUE DE LA ROSERAIE DE LA PAIX

En 1967, le club Rotary de Montréal — Lakeshore, Canada, a parrainé, comme projet du Centenaire du Canada, la roseraie du Rotary International d'EXPO' 67 à Montréal. Cette roseraie demeure comme emblème permanent d'Entente Universelle.

Aujourd'hui, le club Rotary de Montréal — Lakeshore se joint au club Rotary d'Osaka, Japon et, en coopération avec l'Association pour les Nations Unies au Canada, parraine la Roseraie de la Paix du Rotary à EXPO'70, l'exposition universelle d'Osaka. La rose thème sera la célèbre "Rose de la Paix". A la fin d'EXPO'70, la roseraie sera conservée à perpétuité comme symbole permanent de "Paix Universelle".

Mais, une seule roseraie à Osaka — toute estimable qu'elle puisse être — n'est pas à elle seule suffisante pour faire germer d'ardentes pensées de paix dans l'esprit des hommes, sur toute la surface de cette planète.

Voilà qui a donné naissance au projet "Rose de la Paix". Son but: utiliser cette rose comme emblème de Paix partout dans les limites du monde connu, centres d'affaires et particuliers, à planter un parterre de roses ou seulement un rosier en signe de "Paix en 1970". Bien que le projet "Rose de la Paix" ait eu son origine au Canada, il est souhaité et espéré que d'autres pays suivront son exemple, afin que le coquelicot des Flandres puisse vivre à nouveau sous les traits de la rose de la Paix, propageant l'évangile de paix de par la terre entière...

September 22nd, 1969.

The Conrad-Pyle Company,  
West Grove, Pa.,  
U.S.A.

Dear Sirs:

Last year we wrote requesting your assistance in a donation of rose plants to be used in the Rotary Peace Rose Garden at the location of Expo 70 in Osaka, Japan.

It was the intention to supply twelve to fifteen thousand plants for this lovely rose garden using the Peace Rose as the theme rose.

I am enclosing information on the Peace Rose project which has grown beyond all expectations and, certainly, it looks as though it will be the theme floral symbol for the 25th anniversary of the United Nations.

I most humbly request your assistance in donating two or three varieties of fifty to one hundred each and shipped direct to the address listed below:

Mr. Motoo Eto,  
Secretary,  
Rotary Club Expo 70 Rose Garden Committee,  
Osaka Rotary Club Office,  
Hotel New Osaka,  
Nakanoshima, Kita-ku,  
Osaka, Japan.

The one problem is that they would like to have the rose plants by November of 1969. However, if this is an impossibility, very early in the Spring of 1970 will have to be acceptable.

Continued on page 2:



- 2 -

Once again, thankyou very kindly for your cooperation.  
With all good wishes this day ... and always,

Sincerely,

*Jack G. McIntyre*  
Jack G. McIntyre.



# THE PEACE ROSE GARDEN

TO BE ESTABLISHED AT THE SITE OF  
EXPO'70 OSAKA, JAPAN  
AS A

SYMBOL OF PEACE



# LA ROSERAIE DE LA PAIX

S'ÉTABLISSERA SUR LE TERRAIN  
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While the Peace Rose Project had its beginning in Canada, it is hoped and expected that other countries will follow Canada's example so that the symbolic poppies of Flanders Fields may live again in the form of a "Peace Rose", spreading the gospel of Peace throughout the entire world...



## HISTORIQUE DE LA ROSAIE DE LA PAIX

En 1967, le club Rotary de Montréal — Lakeshore, Canada, a parrainé, comme projet du Centenaire du Canada, la roseraie du Rotary International d'EXPO' 67 à Montréal. Cette roseraie demeure comme emblème permanent d'Entente Universelle.

Aujourd'hui, le club Rotary de Montréal-Lakeshore se joint au club Rotary d'Osaka, Japon et, en coopération avec l'Association pour les Nations Unies au Canada, parraine la Roseraie de la Paix du Rotary à EXPO'70, l'exposition universelle d'Osaka. La rose thème sera la célèbre "Rose de la Paix". À la fin d'EXPO'70, la roseraie sera conservée à perpétuité comme symbole permanent de "Paix Universelle".

Mais, une seule roseraie à Osaka — toute estimable qu'elle puisse être — n'est pas à elle seule suffisante pour faire germer d'ardentes pensées de paix dans l'esprit des hommes, sur toute la surface de cette planète.

Voilà qui a donné naissance au projet "Rose de la Paix". Son but: utiliser cette rose comme emblème de Paix partout dans les limites du monde connu, centres d'affaires et particuliers à planter un parterre de roses ou simplement un rosier en signe de "Paix en 1970". Bien que le projet "Rose de la Paix" ait eu son origine au Canada, il est souhaité et espéré que d'autres pays suivront son exemple, afin que le coquelicot des Flandres puisse vivre à nouveau sous les traits de la rose de la Paix, propageant l'évangile de paix de par la terre entière...

Friends of Rotary,

The Rotary Club of Montreal-Lakeshore has been involved in several rose projects since 1967.

- (1) The Canadian Centennial Rose.
- (2) The Rotary International Rose Garden.
- (3) The Royal Canadian Rose.

We have raised thousands of dollars with these projects for most worthwhile causes and in particular:

Retarded Children Associations.  
Heart Fund.  
Vanier Institute of the Family.

We are now embarking on what we feel is our most exciting rose project.

## "The Peace Rose - A Symbol of Peace"

The project is two-fold;

- (1) The establishment of the Rotary Peace Rose Garden at Expo 70, Osaka, Japan.
- (2) To encourage Canadians, and for that matter anyone who has a garden, to plant a "Peace Rose" during 1970 as a Symbol of Peace.

The second part of the project is in co-operation with the United Nations Association in Canada. Ten percent of the purchase price of the Peace Rose when purchased through those participating in the project will be donated to the United Nations Association in Canada and will be shared with UNESCO and UNICEF.

Cassidy's Limited, importers of fine china, will introduce a complete dinnerware set of English Bone China with the Peace Rose design by Paragon. A royalty from the sale of the china will be donated to the UNA.

continued page 2.



Page 2.

Friends of Rotary.

It seems appropriate that we introduce the Peace Rose Project in 1970 as it will mark the twenty-fifth anniversary of the United Nations.

The project has been acclaimed by the Prime Minister of Canada and by three Nobel Peace Prize recipients;

The Right Honorable Pierre Elliott Trudeau, Prime Minister of Canada.

"Après des siècles de conquêtes multiples et d'audacieuses découvertes, il reste encore à conquérir la paix. Pour la fonder en permanence l'homme doit mettre en oeuvre toutes les ressources conjuguées de son coeur et son esprit."

"I commend the Rotary Club of Montreal-Lakeshore for its efforts to promote world peace and hope its programs will encourage an even greater support in years ahead."

Dr. Ralph Bunche, Nobel Peace Prize Winner, U.S.A.

"It is with much interest that I have read about the project "Peace Rose"...it seems to me to be a very worthy and also novel approach and it deserves public support."

Professor René Cassin, Nobel Peace Prize Winner, France.

"Aucun nom n'est plus digne de symboliser les aspirations de l'humanité organisée vers la paix, que celui de la belle fleur. A travers les siècles, la rose évoque, notamment en France, non seulement la beauté et l'harmonie, mais aussi le plus haut degré de noblesse des sentiments."

The Right Honorable Lester B. Pearson, Nobel Peace Prize Winner, Canada.


"I know the campaign will be so successful that no rose garden, however large, would ever be able to contain all the Peace Roses that will be sold. I wish the project every success."

I am sure that you will want to plant a Peace Rose in your garden in 1970. It will be identified with a special tag as enclosed.

We hope that churches, schools, parks, business and industry will plant a "Peace Rose Bed."

Why not complete the enclosed order today....AS YOUR GESTURE OF PEACE.

Sincerely,



Jack G. McIntyre, Past President,  
Rotary Club of Montreal-Lakeshore



"THE PEACE ROSE - A SYMBOL OF PEACE"

PRICE LIST - suggested prices.

- |                       |        |
|-----------------------|--------|
| 1 - PEACE ROSE PLANT  | \$2.00 |
| 3 - PEACE ROSE PLANTS | 5.40   |

Please add .50¢ to each order to cover partial cost of packaging and shipping.

Include exchange in your cheque.

Make cheque or money order payable - PEACE ROSE GARDEN, Reg.

QUEBEC RESIDENTS MUST ADD PROVINCIAL SALES TAX.

If you plan on planting a "PEACE ROSE BED" special prices are extended.

25 - PEACE ROSE PLANTS (\$42.50) Make 2 cheques payable:

1. - Cheque for \$38.25 to Peace Rose Garden, Reg.
2. - Cheque for \$ 4.25 to United Nations Assoc.

50 - PEACE ROSE PLANTS (\$80.00) Make 2 cheques payable:

1. - Cheque for \$72.00 to Peace Rose Garden, Reg.
2. - Cheque for \$ 8.00 to United Nations Assoc.

100 - PEACE ROSE PLANTS (\$150.00) Make 2 cheques payable:

1. - Cheque for \$135.00 to Peace Rose Garden, Reg.
2. - Cheque for \$15.00 to United Nations Assoc.

Prices for Peace Rose Bed include 4"x7" plaque identifying donor or sponsor of the bed.

Transportation charges extra.

QUEBEC RESIDENTS MUST ADD PROVINCIAL SALES TAX.

\* \* \* \* \*

ORDER FORM

TO: PEACE ROSE GARDEN, REG.,  
P.O. BOX 1967,  
ST. LAURENT, MONTREAL 379, P.Q.

PLEASE ENTER ORDER FOR \_\_\_\_\_ PEACE ROSE PLANTS  
CHEQUE OR MONEY ORDER \$ \_\_\_\_\_ IS ENCLOSED.

I UNDERSTAND THAT 10% OF THE PURCHASE PRICE WILL BE  
CONTRIBUTED ON MY BEHALF TO THE UNITED NATIONS ASSOC.

ROSES WILL BE SHIPPED AT THE PROPER PLANTING TIME, SPRING 1970.

GUARANTEE: ALL PEACE ROSE PLANTS ARE SHIPPED IN GOOD AND  
HEALTHY CONDITION. IF PLANTING INSTRUCTIONS ARE FOLLOWED  
THEY WILL BLOOM THAT SAME YEAR. IF THEY DO NOT ANY CLAIM  
FOR ADJUSTMENT MUST BE RECEIVED IN WRITING BY JULY 30th.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

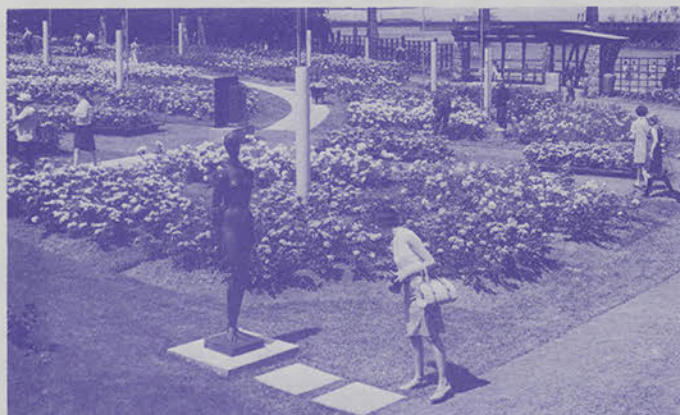
\_\_\_\_\_



SEP 24 1969

## ROTARY CLUB OF MONTREAL-LAKESHORE

P.O. Box 1967, St. Laurent  
MONTREAL 379, P.Q., CANADA.



A portion of the Rotary International Rose Garden at the site of the International World Exhibition (Expo 67), MONTREAL, Canada. Garden was visited and viewed by more than 40 million persons. Rose plants were donated by Rose Growers and Hybridizers from around the world.

To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

From: Jack G. McIntyre, Past President,  
Rotary Club of Montreal-Lakeshore,  
P.O. Box 1967, St. Laurent,  
MONTREAL 379, P.Q., Canada.

In the Fall of 1964 I wrote to Rose Growers and Rose Hybridizers from around the world asking for assistance in donating rose plants for an International Rose Garden at the site of the 1967 International World Exhibition (Expo 67), Montreal, Canada.

Now we, the Rotary Club of Montreal-Lakeshore, are joining hands with the Rotary Clubs of Osaka, Japan to establish a similar Rose Garden at the site of Japan Association for the 1970 World Exposition (Expo 70), Osaka, Japan.

The Japan Association for the 1970 World Exposition have set aside 5,000 to 6,000 square meters of land near the Symbol Zone, about the center of the site, for the projected rose garden.

The theme rose will be the famous "PEACE ROSE". Our Club in co-operation with Canadian Rose lovers will donate approximately 3,000 Peace Rose plants. The rose garden will be named "The Rotary Peace Rose Garden". We will require an additional 8,000 to 10,000 rose plants of other varieties and we respectfully solicit your assistance in donating a quantity of rose plants for this exciting new rose garden. We are suggesting one or two, three at the very most, varieties (50 to 100 variety) be donated by each grower or hybridizer.

The rose plants may be shipped to:

**Rotary Peace Rose Garden**  
c/o Montreal Memorial Park,  
3965 Cote de Liesse Road,  
MONTREAL 379, CANADA. (for re-shipment to Japan)

or direct to Japan:

**Rotary Peace Rose Garden,**  
Japan Association for the 1970 World Exposition,  
Mido Bldg., 27 Hommachi 4-Chome, Higashi-Ku,  
OSAKA, JAPAN.

THE ROSE PLANTS ARE REQUIRED FOR SPRING 1969, THE MONTH OF MARCH IF POSSIBLE.

Won't you help us in this truly gesture of Peace — during what we are going to call — **1970-The Year of Peace.**  
AN IMMEDIATE REPLY TO OUR REQUEST WOULD BE APPRECIATED.

(TEAR OFF HERE)

To: Jack G. McIntyre, Rotary Club of Montreal-Lakeshore,  
P.O. Box 1967, St. Laurent, Montreal 379, Canada.

We will participate in the establishment of the Rotary Peace Rose Garden at Expo 70.  
We are arranging to ship the following varieties:

|          |                             |                              |
|----------|-----------------------------|------------------------------|
| 1. _____ | 50 <input type="checkbox"/> | 100 <input type="checkbox"/> |
| 2. _____ | 50 <input type="checkbox"/> | 100 <input type="checkbox"/> |
| 3. _____ | 50 <input type="checkbox"/> | 100 <input type="checkbox"/> |

We plan to ship the rose plants: Date \_\_\_\_\_

We will ship to Montreal ☐ Osaka ☐

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_



STORY of the ROSE "PEACE" (Mme. A. Meilland)

On looking through one of our note books whose pages were already yellowing, we came across, under the date of 15 June 1935, the traces of what might be described as the "first pollen-charged brush stroke which gave rise to PEACE (Mme. A. Meilland), the rose we consider to be one of the very best we have ever produced.

It was inscribed under the number 3-35-40 which means that the combination which produced it was the third we made in 1935, and that it was the fortieth of the 50 subjects which had received favorable notice before we budded a few eyes from the small original plants.

The data in our note book tells us also that 55 flowers were fecundated under precisely similar conditions, and that, from these, 52 hips were obtained whose seeds during the following year produced 800 little plants. The female rose in PEACE (Mme. A. Meilland), was JOHANNA HILL, the male rose was an unknown seedling inscribed under the number 103-32-A, and came from CH. P. Kilham fecundated by MARGARET MC GREDY. What was our object in making this crossing? The principal idea behind the 103-32-A crossing is still very clear in our mind, in spite of the interval of 20 years. At that time we were looking for a way of producing a resistant foliage and winter hardiness in copper colored roses, and that was why we chose MARGARET MC GREDY which we much admired for its qualities as a strong, hardy plant.

CH. P. KILHAM, on the other hand, was an excellent female which we knew to be capable of transmitting its own characteristic shape and color to its progeny.

From this cross between CH. P. KILHAM and MARGARET MC GREDY, sprang a vigorous rose with a bi-colored flower and extremely brilliant color, whose shape, however, left something to be desired. Its flowering also, was most capricious, sometimes quite magnificent, at others frankly ugly. At one moment indeed, we seriously considered the idea of disseminating this variety which we had been subjecting to a most rigorous selection, but we finally abandoned this idea as we judged that our original object had not been attained. Since then, but not before we had used it successfully as the male progenitor of the rose PEACE (Mme. A. Meilland), we have lost this variety; we regret this at times because it would have been useful to us in the pursuit of certain problems. The object we had in view with the JOHANNA HILL x (CH. P. KILHAM x MARGARET MC GREDY) cross was to produce a new rose of great hardiness, with very long shoots and with a robust and decorative foliage, similar to that of MARGARET MC GREDY. As for its color, this would no doubt vary between yellow and a bi-colored red and yellow, and in other words it would have a pretty wide range.

Experience having proved that the characteristics conditioning the shape of OPHELIA'S flowers were dominant, reproduced themselves in its progeny as, for example, in JOHANNA HILL, we decided that this rose was the best variety to use, because of its fairly pronounced yellow color. This rose possessed the added advantage of developing a quite exceptionally vigorous and upright plant, of being extremely hardy, and of producing buds in every way as well shaped as those of OPHELIA.

Such were the conditions governing the choice of begetters of the future rose PEACE (Mme. A. Meilland).

We still have a very clear picture in our minds of the exact place in the seedling frame occupied by the original plant of PEACE (Mme. A. Meilland) among so many others whose colors varied from yellow and pale pink to more brilliant copper and some bicolored red flowers, but these last rather rare.



It was not very sturdy, this little 3-35 plant, and there was nothing about it to attract attention. It was during the summer of 1936 that a few eyes were budded for the first time. Budding certainly took place very early in the season because about October 10, as my father and I were walking past the budded plants, we noticed their foliage surmounted by large buds just about to open.

Under the influence of extremely favorable weather conditions during that autumn of 1936, these few buds produced flowers quite marvelous in shape and size with a greenish tinge, warming to yellow, and progressively impregnated with carmine round the edges of the petals.

Systematic study of the 50 subjects obtained from the 800 seedlings showed nothing of great interest, with the single exception of the one marked 3-35-41 which was astonishingly like the one marked 3-35-40 with difference that, on opening, the flower was flatter, its color less intense, and its foliage less resistant with a predisposition to chlorosis. Its stems, moreover, were much more thorny. Some years later plant 3-35-41 was definitely set aside in favor of its sister 3-35-40 which was the only plant chosen from this cross.

In June 1939, this plant proved the great revelation of the season and attracted the most attention among visitors.

During that summer buds were sent to Germany, Italy and the United States. As we had no distributor in England at that time, buds were not sent to that country until the following year.

With the brutal suddenness, war broke out on the third of September 1939 and all communication with Germany Ceased. After the invasion of June 1940, the same thing happened with Italy and then England. The result was that the German firm which was to have distributed this rose 3-35-40 put it on sale under the name GLORIA DEI, and the Italian firm sold it under the name Giola. In France, my father and I decided to dedicate this rose to the memory of my Mother, Mme. A. Meilland, who had died a few years previously.

Before being admired by rose lovers under its proper name, 3-35-40 was particularly admired in Antibes where we were engaged in its propagation. The Comte de Martel, French High Commissioner in Syria at that time, was our neighbor. Accompanied by the Comtesse de Martel, the Duke of Windsor expressed a desire to visit our glass-houses and open air plantations, and spent over an hour doing so. He was most enchanted by 3-35-40 and said, to us his own words:

"I have never seen another rose like it. It is  
certainly the most beautiful rose in the whole world."

Until June 1945, we had not the least idea as to what had become of this rose in the United States. It was only then that the Conard-Pyle Company told us of the successful experiments it had been making in cultivating it, and that, in agreement with certain other rose growers of repute, it had been decided to call it PEACE, to symbolize, as it were, the happy event which was to mark the end of the trials and suffering which the world had been experiencing for five years.

The ceremony at which PEACE was baptized took place under the auspices of the American Rose Society, after several months' notice of the event had been given. The date had been fixed for 29 April 1945 which, by an extraordinary coincidence, was also that of the fall of Berlin.

Shortly after this a meeting of 49 delegations of the United Nations took place in San Francisco, and the heads of 49 delegations received, each in his own apartment a small vase with a single rose PEACE accompanied by the following message:



This is the PEACE ROSE which was christened at the Pacific Rose Society exhibition in Pasadena on the day Berlin fell.

We hope the PEACE ROSE will influence men's thoughts for everlasting WORLD PEACE.

AMERICAN ROSE SOCIETY  
Dr. Ray Allen, Secretary  
Harrisburg, Pennsylvania, U.S.A.

We shall never forget all the emotions we have experienced by the creation of this rose. The enthusiasm with which it has been received everywhere allows us to speak of it with the conviction that it is really the best rose we have produced.

If circumstances have decided that it should be known by different names in different countries, this at least is true that each of these names reminds men of good will that the love of flowers, and in particular the admiration of this rose will forever provide them with the occasion to praise God, with GLORIA DEI, to face life with a smile, with GIOIA, to wish for peace, with PEACE and, as far as we ourselves are concerned, to perpetuate a loving memory, with Mme. A. Meilland.

Francis Meilland

5/7/65



## MEILLAND OF FRANCE

The Man with the Magic Touch...Creator  
of Many World-Famous Roses Including the  
Great PEACE and the Newest All-America  
Winner, WHITE KNIGHT

"I received a letter advising me that my name had been engraved in the Stone of the New Temple, built by Abdul Bahia, alongside the names of the prophets, and that the PEACE rose would be planted around the temple."

When Francis Meilland, originator of PEACE, received this letter, there must have run swiftly through his mind flashbacks of the years of trials and tribulations which preceded the eventual success of PEACE, and his sense of satisfaction must have been keen in having his name engraved in stone. It is not often that a hybridizer of roses reaches this distinction. And yet, an even greater distinction is his today, for more than 30,000,000 PEACE roses later, the name of Francis Meilland is indelibly written not in stone, but in the hearts and minds of everybody who loves roses.

More than 100 years of family background in rose culture provide the tradition for Francis Meilland's success -- but it is the untiring effort and dogged tenacity in his own nature, coupled with the artist's imagination and the intense desire to create, which make him today the world's most accomplished rose hybridizer.

His decision to devote full time to origination of new varieties or to continue to grow roses commercially and to putter with hybridizing on the side was made in 1948. It was then, on May 1, that the Meilland cup was full, for he was installed in what he called "A Research Establishment" of his own at Antibes on the French Riviera, and settled down to serious hybridizing.

To this creative man, the greatest satisfaction lay in producing newer and improved roses for the world's commercial growers to offer to fast expanding markets in all countries. He plunged into the work with full energy and in the next few years gardeners everywhere were planting and enjoying Meilland creations. The name "Meilland" became a byword. In steady succession, the rose loving public



became acquainted with such beauties as SUN KING, GRAND'MERE JENNY, MIAMI, CONFIDENCE, DR. DEBAT, CHARLES MALLERIN (named for one of Meilland's first and greatest teachers), SUZON LOTTHE, SYMPHONIE, HAPPINESS, GOOD NEWS, and others.

This apparently easy approach to success is only a fraction of the Meilland story. The truth is an almost incredible succession of small strides forward and big ones backwards, of small successes followed by deep disasters. The measure of the man is shown in his reaction to these events - the determination to try again. There was the loss of prized seedlings to mildew and the recovery of only a few which were soon ruined by Meilland's pet dog, Caddy, who buried a big bone under them. (Meilland finally managed to save but one variety which was put on the market under the name of ... Caddy!) On another occasion, the French Ministry of Agriculture rang down the curtain on a successful Meilland crop in an effort to stop an invasion of San Jose scale. As Mr. Meilland put it, "After the Maybug larvae, after bankruptcy of the firm which was to take the whole of our production, after the unproductiveness of the war years, and the interception by the German Army of important quantities of rose bushes destined for Turkey, we were going to find ourselves ruined by a simple decision of our own Ministry of Agriculture."

But the Meilland persuasiveness and sincerity managed to save the day. He promised to fight the spread of the disease although his own plants were not infected, and the condemnation was recalled.

Discouragements came regularly; and were regularly overcome. Finally, with the decision to specialize in hybridizing, and the relocation on the Riviera, it appeared as though the days of struggle were over. For example - one night, two winters ago, the incredible happened. It snowed hard on the sunny Riviera. As Francis Meilland wrote in a letter to friends, "The extent of the disaster we suffered during the night of 1st and 2nd February was 32 greenhouses covering a total superficial area of 15,781 square yards, which collapsed under the weight of 14 inches of snow which fell in an hour and a-half during the night!" Out of the



wreckage, the workmen managed to save only 8 of the greenhouses which contained 100,000 mother-plants. Meilland continues, "But, after this terrible nightmare, if everything is in ruins around us, we still have the luck to find ourselves in good heart and in good health."

The rebuilding began immediately in the Meilland manner, and the cycle was on the way up again. A few months after the wrecking of the greenhouses, Francis Meilland's star was at the zenith once more...his great new Hybrid Tea, WHITE KNIGHT, was selected as the All-America Rose Selections Award Winner for 1958, the first and only white Hybrid Tea rose ever to win this highly coveted national honor. Unique in its ability to hold its pure whiteness throughout its life, the blooms of this newcomer to the champion's pedestal is distinguished, too, in that it will not "ball" in damp weather. WHITE KNIGHT joins PEACE as a monument to the skill and artistry of Francis Meilland.

It is now more than 30 years since Meilland first tried to do a man's work beside his father in the rose fields. He recalls that day as the hardest of his life, and the next day as his most painful in many a year. Every back and leg muscle ached. But his love of roses really began that day, too; for he has since devoted his life to them. In doing so, he has afforded for many millions of people all over the world, the pleasure of growing, knowing and loving some of the world's most exquisitely beautiful roses, the roses he created.

#####



## THE PEACE ROSE

Introduction: R. J. Hutton

In the mid 1950's, ten years after its introduction, my father asked Francis Meilland to record the background of the breeding that led to the development of the 'Peace Rose'.

Here is the story as written by Francis Meilland. He was fluent in English as you can tell and although some of his words were not in common usage I have added the more familiar terms for clarification.

Our records do not indicate exactly when this was written. Neither do I have any knowledge if this has been published. It does reflect very well the creator of the 'Peace Rose' as I knew him.



021494  
zrjh33



JAN 31 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

Jan. 29, 1964

| Name       | See | Seen |
|------------|-----|------|
| SBH        | ✓   | ✓    |
| Beany      |     | ✓    |
| Tom        |     |      |
| Dick       |     |      |
| G.O.       |     |      |
| H.J.       |     |      |
| Advt.      |     |      |
| G.H.       |     |      |
| Mac        |     |      |
| Niels      |     |      |
| Bob        |     |      |
| Rose       |     |      |
| Plant      |     |      |
| Ship       |     |      |
| Acct.      |     |      |
| Return to: |     |      |
| File       |     |      |

B. Hutton Sr.

SES

Hard-Pyle Co.

rove, Pa.

. Hutton:

For good or for bad, the PEACE story has been released for publication.

We released it two ways: 1, through our world-wide AP Newsfeatures service which is mailed in many languages to newspaper clients all over the world (copy attached); 2, moved on our news wires for spot use in Sunday morning papers of Jan. 26. A copy of this version (much longer, you will note).

The printed clip, accompanied by a mat of the rose, carries no release date, so it undoubtedly will be showing up in the spring in newspaper garden issues all over the world, and particularly in this country. The spot story (the flimsey copy enclosed) was intended for use in papers last Sunday. Some of them have used it, as per the enclosed tear sheet from the Durham (N.C.) Morning Herald. Several of our Carolinas papers used it; I haven't yet received the clips or the useage score across the country, and will not for a week to 10 days. When these begin to come in from our bureaus, I will forward some of them to you for your files.

I also have asked our New York office to give me a representative batch of clippings from the worldwide useage of the story. When these arrive I will forward them to you. I want to keep one or two for my records and you can have the rest.

I already see some inaccuracies in the story, some mine, some indutibly laid to the fact that several others besides myself, editors, etc., handled the story before it got into the hands of the editors. I hope these are minor, but sure as shooting some eagle-eyed rosarian editor will spot them. I hope all concerned go easy on the criticism.



JAN 31 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

Jan. 29, 1964

Mr. S.B. Hutton Sr.  
STAR ROSES  
The Conard-Pyle Co.  
West Grove, Pa.

Dear Mr. Hutton:

Well, for good or for bad, the PEACE story has been released for publication.

We released it two ways: 1, through our world-wide AP Newsfeatures service which is mailed in many languages to newspaper clients all over the world (copy attached); 2, moved on our news wires for spot use in Sunday morning papers of Jan. 26. A copy of this version (much longer, you will note).

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We still have for release in two or three weeks the second part of the PEACE story—this one dealing with the children of PEACE. This will be illustrated by a picture of yourself showing the PEACE family tree. We plan to issue this for afternoon papers.

I am in the process of doing another story, one dealing with the wide range of names for roses—Hoover, Eisenhower, and the upcoming Mr. Lincoln, etc; names of places, things, objects, fantasies, etc. I think it will be interesting, and anything about roses tends to increase the interest in them. As I have said before, I think it is time the AP took an interest in the "finer" things of life. Incidentally, I plan to concentrate only on names of varieties still in commerce. If you know of any interesting stories behind names selected for rose varieties, I sure could use them. I know, for instance, that Charlotte Armstrong was named for the wife (or was it the mother) of the introducer. Some are obvious, such as Ft. Knox, Chrysler Imperial, etc. Others reflect the character or color of the variety, such as Duet. But what about Confidence, Eclipse, etc.

In our recent correspondence, you asked if I had any ideas for future stories. The above is one. Perhaps you could make suggestions. I'd be happy to follow through on them.

Sincerely,

Bill



January 31, 1964

Mr. Bloys M. Britt  
3020 Somerset Drive  
Charlotte 9, N. Car. 28209

Dear Bill:

Many thanks for your letter of January 29 with enclosures. I have not time to go through these in detail today. I believe I did note one inaccuracy in the clipping that I received from High Point but I thought it was minor so far as the general public is concerned. Of course there are always experts on the lookout for inaccuracies, but they rarely affect the story as far as the general public is concerned.

I am writing immediately to comment on your proposal for a story on the names of roses. I think I have some good material along this line which I can contribute to you for use if it seems appropriate; but cannot send it off to you for several days, or as soon as I can get it prepared.

I am interested and pleased to learn that the Peace story is in two parts and that the part dealing with the Children of Peace is yet to come. When I read the clipping from High Point I could not understand the single, rather vague reference to the children of Peace. Your letter makes this clear to me. I am delighted that you were able to make two stories out of it.

Many thanks for your thoughtfulness to send me a few clippings. I don't need many but I will be interested to see a few. Possibly, rose friends over the country may send me a few also, but there's no counting on that. We do not subscribe to a clipping service. I shall probably pass these on to the Maillands who I know will be much interested in them.

With best regards,

S.B. Hutton - f  
Chairman of the Board of Directors



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Adv. for AMS Sun., Jan. 26

PEACE ROSE-2 gals

By BLOYS BRITT

Associated Press Writer

CHARLOTTE AP - When

world leaders met in San Francisco in 1945 to form the United Nations, each found on his desk a specimen bloom of a new rose.

With the rose was a card from the American Rose Society which read: "This is the Peace rose, christened in Pasadena on the day Berlin fell. We hope the Peace rose will influence man's thoughts for everlasting world peace."

Peace, the rose, may not have lived up to the role cast for her in the affairs of nations, but her fame and fortune have far outlived many of the statesmen who met with her to chart what they confidently hoped would be a permanent and lasting peace.

Already deeply involved in the international intrigue of the world war which had just ended, Peace, the rose, ascended a throne in the world of horticulture that April, 1945, that has lasted nearly 20 years. And there is no indication that she will yield her position.

She bears many names in many languages, but in the universal language of gardeners, she is known affectionately as "the Queen."

More than 20 million plants of her have been sold in the years since that first U.N. meeting. She has brought home more trophies for rose exhibitors than any other flower ever created; she is the parent, directly or indirectly, of more than 50 named varieties of roses. She is still the most planted rose in the universe.

Her eminence in horticulture is unquestioned. Literally thousands of rose gardens in half the nations of the world do her honor by giving her the choicest spots on visitors' row.

One garden in Japan has a centerpiece of 5,000 Peace plants. Another, in Beirut, Lebanon, maintains 1,000 Peace plants as its focal point. Her name and that of her originator are inscribed in the stone of a temple built by Abul Bahia in Iran. Peace plants form much of the garden around the temple.



sazzokhtitssa olbylyx  
 Adv. for AMS Sun., Jan. 28  
 CHARLOTTE - Gal 2, Peace  
 rose . . . the season."

That summer, buds for grafting purposes were sent to commercial producers in Germany, Italy and the United States. Three months later, war broke out on the continent. On Sept. 3, communications with Germany ceased. After the German invasion of France in June, 1940, there was no further direct communication with Italy.

Mailand lost sight of his new rose. Not until years later did he learn that the Germans named it Gloria Dei to praise God and the Italians named her Giola to face life with a smile.

Mailand, more sentimental in the face of wartime occupation and with Nazi troopers beating through his greenhouses, named the seedling Mrs. A. Mailand in memory of his mother who had died a few years previously. It still bears that name in France today.

The budwood sent to the U.S. went to Robert M. Pyle, head of the commercial rose producing firm of Conard-Pyle at West Grove, Pa. Pyle had befriended Mailand when the latter was a struggling young hybridist and had brought him to this country years before to learn American methods of hybridization.

Pyle, who died several years ago, put the seedling, then bearing the number "11-25-40," under a rigid and carefully supervised program of testing that was to last nearly five years. With the first blooms in his Pennsylvania fields, however, Pyle knew he had the horticultural masterpiece of the century.

He moved quickly to obtain patent rights from Mailand, and the hybridizer's signature on the necessary release papers barely got out of Europe before the curtain of World War II closed down all avenues of communication. The papers arrived in this country in the care of one of the last Mennonite service workers to escape from France ahead of the occupying German army.



Strangely enough, the U. S. Patent Office turned down the first application for a plant patent for Peace, saying the rose did not appear to be sufficiently distinct from other varieties.

"Our first reaction at this news," one of Pyle's associates said later, "was one of unholy glee at such a joke on that arrogant branch of our government bureaucracy. We knew from experience that it was the one rose that even small boys never mistook for any other variety once they had seen it."

Pyle and Sidney B. Hutton Sr., now the president of the Conard-Pyle firm, sent budwood to other American nurserymen and to selected individual gardeners for testing and appraisal. The response, says Hutton, was the most enthusiastic ever received for a new rose variety.

Late in 1944, Pyle and others who were to make peace in its introduction to the American market agreed on the name Peace. The name was picked from a number of submitted. Among those discarded were these: Son of Glory, Paradise, Reverence, Truth, Victory, Grace, Shower of Happiness, Song of Joy, The Madonna, Watchfires, Consolation, New Day, Star, Transcendent, Unity, Solitaire, Revelation, Liberation, Santa Claus, Halo, G.I. Joe, Victory Celebration, Salute to the Brave, Inspiration, Wonderful, Masterpiece, and Boy-Oh-Boy.

Plans were made for its introduction in the fall of 1945. With the war nearing a climactic end in Europe and the Pacific, the American Rose Society set April 29, 1945, as the date for the formal introduction at Pasadena, Calif.



Nobody knew then that the dates would prove to be one of the many extraordinary coincidences to come from World War II. Berlin fell just as actress Jinx Falkenburg was christening the rose at Pasadena. The day the world leaders received their specimen bloom at the U. N. meeting in San Francisco was V-J day. A year later, after weeks of planning, the news was released for publication that Peace was the only All-America winner for 1946. This turned out to be the first anniversary of V-E Day.

Did the dramatic series of events leading to the introduction of Peace to the American public help in making her the queen of roses?

Absolutely not, says the American Rose Society. "It is perhaps the best garden rose for all climates ever created," says an ARS official. A poll in 1964 of 2,000 ARS members having a total of 255,412 plants of Peace in their gardens named her No. 1. She has continued to top most polls conducted by the National Rose Society of England.

Before his death in 1958, Francois Meilland wrote:

"If circumstances have decided that my rose should be known by different names in different countries, this at least is true that each of these names reminds men of good will that the love of flowers, and in particular the admiration of this rose, will forever provide them with the occasion to praise God, with Gloria Dei, to face life with a smile, with Gioia, to wish for Peace, with Peace, and, as far as ourselves are concerned, to perpetuate a loving memory, with Me. A. Meilland..."

END ADVANCE



In the American Rose Society's display garden of more than 40,000 plants and hundreds of varieties in Columbus, Ohio, Peace draws more visitors than all other varieties combined.

Immediately following World War II, grieving parents of soldiers lost in battle planted Peace extensively as memorials to their sons. Some of the world's best-kept rose gardens got their start in this manner.

She rates 9.5-10 points, making a perfect rose in the ARS official rating of standard rose varieties - highest accorded any rose by the society's 17,000 members. She won roseos's All-America honors in 1946. In 1952 she was voted the most popular rose in Britain.

An American Association of Nurseryman official says Peace still was the best selling rose in 1966. For 17 years the retail price for a Peace plant was governed by her U.S. patent, and no plant of her ever sold in the U.S. for less than \$2.50. The patent expired in 1962 and nurserymen expect plants of her to flood the supermarkets, hardware stores and other retail outlets at prices ranging down to 99 cents.

Yet Peace, with her perfectly-proportioned five to seven-inch blooms of basic yellow with a pink ballerina edging of the petals, almost didn't make it at birth.

Born in France in 1935, Peace was the 40th seedling in a group of 50 that resulted from a cross of two insignificant varieties by the late noted hybridizer Francis Meilland.

"It was not very sturdy, this little seedling," Meilland wrote later. "And there was nothing about it to attract attention."

Nevertheless, for reasons he never could explain, Meilland nursed the seedling along until 1939. After it bloomed that summer he wrote, "This plant proved the great revelation of the season."

MORE MORE MORE MORE



# World's Most Planted Rose Is Peace

CKB = FyL (BB) said would like to have rose — BB 1-23-64

By BLOYS BRITT

CHARLOTTE, N.C. (AP)

— When world leaders met in San Francisco in 1945 to form the United Nations, each found on his desk a specimen bloom of a new rose.

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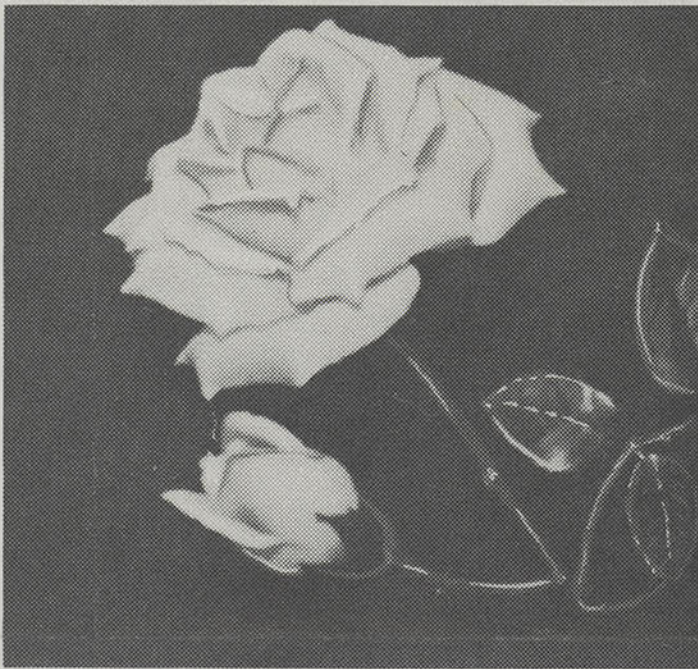
Peace, the rose, may not have lived up to the role cast for her in the affairs of nations, but her fame and fortune have far outlived many of the statesmen who met with her to chart what they hoped would be a permanent and lasting peace.

More than 30 million plants of Peace have been sold in the years since that first U.N. meeting. She has brought home more trophies for rose exhibitors than any other flower ever created; she is the parent, directly or indirectly, of more than 50 named varieties of roses. She is still the most planted rose in the universe.

Her eminence in horticulture is unquestioned. Literally thousands of rose gardens in half the nations of the world do her honor by giving her the choicest spots on visitors' row.

One garden in Japan has a centerpiece of 5,000 Peace plants. Another, in Beirut, Lebanon, maintains 1,000 Peace plants as its focal point. Her name and that of her originator are inscribed in the stone of a temple built by Abdul Bahia in Iran. Peace plants form much of the garden around the temple.

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THE PEACE ROSE

display garden of more than 40,000 plants and hundreds of varieties in Columbus, Ohio, Peace draws more visitors than all other varieties combined.

Immediately following World War II, grieving parents of soldiers lost in battle planted Peace extensively as memorials to their sons. Some of the world's best-kept rose gardens got their start in this manner.

She rates 9.6 (10 points make a perfect rose) in the ARS official rating of standard rose varieties — highest accorded any rose by the society's 17,000 members. She was All-America Rose in 1946.

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## Born in France

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Meilland, with Nazi troopers beating through his greenhouses, named the seedling Mme. A. Meilland in memory of his mother who had died a few years previously. It still bears that name in France today.

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went to Robert M. Pyle, head of the commercial rose producing firm of Conard-Pyle at West Grove, Pa. Pyle had befriended Meilland when the latter was a struggling young hybridist and had brought him to this country years before to learn American methods of hybridization.

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## Not Distinct Enough

Strangely enough, the U.S. Patent Office turned down the first application for a plant patent for Peace, saying the rose did not appear to be sufficiently distinct from other varieties.

"Our first reaction at this news," one of Pyle's associates said later, "was one of unholy glee at such a joke on that august branch of our government bureaucracy. We knew from experience that it was the one rose that even small boys never mistook for any other variety once they had seen it."

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## In Australia The Cows Have Horns

SYDNEY, Australia (AP) —

The question on the quiz show of country radio station 2PK was: Are cows' ears in front of or behind the horns?

The woman contestant answered "behind" and was told she was wrong.

People telephoned to say the woman was right. A farmer said: "I've just been out to look at my cows, and the ears are definitely behind the horns."

The station checked back with Sydney man Frank Cayley who provided the quiz questions and answers.

Cayley asked an executive of a pastoral company and he said "in front."

He asked the Department of Agriculture and it said "no comment."

Then he asked Professor David McFarlane of the Department of Veterinary Science of the University of Sydney, and he said:

"The area to which the root of the ear is attached is almost directly under the horns. But when the animal pricks up its ears they tend to be forward, and when it is frightened it tucks them back."

"Also when it has its face down the ears are behind the horns and with its face up the ears are in front. However, when it is standing normally a cow's ears tend to be slightly in front of the horns."

Having had the problem thus clarified, the radio station counted the woman's answer as correct.

gt

## Berti Tells His Customers What They'd Like To Eat

ROVERE, Italy (AP)—Customers at the Angelo Berti's Taverna degli Artisti on a riverbank overlooking the Po here usually are not even allowed to order their own meals.

Berti decides which of his famed Renaissance dishes they would like best.

Sometimes the customer doesn't get any meal at all. If Berti doesn't like his looks the customer may be turned away courteously with the excuse: "Sorry. We have run out of bread."

But connoisseurs of fine food travel hundreds of miles to try Berti's famous old world recipes at the Tavern of the Artists.

He tempts them with roast peacock, a dish once popular but abandoned a few centuries ago because the peacock was regarded as an omen of ill fortune. Or he may offer pheasant with cream and oranges, a dish reputedly esteemed by Queen Christina of Sweden three centuries ago.

Berti, a chevalier (knight) of Italy, has done a lot of research on Renaissance cooking. He can

tell you just what supplies were used by Alfonso, Duke of Ferrara, for the dinner he gave for the Infanta of Spain: 500 pounds of different meats, 116 pullets, 60 cock's crests, 160 red crabs, etc.

The chevalier gives away his cooking secrets happily to favorite customers. Here are some of his tips:

Oil must not sizzle. It should be allowed at most to boil and even then always with other ingredients added. A little chopped lard should be mixed with it.

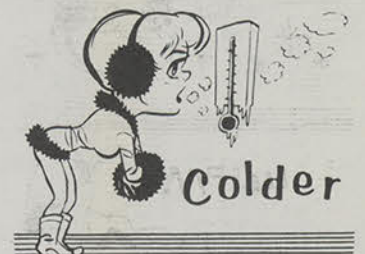
Butter must be used only raw, never cooked. It should be added to sauce only at the moment of serving.

Not too many spices should be used—and they should be used only for their scent, not for their taste.

Few sauces should be used; preferably only with fish. They kill the taste of meat.

And if you do your cooking over a wood fire, that's all the better. Berti says almost all foods must be cooked slowly, and many of them are improved by a whiff of wood smoke.

## Weather Brighteners



## NEWS

AP EXCLUSIVE TO AMS  
MAILED JAN. 13, 1964  
NEWSFEATURES



| Name       | See | Seen |
|------------|-----|------|
| SBH        | ✓   | ✓    |
| Beany      |     | ✓    |
| Tom        |     |      |
| Dick       | ✓   | ✓    |
| G.O.       |     |      |
| H.J.       |     |      |
| Advt.      | ✓   |      |
| G.H.       |     |      |
| Mac        |     |      |
| Niels      |     |      |
| Bob        |     |      |
| Rose       |     |      |
| Plant      |     |      |
| Ship       |     |      |
| Acct.      |     |      |
| Return to: |     |      |
| File       |     |      |

JAN 17 1964

Bloys W. (Bill) Britt

3020 Somerset Drive

Charlotte, North Carolina 28209

Jan. 12, 1964

B. Hutton Sr.

Pyle Company

, Pa.

Mr. Hutton:

I had written Norman Focht the day before receiving yours of Jan. 3, so our letters crossed in the mail. As I told Norman, the pictures he sent me to go with the PEACE story were more than adequate. The whole package, art and story, is in New York in the hands of Mr. Garvin J. Hudgins, A-P Newsfeatures editor. Because of some other more pressing business, I think it will be the latter part of the month, however, before the story is released for publication, and possibly, even the first of February. Be assured that the delay will not hurt the story. As a matter of fact, had I known there would be this sort of delay, until mid-winter, I'd have suggested that it be held until Spring. Incidentally, you make a good picture!

Don't let my auto racing activities fool you. Actually, my title and regular duties are that of Night Editor of the A-P's Carolinas Bureau at Charlotte. This means that I am in charge of all of our editorial activities in the two states from a statutory period of hours—4 p.m. until 8 a.m., seven days a week. Naturally, I do not stay in the office all of those hours. I go to the office about 3 or 3:30 in the afternoon and remain until things are quiet, usually 10 to 11 p.m. I take Sundays and Mondays off, the latter to use as a full day in the garden. I also have a few hours each morning unless something at the office calls me.

I, like so many others in the A-P, assume certain other responsibilities. I handle the planning, and actual coverage, for most of our big-time auto racing events. I don't know how I got into this phase of our operation, actually. Probably because stock car racing started in the South and much of it takes place down here. With this beginning, I gradually became ac-



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STAR ROSES  
The Conard-Pyle Company  
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quainted with sports car and big car racing. As is the case in many other instances, the powers that be in our organization, gradually shifted most of the planning to cover this phase of sports activities over to me. It serves as a vehicle for getting out of the office occasionally, and to Florida for about three weeks in February and March. I was in Nassau for 10 days in December for sports car races. Needless to say, the people connected with stock car racing aren't up to the country club status, for the most part, as yet. Neither am I, with two kids in college!

As I told John Milton, I have a son who is a junior at Wake Forest College (he's going to study law after his undergraduate work) and a daughter who is studying mathematics at Appalachian State College. Both of them are dean's list students, probably coming from their mother who was teaching home economics when I married her. I was a 237-pound tackle on an athletic grant-in-aid at the University of North Carolina in the early 30's, and later played a bit of professional football for the Washington Redskins. But I grew up on a farm in eastern North Carolina—a tobacco farm, at that—and have never lost the love for the soil. The boy takes after me in some respects—he's 6-3 and weighs 195, solid and, at 21, a good specimen of young manhood. It was nip-and-tuck for awhile as to whether he would go into the ministry or into law. He made the choice himself.

We have lived for the last 13 years, since we came to Charlotte from 18 months in the New York bureau, in a small house we purchased on Somerset Drive, a good residential section but not the best the city has to offer. The lot is only 75 feet by 150. All of my roses are to the rear of the house, with a new bed of 60 feet in length being placed in between our house and one next door. These neighbors, fortunately, love roses, too, and have a few plants of their own. Both of them work, however, and don't have the time to manage a real planting. They enjoy ours, as do most of the other folks on our two-block street.

For five years now, we have owned a fairly large lot, 100x190, in one of the new residential developments six miles east of the present city limits. When the kids get out of school and on their own, we will build on this lot. It will be an ideal spot for a rose garden, being former farm land. Thus, as of now, our present home is temporary and we can hardly restrain ourselves to remain here. Actually, I never discard a rose or



any other type of plant. We carry it to the lot and plant it. Some folks say we have better roses out there than we do in our "home" garden. I have 14 climbers out there growing on racks and posts I set up for them. I have only five here at the house, mainly because they take up so much room. So, if you don't mind, I have an ideal spot out at the new site for the two shrub plants (6333) you mentioned. This new residential section is building up fast, and several of our future neighbors already have built and settled down, including three on one side of our lot and two on the other side. Some of them are among our closest friends. I supervised the planting of a 50-plant rose garden for one of them last fall. Thirty of the plants were out of the Star field, including the center spread "Baker's Dozen" in your fall catalog.

I have, in the past, tested some new varieties for Peterson & Dering, mainly because my old friend Don Hastings Sr. of the Hastings Company, Atlanta, who has a large retail garden store and nursery here, purchased his rose plants from P-D. I quit accepting their tests two years ago, mainly because of the puny plants they sent for tests. Now, they're going out of business. If you haven't already done so, your wholesale people should get in touch with Don Hastings because they're going to have to look somewhere else for their supply. If it means anything, I'll be glad to write Don and endorse Star plants. The people at the Hastings unit here seem to depend on me for advice on rose culture and I have supervised some of their plantings.

Naturally, in my letter to Milton, I didn't mean to infer that perlite takes the place of both humas and sand in our clay soil. Until a couple of years ago, I used creek sand and German peat moss in my clay soil mixture, then added huge quantities of composted leaves. But German peat is hard to come by in this area now. So, in a new bed I fixed last year I used perlite (the large horticultural grade), quantities of ~~composted~~ composted leaves and peanut hulls and left out peat altogether. A soil test on that bed rendered Nov. 18 by Ralph Dasher showed the mixture held up well during its first season, and the Ph checked in at 6.1. The new bed I fixed this past November for use this month and next, and into which Mr. Lincoln and Camelot, plus Allegro, Crimson Duke, Garden State, Swarthmore, Candy Stripe, Chicago Peace, Royal Highness, Sincera, and other "show case" varieties will go, also checks out very well on soil test. The soil was brought in and is a brownish clay loam with high organic content, ranging over 9 per cent, and with a ph of 5.9 when it came off the truck. To this was added, for a 6x60 bed,



six 3-cubic foot bags of peanut hulls ~~composted~~ composted all last year, a three-inch covering the entire length of composted leaves from the 1962-63 winter, and six bags of perlite. The bed was made in layers and each layer thoroughly worked with a tiller. The bed is raised about 8 inches off the ground, not because of poor drainage but for better display. The bed actually drops nearly a foot from one end to the other and no better drainage could be desired or found. Other organics included 50 lbs of bone meal, 25 lbs of superphosphate in the bottom 8-10 inches, and three 50-lb bags of dehydrated sheep manure. This bed has been "sitting" since about Dec. 1 waiting for something to grow in it. I haven't been able to move all ~~any~~ of the older varieties into it yet because of foul weather. We had our third ice storm of the winter last night.

I will be in Daytona Beach from Feb. 13 through 23rd, and in Sebring, Fla., from March 15 through 25. We have our Southeastern Flower and Garden Show here for 10 days beginning March 7. So I am going to miss some of that, as ~~if~~ I did last year. Larry McLean wanted us to stage a real ARS exhibit and suggested that I head it up. I couldn't undertake it because of those Florida dates in February-March. I suggested that if the ARS wanted to "cut its teeth or get 'em knocked out," as Larry put it, he should take charge and plan the exhibit, with help from the Charlotte RS. I haven't heard from him since making the suggestion. In any case, the Charlotte RS will have a booth as it did last year.

If you get down this way, I hope you will call and give Mrs. Britt and myself the privilege of at least taking you and Mrs. Hutton out for dinner.

Sincerely,

Bill



January 20, 1964

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte, N. Car. 28209

Dear Bill:

I have thoroughly enjoyed your long letter of January 12 and have been glad to learn about your rose interests and rose garden, and future plants for your new and larger lot.

I spent a few hours at the P-D Nursery in October and found it in quite poor condition with many weeds in the rose fields and many roses of poor quality. I was not surprised later to hear that they were going out of business. Years ago they used to grow excellent roses and we got many plants from them to supplement our own shortages, but we had to discontinue that because of the small size of the plants which you mention. Thanks for the suggestion about the Hastings Nursery at Atlanta which I am passing along to my son who handles that department. We know Don Hastings quite well. They are members of the AARS and I used to see Don regularly at meetings, but in recent years his brother, Ray, who lives in Harrisburg, Pa. has been representing the firm at these meetings. They have a very large and excellent garden center in Atlanta which I have visited on at least two different occasions.

I am still undecided as to whether I will be able to get away for a winter vacation in the South in February and March. If I do and can route myself to Charlotte I will let you know in advance and will time my stop there for the garden show early in March if that is possible.

With best regards,

S.B. Hutton, President - f





• Night Editor Bloys Britt of the Charlotte AP bureau is quite famous in that region as a gardener. Britt, a former football player who specializes in covering stock car races, is president of the Charlotte Rose Society. Here he is shown in the garden of the Britt home at 3020 Somerset Drive.

*September  
1963*



## PRIZE BLOOPER

● FRANKFURT—German newspapers have shown great fondness for Washington AP diplomatic reporter John Hightower, but they have twisted his byline many ways. The *Kieler Nachrichten* recently had it *John Highblower*.

● These are New York AP folk attending their a sunny day but a little chilly for bathing, so Wide World Photos, Personnel and Promotion pursuits. They consumed fried chicken, hamburg paid the tab—and will be encouraged to do it

There was much excitement when Doc Desfo beach sand. With the help of numerous bare Wands, the picknickers combed the beach. After keys.

L.-R.: Seated—Brigid and Hugh Mulligan, Hudgins and Betty (Mrs. Wes) Gallagher. Standing (Arleen's husband), Harold Bauer, Frank Stilley Goldberg, Alma (Mrs. Dan) DeLuce (striped blo





April 14, 1964

This tear sheet was sent to SBH by Ramona Stocking from the Garden Section of one of the California papers - probably the San Jose Sunday paper.

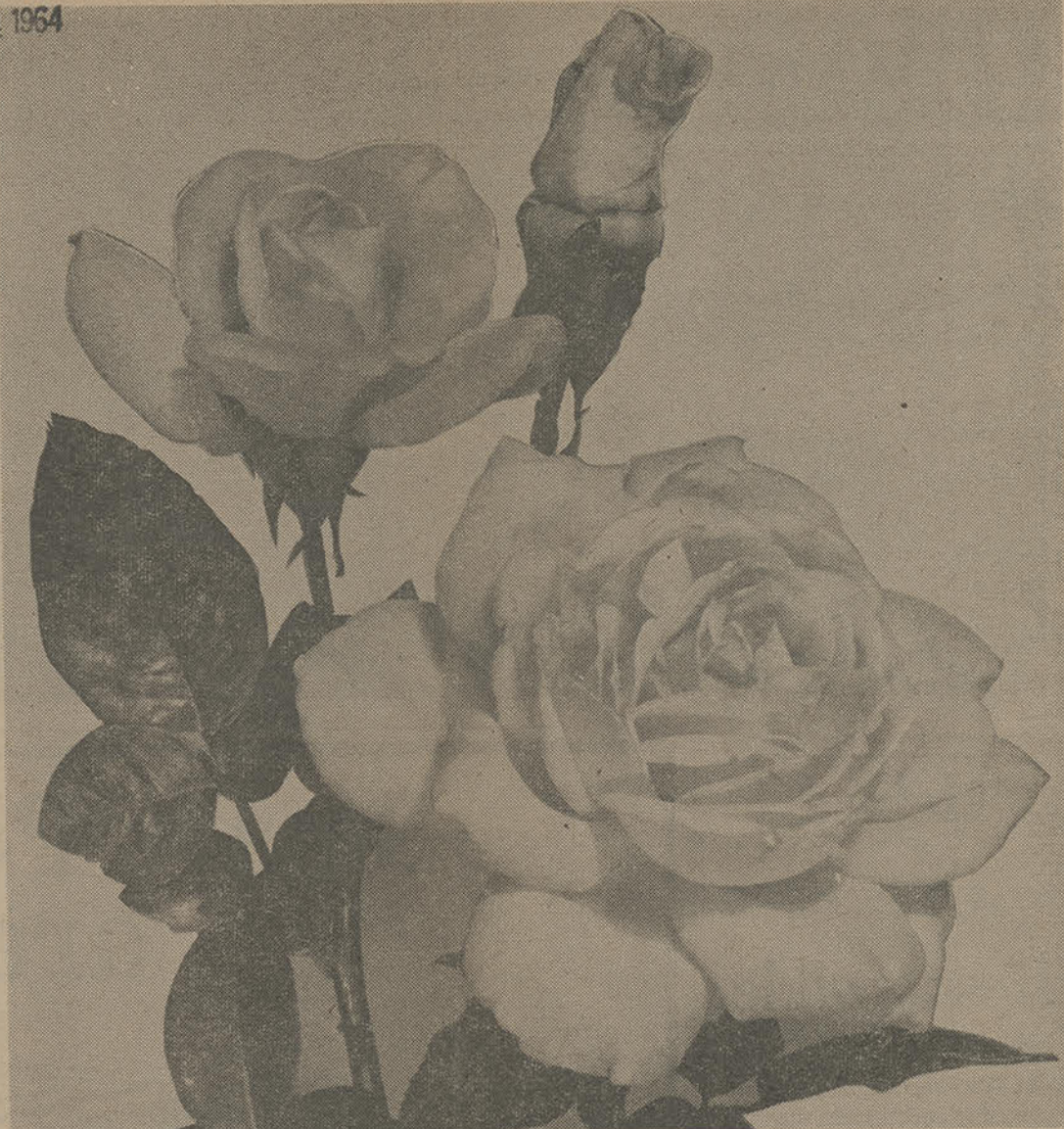
mf

Bloys Britt wrote this article on the PEACE rose after SBH furnished him with the information. Another article entitled "The Children of Peace" will appear at a later date. Britt is still working on this.



# Peace — The Greatest Rose Of All

By Bloys Britt



Peace is one of the all-time great roses. It was named and introduced officially at the founding of the United Nations in San Francisco 19 years ago. The late Clyde Stocking, whose work is now carried on by his wife, proudly supplied all the delegates with cut blooms daily from his San Jose nursery.

When world leaders met in San Francisco in 1945 to form the United Nations, each found on his desk a specimen bloom of a new rose.

With the rose was a card from the American Rose Society which read: "This is the Peace rose, christened in Pasadena on the day Berlin fell. We hope the Peace rose will influence men's thoughts for everlasting world peace."

Peace, the rose, may not have lived up to the role cast for her in the affairs of nations, but her fame and fortune have far outlived many of the statesmen who met with her to chart what they hoped would be a permanent and lasting peace.

More than 30 million plants of Peace have been sold in the years since that first U.N. meeting. She has brought home more trophies for rose exhibitors than any other flower ever created; she is the parent, directly or indirectly, of more than 50 named varieties of roses. She is still the most planted rose in the universe.

Her eminence in horticulture is unquestioned. Literally thousands of rose gardens in half the nations of the world do her honor by giving her the choicest spots on visitors' row.

One garden in Japan has a centerpiece of 5,000 Peace plants. Another, in Beirut, Lebanon, maintains 1,000 Peace plants as its focal point. Her name and that of her origin—a temple built by Abdul Bahia in Iran. Peace plants form much of the garden around the temple.

In the American Rose

Society's display garden of more than 40,000 plants and hundreds of varieties in Columbus, Ohio, Peace draws more visitors than all other varieties combined.

Immediately following World War II, grieving parents of soldiers lost in battle planted Peace extensively as memorials to their sons. Some of the world's best-kept rose gardens got their start in this manner.

She rates 9.6 (10 points make a perfect rose) in the ARS official rating of standard rose varieties — highest accorded any rose by the society's 17,000 members. She was All-America Rose in 1946.

An American Association of Nurserymen official says Peace still was the best selling rose in 1963. For 17 years the retail price for a Peace plant was governed by her U.S. patent, and no plant of her ever sold in the U.S. for less than \$2.50. The patent expired in 1962 and nurserymen expect plants of her to flood the supermarkets, hardware stores and other retail outlets at prices ranging down to 39 cents.

Yet Peace, with her perfectly proportioned five to seven-inch blooms of basic yellow with a pink ballerina edging of the petals, almost didn't make it at birth.

Born in France in 1935, Peace was the 40th seedling in a group of 50 that resulted from a cross of two insignificant varieties by the late noted hybridizer Francis Meilland.

"It was not very sturdy, this little seedling," Meilland wrote

later. "And there was nothing about it to attract attention."

Nevertheless, for reasons he never could explain, Meilland nursed the seedling along until 1939. After it bloomed that summer he wrote, "This plant proved the great revelation of the season."

That summer, buds for grafting purposes were sent to commercial producers in Germany, Italy and the United States. Three months later, war broke out on the continent. On Sept. 3, communications with Germany ceased. After the German invasion of France in June 1940, there was no further direct communication with Italy.

Not until years later did Meilland learn that the Germans named his rose Gloria Dei (to praise God) and the Italians named her Giola (to face life with a smile).

Meilland, with Nazi troopers beating through his greenhouses, named the seedling Mme. A. Meilland in memory of his mother who had died a few years previously. It still bears that name in France today.

The budwood sent to the U.S. went to Robert M. Pyle, head of the commercial rose producing firm of Conard-Pyle at West Grove, Pa. Pyle had befriended Meilland when the latter was a struggling young hybridist and had brought him to this country years before to learn American methods of hybridization.

Pyle, who died several years ago, put the seedling, then bearing the number "22540," under

a rigid and carefully supervised program of testing that was to last nearly five years. With the first blooms in his Pennsylvania fields, however, Pyle believed he had the horticultural masterpiece of the century. He moved quickly to obtain patent rights from Meilland. The hybridizer's signature on the necessary release papers arrived in this country in the care of one of the last Mennonite service workers to escape from France ahead of the occupying German army.

Strangely enough, the U.S. Patent Office turned down the first application for a plant patent for Peace, saying the rose did not appear to be sufficiently distinct from other varieties.

"Our first reaction at this news," one of Pyle's associates said later, "was one of unholy glee at such a joke on that august branch of our government bureaucracy. We knew from experience that it was the one rose that even small boys never mistook for any other variety once they had seen it."

Pyle and Sidney B. Hutton Sr., now the president of the Conard-Pyle firm, sent budwood to other American nurserymen and to selected individual gardeners for testing and appraisal. The response, says Hutton, was the most enthusiastic ever received for a new rose variety.

Late in 1944, Pyle and others who were to have a hand in its introduction to the American market picked the name Peace from hundreds submitted.

Plans were made for its introduction in the fall of 1945. With the war nearing a climac-

tic end in Europe and the Pacific, the American Rose Society set April 29, 1945, as the date for the formal introduction at Pasadena.

Nobody knew then that the date would prove to be one of the many extraordinary coincidences to come from World War II. Berlin fell just as actress Jinx Falkenburg was christening the rose at Pasadena. The day the world leaders received their specimen bloom at the U.N. meeting at San Francisco was V-J day. A year later, the news was released for publication that Peace was the only All-America winner for 1946. This turned out to be the first anniversary of V-E Day.

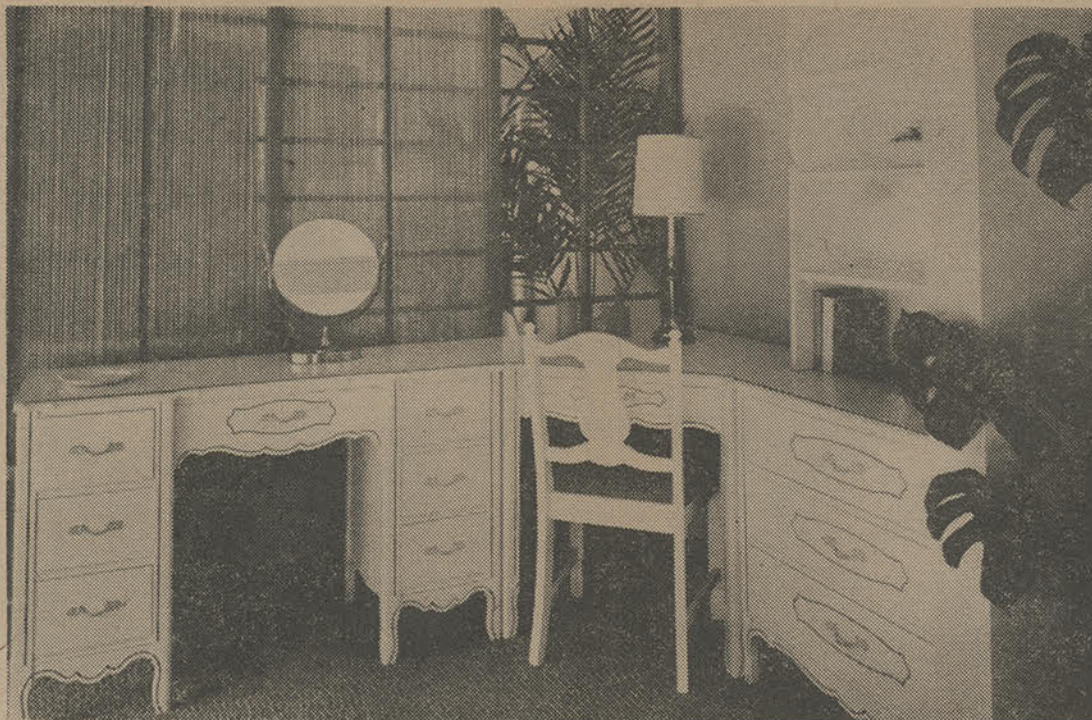
Did the dramatic series of events leading to the introduction of Peace to the American public help in making her the queen of roses?

Absolutely not, says the American Rose Society. "It is perhaps the best garden rose for all climates ever created," says an ARS official.

Before his death in 1958, Francis Meilland wrote:

"If circumstances have decided that my rose should be known by different names in different countries, this at least is true that each of these names reminds men of good will that the love of flowers, and in particular the admiration of this rose, will forever provide them with the occasion to praise God, with Gloria Dei; to face life with a smile, with Giola; to wish for Peace, with Peace; and, as far as ourselves are concerned, to perpetuate a loving memory, with Mme. A. Meilland." — Associated Press





## Flexible Furniture

This French Provincial furniture is designed so that it can be used in a corner, or side by side or stacked.

Finished in white with gold trim, the surface of the desk, vanity and chest are covered with easy-to-clean plastic. The group includes a headboard in harmonizing design, or a canopy-style bed.

Moderately priced, this group makes a decorative room for young marrieds or for a teenager.

### Law In Action

## Helped One Is Responsible

Dick Driver worked for the Ajax Trucking Company.

One day Dick's truck stopped cold. He tried to start it. No luck. Dick hailed a passing trucker, George Goodhart.

George said "Why don't we tow your truck to a wide spot in the road and call a garage to fix it?"

Helpful George got out a big chain to pull Dick's truck, but it snapped. They used another chain, but it snapped, too, just as Sam Smith was driving by. The chain lashed out and shattered Sam's windshield and cut his eye badly.

Sam sued, but the Ajax Company denied any fault. "George had done the harm," they said. "He had a poor chain, and it was his towing that snapped the chain. And George had never worked for Ajax, and so Ajax was not liable."

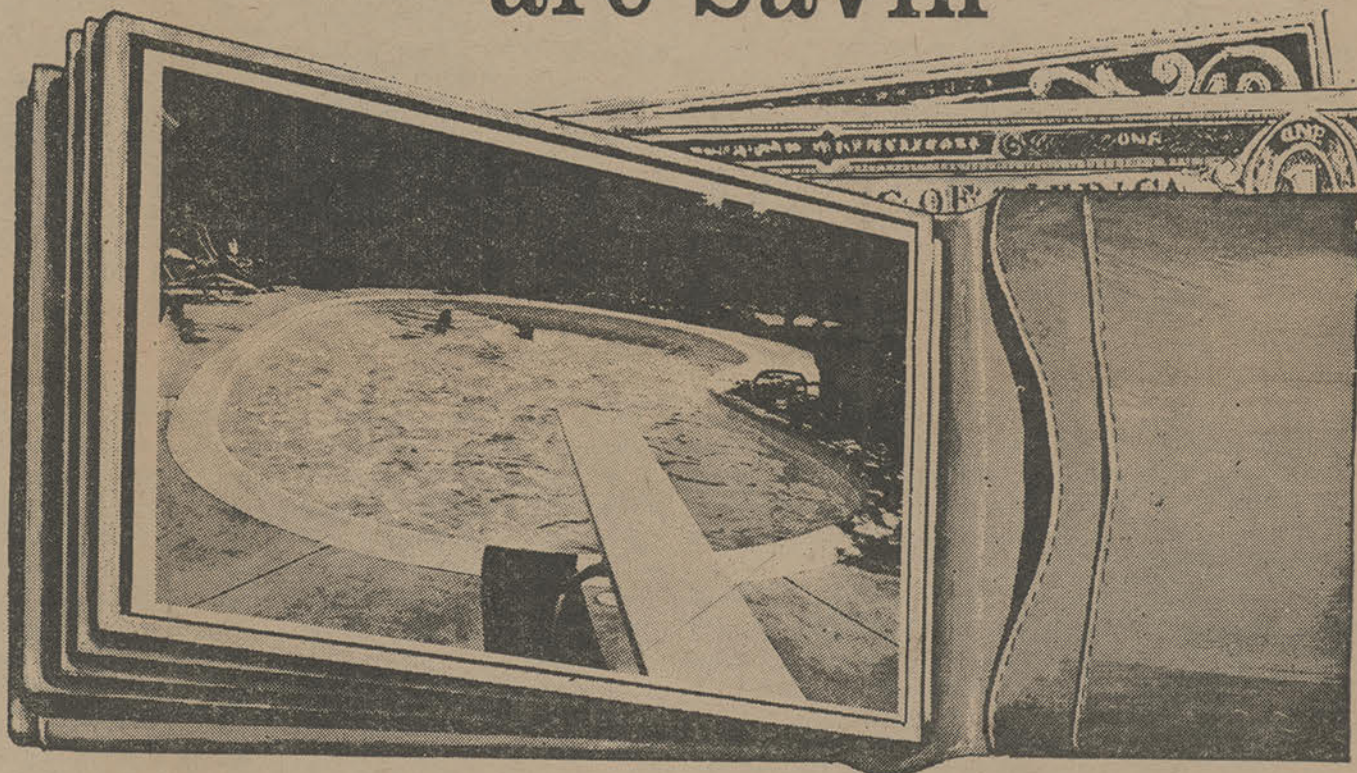
Yet the court ruled for Sam: Ajax was liable for the harm done. In an emergency, Dick as an "agent" of the company, could call for help and could name another person to help. George was legally acting for Ajax at the time of the mishap. Hence, Ajax was liable.

As a rule, no employee can name or hire another to act for his employer, without specific authority, but he can do so in an emergency. The employer, as a rule, then becomes responsible for his actions.

Sometimes a company enforces specific rules against picking up riders, calling on others, or using certain kinds of repair service. The employee who breaks these rules is acting on his own. As a rule, anybody hurt by his actions can seldom blame the employer, but may find the employee solely to blame.

Sometimes, the employee or agent is himself at fault, along with his employer. He may not have used care in hiring or asking for help, or he may not have been careful himself. If so, his act is imputed to the employer who is financially responsible. The employee may also share liability himself.

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**FAXED**  
10/25/94

October 24, 1994

**FOR YOUR APPROVAL***File: AARS*  
(To) Larry Burks, Bob DeMayo, Henry Conklin, Steve Hutton

(From) Patti Tobin

For: Consumer &amp; Trade mags

Comments:

*10/25 Patti / Claudia  
Looks good to me**- Steve*  
Patti Tobin  
Claudia Limardo**Fifty Years of Peace Honored in 1995**

Since its introduction amidst the destruction of World War II, the Peace rose has been regarded by rosarians and gardeners alike as "the rose of the century." The 50th anniversary of Peace -- to be honored in San Francisco at the Spring 1995 dedication of a new Peace Garden donated by All-America Rose Selections -- provides an opportunity to regard the events of a terrible war in a unique and optimistic light.

In 1939, distinguished French nurseryman Francis Meilland discovered a remarkable rose he had nurtured from a single seed. Realizing the beginning of WWII posed threats to the flower's fate, Meilland dispatched seedlings to growers in Italy, Germany and the United States. Propagation cuttings addressed to Pennsylvania grower Robert Pyle almost never made it. As tanks plowed the earth around Lyon, the precious parcel was slipped aboard the

- more -



Fifty Years of Peace . . .  
Page 2

last plane to leave Lyon before France was occupied by Nazi forces in 1940.

Four years later, Meilland learned the fate of his hybrid in a letter from Pyle:

"Whilst dictating this letter my eyes are fixed in fascinated admiration on a glorious rose," Pyle wrote, "its pale gold, cream and ivory petals blended to a lightly ruffled edge of delicate carmine . . . I am convinced it will be the greatest rose of the century."

Its extraordinary beauty was enhanced by the drama surrounding its public introduction. A flurry of doves marked the official christening of Peace at the Pacific Rose Society's spring show, while half way 'round the world Allied forces claimed Berlin. The bloom's next showing came on V-E Day, May 8, 1945, at the very first United Nations Conference in San Francisco. Upon their arrival, each of the 49 original U.N. delegates received a Peace rose and a message of world harmony from the American Rose Society.

On August 15, 1945, as newspapers trumpeted the surrender of Japan in big, bold headlines, Peace was named the only All-America award winning rose for 1946.

Within a decade, more than 30 million Peace rose bushes bloomed worldwide. In Germany the flower had been given the name "Gloria Dei." In Italy it was grown under Mussolini's nose as "Gioia." In France, Meilland had named the opulent bloom "Mme. A Meilland," for his mother. He marveled at the miracle of his hybrid tea.

"How strange to think," said Meilland, "that all these millions of rose bushes sprang from a tiny seed no bigger than the head of a pin--a seed we might so easily have overlooked or neglected in a moment of inattention, or which might have been relished as a tidbit by

- more -



Fifty Years of Peace . . .

Page 3

some hungry field mouse."

Today -- 50 years later -- Peace remains one of the most celebrated and popular roses in history, a reflection of the quality of roses bearing the AARS seal of approval.

As Americans in 1995 reflect on the events of World War II, especially the liberation of Europe five decades earlier, the country also looks to the future with the renewed vision of a better world -- a world of peace. All-America Rose Selections honors this vision by donating a Peace Garden at the site of the original U.N. Conference, the War Memorial in San Francisco. The garden is anticipating full bloom of 50 Peace rose bushes in the spring of 1995.

The story of the Peace rose is a story of hope, perseverance -- and providence. The flower offers a compelling vision of beauty and wonder amidst history's bittersweet memories of human suffering and determination.

###

10/94

- more -



Originated at Ontario, California by Dr. David L. Armstrong. The parentage of this winner is (Charlotte Armstrong x Contrast) x (Fandango x World's Fair x Floradora). Brilliant parents create brilliant offspring.

#### COMMAND PERFORMANCE (Plant Patent Pending)

An exquisite, florescent, orange-red hybrid tea with graceful,

The lovely flowers have an appealing "old fashioned rose" fragrance which persists throughout the life of the blooms. The roses are borne on long, strong stems and are equally spectacular in the garden, or a flower arrangement.

The plants are vigorous, tall and well branched, holding up their many blooms so that their beauty and fragrance may be admired at close range.

## THE STORY OF PEACE ROSE RETOLD

In this year of strife and turmoil, a garden of Peace rose has been planted in Osaka, Japan on the grounds of Expo-70. At the conclusion of the World Fair, this Peace rose garden will be maintained in perpetuity as a lasting symbol of world peace.

We are here reprinting from an article by Francis Meilland, hybridizer of the rose, *Peace*, the story of its origination (Francis Meilland died in June 1958).

"On looking through one of our notebooks whose pages were already yellowing, we came across, under the date 15th June, 1935, the traces of what might be described as the first pollen-charged brush-stroke which gave rise to 'PEACE' (Mme. A. Meilland), the rose we consider to be one of the very best we have ever produced.

"The object we had in view with the Johanna Hill x (Ch. P. Kilham x Margaret MacGredy) cross, was to produce a new rose of great hardiness, with very long shoots and with a robust and decorative foliage; similar to that of 'Margaret MacGredy'.

"We still have a very clear picture in our minds of the exact place in the seedling-bench occupied by the original plant of 'PEACE' among so many others whose colours varied from yellow and pale pink to more brilliant copper, and some bi-coloured flowers, but these last rather rare.

"It was not very sturdy this little 3-35 plant, and there was nothing about it to attract attention. It was during the summer of 1936 that a few eyes were budded for the first time. About October 10th, as my father and I were walking past the budded plants, we noticed their glossy foliage surmounted by large buds just about to open.



PEACE — All-America award winner for 1946 and one of the most beautiful roses the world has ever seen.

P-4 Glossy Photo or 2 Col. Mat

"Under the influence of extremely favourable conditions during that Autumn of 1936, these buds produced flowers quite marvellous in shape and size with a greenish tinge, warming to yellow, and progressively impregnated with carmine round the edges of the petals. Systematic study of the fifty subjects obtained from the eight hundred seedlings showed nothing of great interest, with the single exception of the one marked 3-35-41 which was astonishingly like the one marked 3-35-40 with the difference that, on opening, the flower was flatter, its colour less intense, and its foliage less resistant with a predisposition to chlorosis; its stems moreover were much more thorny. Some years later plant No. 3-35-41 was definitely set aside in favour of its sister 3-35-40 which was the only plant chosen from this cross.

"In June 1939 this plant proved the great revelation of the season and attracted the most attention among visitors.

"During that summer buds were sent to Germany, Italy and the United States.

"With brutal suddenness, war broke out on the third of September, 1939, and all communications with Germany ceased. After the invasion of June, 1940, the same thing happened with Italy and then England. The result was that the German firm which was to have distributed this rose, 3-35-40, put it on sale under the name of 'GLORIA DEI', and the Italian firm sold it under the name 'GIOIA'. In France, my father and I decided to dedicate this rose to the memory of my mother, Mme. A. Meilland, who had died a few years previously.

"Until June, 1945, we had not the least idea as to what had become of this rose in the United States. It was only then that the Conard-Pyle Co. told us of the successful experiments it had been making in cultivating it, and that in agreement with certain other rose-growers of repute, it had decided to call it 'PEACE' to symbolize, as it were, the happy event which was to mark the end of the trials and suffering which the world had been experiencing for five years.

"The ceremony at which 'PEACE' was baptized took place under the auspices of the American Rose Society, after several months notice of the event had been given. The date had been fixed for 29th April, 1945, which, by an extra-ordinary coincidence, was also that of the fall of Berlin.

"Shortly after this, the first meeting of 49 delegations of the United Nations took place in San Francisco, and the heads of these 49 delegations received, each in his own apartment, a small vase with a single rose 'PEACE' accompanied by the following message:

"This is the PEACE ROSE which was christened at the Pacific Rose Society Exhibition in Pasadena on the day Berlin fell. We hope the PEACE ROSE will influence men's thoughts for everlasting WORLD PEACE.

American Rose Society  
Dr. Ray Allen, Sec.  
Harrisburg, Penn., U.S.A."

"If circumstances have decided that it should be known by different names in different countries, this at least is true that each of these names remind men of goodwill that the love of flowers, and in particular the admiration of this Rose will forever provide them with the occasion TO PRAISE GOD with 'GLORIA DEI', TO FACE LIFE WITH A SMILE with 'GIOIA', TO WISH FOR PEACE with 'PEACE', and as far as we ourselves are concerned, TO PERPETUATE a loving memory with 'MME. A. MEILLAND'.

Francis Meilland."  
Cap d'Antibes, France



# PRODUCERS OF PEACE ROSE WIN 2 OUT OF 3 AARS AWARDS FOR 1968

## *The House of Meilland, Hybridizers Extraordinary*

By Sidney B. Hutton, Sr.

Alain Meilland, who, at the age of 27, heads the family business of creating new roses and arranging for their distribution over most of the world, can trace the family love of roses back for well over a hundred years to his great, great grandfather, Joseph Rambeaux. Rambeaux, a gardener in the Parc Tete d'Or in Lyons, France became interested in hybridizing roses about 1850 and developed ten new varieties which, after his death, were put on the market by his widow and his son-in-law, Francis Dubreuil. Dubreuil was a tailor when he married Marie Rambeaux. When he became acquainted with roses, he found them more appealing than tailoring and shifted to rose growing and then to rose hybridizing. In the 30 years from 1884 to 1914 he introduced 64 of his own new rose varieties. In 1909 Dubreuil's daughter, Josephine, married

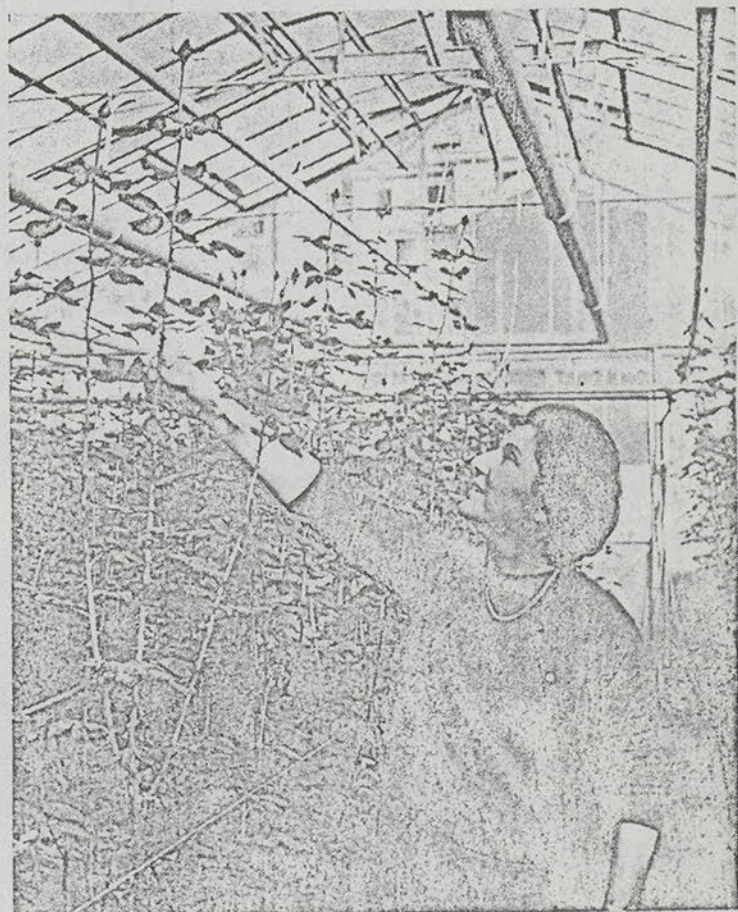
Antoine Meilland, first an employee, then a partner, and finally the owner of Dubreuil's nursery. Their only child, Francis, was born in 1912.

When still a boy, Francis Meilland showed a keen interest in horticulture. In 1929, when he was 17, his father and he were invited with other rose growers to visit Charles Mallerin, an amateur rose hybridizer who was just beginning to become known. Mallerin showed them the work he was doing in developing new roses and Francis later recalled that among the roses he saw was a bright yellow, destined shortly to become widely known as the outstanding yellow of its day — MRS. P. S. DUPONT. This visit to Mallerin was the real beginning of Francis Meilland's career. He became enthused over roses and, immediately upon his return home, started hybridizing.



Mme. Francis Meilland, originator of the two 1968 All-America award winners, Miss All-American Beauty and Scarlet Knight, inspecting new hybrid rose seedlings in the Meilland greenhouses at Cap d'Antibes, France.

J-4 Glossy Photo or 2 Col. Mat



Young hybrid rose seedlings being recorded by Mme. Francis Meilland at the famous House of Meilland, Rose Breeders, Cap d'Antibes, France.

J-5 Glossy Photo or 2 Col. Mat



Francis' first efforts were unsuccessful, but the crosses he made in 1932 produced a few promising seedlings. In 1935 he sent five new varieties to The Conard-Pyle Co. in the United States. From these, one yellow hybrid tea was selected as worthy and introduced in the United States under the name GOLDEN STATE in the fall of 1938.

In 1937 he sent eight new varieties and one was chosen, given the name GOOD NEWS, and introduced in the fall of 1940. It still ranks as an excellent rose.

After World War II began it was difficult to send roses to the U.S.A., but in the spring of 1941 Francis succeeded in getting twelve new varieties delivered. Included was a variety identified by the number 3-35-40. In fall 1945 it was put on the U.S.A. market under the name PEACE. I still have a clear recollection of the first bloom of PEACE I saw in the trial grounds in the fall of 1941. My instant thought was, "That rose is a winner", but little did I realize how famous it was to become.

Not only did PEACE become accepted in the U.S.A. as the finest rose produced up to that time, but it proved to be an excellent variety in practically all countries of the world where roses are grown. PEACE has been extensively used by the Meillands and other hybridizers in breeding new varieties and may be found as one of the ancestors of many of our finest roses.

It is very true that the creation of PEACE so early in the career of Francis Meilland was good luck. Any creation of a new plant variety is to a considerable extent a matter of luck, but, in the case of PEACE, that luck was ably abetted by Francis in his selection of parents for his cross that had the basic qualities capable of producing such an outstanding rose. The creation of PEACE was the first real indication of the genius which Francis was to display in later years as a creator of new roses.

In January 1939, he married Louisette Paolino, the daughter of a grower of roses and other cut flowers for the Paris market. Louisette soon became her husband's assistant in the hybridizing and, with Francis' father, Antoine, they worked as a team of three in hybridizing and selecting the best new varieties for the rest of Francis' life.

Francis died in 1958 when only 46, and at the height of his career. His son, Alain, only 18 years old at the time, was left to become head of the business. Fortunately, Alain had grown up in the rose business and had been his father's helper when scarcely old enough to stand alone. I recall one evening in the Meilland home when a group talked about roses, 15 year Alain spent the entire evening lying on the arm of his father's chair, completely absorbed in the discussion. Once, when I was driving through the nearby city of Cannes with Alain, we passed a large old forbidding looking brick building and Alain remarked, "That's the prison where I spent four years." To my question, "What do you mean?", he replied, "That's where I went to school." He much preferred work among roses to school.

The Meilland family business is still carried on by a team of three and they are breaking in a fourth member — Alain's wife, Marie-Helene. Alain is the director, Louisette, chief hybridizer, and Papa, now 83 years old, supervises culture and advises in selecting the best of the new plants.

Such is the background of a rose that received an All-America Rose Selections award this year — a hybrid tea which has been named MISS ALL-AMERICAN BEAUTY and is worthy of taking its place in any beauty parade. Hybridized by Louisette Meilland in 1956, the seed parent was Chrysler Imperial, one of the finest red roses, and the pollen parent an unnamed seedling from a cross of Independence X Peace.

MISS ALL-AMERICAN BEAUTY has excellent vigor, growing usually from 4 to 4½ feet high, is well-branched and of good plant habit. The buds are medium long, opening to large 50 to 60 petal blooms up to five inches across. Their lasting quality is excel-

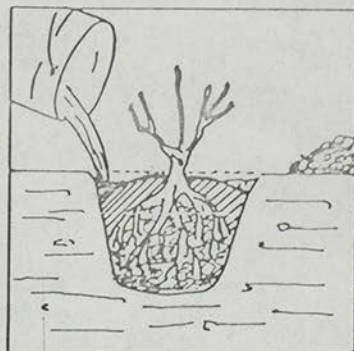
ent and Roman Holiday, have become classics in the gardens of the nation.

A new floribunda destined to take its place among the leaders is the 1968 All-America award winning floribunda, Europeana. Here is a rose that more than lives up to the fine qualities of its class and the tough standards set for All-America award selections. Europeana produces large clusters of vibrant deep rich red flowers which last for days on the bush and even longer when cut for indoor arrangements. The plants are compact, low and spreading almost as wide as high, ideal for all kinds of landscape uses. The lustrous green leaves are abundant, providing an attractive backdrop for the masses of bloom produced continuously from late spring till heavy fall frost. Europeana is just about the perfect floribunda.

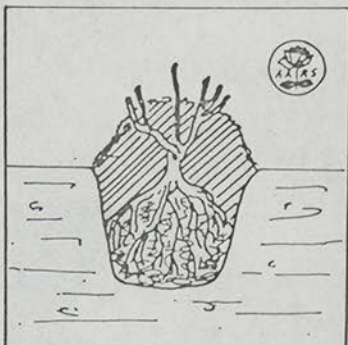
There is a place in every garden for floribunda roses. If you must limit yourself to just one, the ideal choice is Europeana because its deep red color, freedom of bloom and vigorous, shapely plant are qualities that will make it an outstanding rose in any garden.

## All Material On This Page For Release At Will

firm with foot or kniper, using care not to injure roots.



4. Fill remainder of hole with water and allow it all to soak in, then refill. After water drains, see that bud union remains at proper level and fill remainder of hole with soil and tamp. Head canes back to about eight inches, making cuts one-fourth inch above an outside bud.



5. Mound soil around and over plant to height of eight to ten inches. This protects the rose canes from drying out. When buds break, gradually remove mound of soil — probably within a week or ten days. Loosen name tag so that it does not constrict cane. When vigorous growth starts, apply plant food according to manufacturer's specifications.

J-6 Glossy Photo or 1 Col. Mat

lent. The blooms usually come singly on medium long, strong stems and are borne freely throughout the season. The color is a bright, luminous cerise pink which holds well throughout the life of the bloom. PEACE can truly be pleased with its grandchild.

Madame Louisette Meilland and Alain visited the United States last year where she proudly presented her creation, MISS ALL-AMERICAN BEAUTY, at the Red Rose Rent Day celebration, West Grove, Pennsylvania on September 9.

On the same occasion, Madame Meilland presented her new grandiflora rose, SCARLET KNIGHT, also a 1968 AARS award winner. SCARLET KNIGHT is a vigorous plant of medium height, with an upright habit of growth, producing its roses in loose clusters of two to four to a stem. The well-shaped buds of deep red open to rich scarlet flowers 4 to 5 inches across, blooming freely through the season. A light fragrance adds to its appeal.



December 4, 1970

MEMO TO: Beany

CC: Dick

FROM: SBHs/mf ✓

SUBJECT: A PEACE ROSE MEDAL

At the Franklin Mint last evening we were shown a number of different Peace medals. I do not recall what was on these. Most of these are about the size of a silver dollar but many are also in smaller sizes.

I asked our guide <sup>JK</sup> they would be making any new Peace medals and she said, "Oh yes, a new one very year." I said, "I think the Peace rose would be an excellent subject for one of them, as it is the best known rose and very popular rose. It is so much so that at Expo 70 they constructed a Peace Rose Garden." She replied that it sounded interesting and suggested that I write a letter to the Company. I replied that I was giving her the idea to pass on in the Company. She said, "Thank you, I will." She was a young woman of some presence who gave me the impression of having access to some upper levels of authority. I did not get her name.

While they make some coins for other countries, their mass production of souvenir and collector's medals is immense and I cannot imagine how they get rid of them. They use a number of different metals; some are quite inexpensive. Some are silver and some are platinum which is very expensive.

I gave our guide my card but changed it to "Jr" so if any calls come from there it will come to Beany.

I do not see a great deal in this for us but there might be a little prestige that would improve our standing with Meillands. They could be used on Red Rose Rent Day for presentation to those participating on the program or perhaps we might find other promotional ideas.

If you see any benefit to us in promoting the idea I suggest that we might let it rest for 3 months to see if our guide stirs up any interest and if we hear nothing, we could write to the Franklin Mint enclosing a picture of Peace and making the suggestion.

The address is - Franklin Mint, Franklin Center, Pa. 19063 This is a Media Zip Code.



ten years previous, a single Peace bloom in a vase was presented to each head delegate. Accompanying the Rose was a card that read:

This is the PEACE ROSE, a  
flower that has become an  
international favorite and a  
spontaneous symbol of the hope for peace  
*The day of its christening in 1945 saw the  
close of the battle of Berlin*

PEACE ROSES

were presented to all 49 nations' Delegates  
at the first United Nations Conference in  
San Francisco

*and on that day, truce was declared  
throughout Europe*

The following August, the PEACE ROSE  
was announced the winner of the  
All-America award

*On that day, war ended in Japan*  
In September, 1951, The American Rose  
Society made PEACE the first Rose to  
receive its Gold Medal

*That day, our treaty of peace with Japan  
was signed*

PEACE ROSES

now bloom from Hiroshima to Berlin  
and here again at the

United Nations Conference,  
a token of hope

that all mankind will continue to progress  
toward genuine, lasting peace  
among nations and individuals, throughout  
the world

THE AMERICAN ROSE SOCIETY

Contemporary poets have been inspired by this lovely rose. The following sonnet dedicated to the opening of the first bloom of the Peace rose is in a measure a tribute and memorial to its creator, one of the greatest of all hybridizers. The day he died the entire rose world mourned and still mourns the untimely death of Francis Meilland.

— JEAN GORDON



# AMERICAN INTRODUCTIONS WITH PEACE PARENTAGE

Climbing Peace  
Symphonie  
Suzon Lotthe  
Karl Herbst  
Eden Rose  
Confidence  
Flirtation  
Sun King  
Tzigane  
Love Song  
Peaceful  
Grand Gala  
Lady Elgin  
White Knight  
Pink Fragrance  
Grade de Monaco  
Rose Gaujard  
Simone  
Christian Dior  
Pink Peace  
Prima Ballerina  
Stella  
Tapestry  
Torch Song  
Fascinating  
Garden Party  
Peaceport  
Pink Duchess  
Pink Glory  
Gay Debutante  
Nobility  
Personality  
Tropicana

*Blanchard's Jenny*

Lucky Piece  
Memorian  
Crimson Duke  
Grand Opera  
Swarthmore  
Speaker Sam  
Flaming Peace  
La Scala  
Summer Rainbow  
Villa de Madrid  
Isobel de Ortey  
Miss All-American Beauty  
Dr. Brownell

\* Other varieties having these roses as parents would extend the family tree.

\*\* More than 150 varieties with Peace parentage have been listed in ARS annuals since 1950.

1/31/67  
S.





ALL-AMERICA ROSE SELECTIONS

## *Royal Highness*

As everyone knows, 'Peace' is a very famous rose, beloved since its introduction here in 1945 and important because it has produced so many fine offspring. The blood of 'Peace' has gone into 67 or more rose varieties, two of the latest appearing here. 'Royal Highness' (left) has been chosen by All-America Rose Selections as one of two winners for 1963. It is a cool pink in color, hybrid tea in type and, of course, topnotch in quality. Its buds are long and shapely, and open into sweetly fragrant flowers, 5½ inches across. 'Royal Highness' makes a vigorous plant of medium height and has shown that it can take a variety of weather conditions. It is the result of a cross between 'Virgo' and 'Peace', with 'Peace' serving as the father.

# Children of Peace

*Two New Roses for 1963*

JACKSON & PERKINS



## *Tropicana*

Also a child of 'Peace'—actually a grandchild, as 'Peace' served as a grandfather—is 'Tropicana', the other All-America Rose Selection for 1963. This amazingly beautiful and vibrant orange-red hybrid tea rose (left) is already as famous as its grandfather. It is also featured in the dramatic photograph on page 2. In addition to the All-America award, 'Tropicana' has won a total of a dozen distinguished rose awards, including Gold Medals from Portland, Oregon's International Rose Test Gardens; Bagatelle, Paris, France; and the National Rose Society of England. Other countries that have paid tribute to 'Tropicana' include Switzerland, Belgium, Holland, Germany, Spain and Denmark.



# garden night life...



## *The evening hours reveal dusky bloom and cool fragrance*

HOW GLAMOROUS IS YOUR GARDEN when the light slowly fades, the red and blue flowers disappear from view in the darkness, and the whole picture changes?

It is in the hours of dusk that the garden should be in its most romantic mood. Then, if ever, it should evoke the deep feeling of peace expressed in the line "This is the hour . . . when griefs are shed as light as petals from a flower!" In this unquiet world, who can evaluate the benefit of such a mood?

The cool evening hours bring out the scent of many garden flowers; and perfume, as we all know, is most evocative of memory and most conducive to a mood of pleasure and of peace.

Nicotiana, or tobacco plant, often inconspicuous during the day, at dusk breathes its sweetness on the garden. Try the pure white *Nicotiana affinis* for this effect. It is 32 inches in height, particularly lovely against greenery, and is almost luminous at night. A shade lover, blooming from June until heavy frost here in Malden, Massachusetts, it is one of the best annuals. One generous clump of this plant, even without the presence of other evening plant personalities, can give twilight glamour to a small garden.

Sweet-alyssum? Everyone knows its usefulness—for edging, bedding and fill-ins; but its spicy sweetness in the evening is an attribute often overlooked. VIOLET QUEEN, 5 inches high, is deliciously scented, as is ROSIE O'DAY, 3 inches. Have some white alyssum as well and you'll see it "when day is done," as well as delight in its scent.

If your garden is bordered on one or two sides by a fence or wall, do

*by Abbie M. Murphy*



November 7, 1969

MEMO TO: Dick

FROM: SBHs/mf

SUBJECT: PEACE ROSE PROJECT

Here is an interesting project that I think is worth your reading all the way through just to be familiar with it. I do not see how we can make any practical use of it. You will see that the printed folder is a promotion of Peace rose china and Peace rose plants but it is in such fine print that I doubt it will be effective even in Canada where it is being prepared. That's the reason I am calling your attention to it that it's so long and in such fine type you are likely not to read it.

I read it because of its tie-in with Rotary Club.

Don't you think Alain should be told of this Peace project from the standpoint of interest and goodwill of what is being proposed for the rose Peace. Perhaps you might ask these people in Canada to send all available literature to Alain, and you tell Alain you have done this as you think he will be interested.

Montreal, Canada



Material sent to Britt 10/14/63  
mf

1. Lists I, II, III Roses where Peace was used as parent, etc.
2. Transcript of Tape Recording of Alain & Geo. Hart.
3. Copy of question "How Valuable do you think Peace has been in developing new roses?" and Alain's answer.
4. Thermo-Fax copy of Swim's letter giving info. on his use of Peace in hybridizing
5. Background material on Alain, the Peace rose, and general family background.



| Name       | See | Seen |
|------------|-----|------|
| SBH        |     |      |
| Beany      | ✓   | ✓    |
| Tom        |     |      |
| Dick       |     |      |
| G.O.       |     |      |
| H.J.       |     |      |
| Advt.      |     |      |
| G.H.       |     |      |
| Mac        |     |      |
| Niels      |     |      |
| Bob        |     |      |
| Rose       |     |      |
| Plant      |     |      |
| Ship       |     |      |
| Acct.      |     |      |
| Return to: |     |      |
| File       |     |      |

SEP 20 1963

THE ASSOCIATED PRESS

POST OFFICE BOX 1166

721 SO. TRYON ST.

CHARLOTTE 1, N. C.

Sept. 17, 1963

*"Children of Peace" story*

Mr. S.B. Hutton, President  
The Conard-Pyle Co.  
West Grove, Pa.

Dear Mr. Hutton:

Again, let me apologize for the delay in replying to your most recent letter. I have been on assignment in the South, having to do with our racial troubles, and just returned this past Sunday. You can bet your last dollar that I am glad to be back in God's country. We may be dragging our feet up here, but we're 50 years ahead of some parts of the South I visited—both in progress and in foresightedness.

*note*

I am doing the story of PEACE, and not Earl Aaronson. The assignment has been cleared with our New York NewsFeatures department, and I believe the folks there are actually looking forward to it. That will be a change, indeed, for in the past it has been as hard to clear anything in the horticulture or gardening line on a nation and worldwide basis as the ground is hard in my back yard—and brother, that's putting it mildly.

Tell John Milton I'm putting in a new 6'x50' foot bed this fall, made to Ralph Dasher's specifications. I'll be ordering some older varieties from you folks, but also will have room for any tests available. Tell John that in describing Allegro he shouldn't fail to mention those 18-20 inch stems—next to Garden State and Mt. Shasta the longest I know of on any variety. An exhibitor's dream, for sure.

I know you're busy, but let me have the Peace material as soon as you can. It should be a natural and I hope we can get it in the hands of something like 1700-1800 newspapers and magazines (the Sunday supplement kind) sometime early this fall—during the selling season!

Sincerely,

*Bill*

Bloys W. (Bill) Britt

REPLIES TO:

3020 SOMERSET DRIVE  
CHARLOTTE, N.C. 28209



## CORRESPONDENCE

| Name       | See | Seen |
|------------|-----|------|
| SBH        | ✓   | ✓    |
| Beany      |     |      |
| J.F.L.     |     |      |
| T.M.Y.     |     |      |
| J.M.       |     |      |
| G.O.       |     |      |
| Dick       |     |      |
| H.J.J.     |     |      |
| Geo. H.    |     |      |
| Niels      |     |      |
| Return to: | SBH |      |
| File       |     |      |

MF File 4

AUG 15 1963

## THE ASSOCIATED PRESS

POST OFFICE BOX 1166

721 SO. TRYON ST.

CHARLOTTE 1, N. C.

Aug. 13, 1963

*"Children of Peace" Story*

B. Hutton, President  
 Hard-Pyle Co.  
 Grove, Pa.

I have been on vacation for a couple of weeks and have just now found time to reply to your letter of July 26. I went down to Hilton Head for one week. I might add that, with our two children both in college this fall, the place is a little too rich for my blood--but exceedingly nice this time of year. I played a little golf but--and you can pass this along to John Milton--for a hacker like myself, my 100 to 105 score looks even worse on a course like that. We have a little pocket-sized course here where I can shoot 85!

Referring to the last part of your letter, it has already been determined that I will write the story of Peace and her offspring. The fact that I am a practicing gardener and rosarian perhaps had some bearing on selection of the writer. We here in the Charlotte bureau have talked the story over with New York headquarters and preliminary plans for handling the story have been worked out.

We plan to distribute it to all newspapers in this country and abroad that are members of AP Newspictures-Newsfeatures. This takes in all of the afternoon and morning papers with circulation of 25,000 or more. Plans now are to release it to Sunday morning papers. The assumption is that this story will run from 1,000 to 1,200 words and papers of smaller circulation probably would not have room for a story of this length. Another aim is to eliminate as much as possible the possibility of the story being cut too much "down to size" by the local editor. If only a small percentage of our member papers in the above circulation bracket used the story, the circulation still would run into the millions.

We were talking in the office the other day about illustrations for the story. The consensus was that we should have (1) a picture of you standing beside or inspecting a bush of PEACE in bloom; (2) you or some member of your firm who had a part in the introduction of PEACE in this country standing beside, or pointing to, a large "family tree" drawing of PEACE and some of her descendants. If you have a photographer handy who could make these at your nursery, we could use either the developed negatives or 8x10 glossy (black and white) prints. We would need half a dozen (3 poses each) prints or negatives from which to select one of each of the above poses.

We also would need to go into the picture files of history to bring out one or two pictures made at the time of Peace's introduction in this country. Maybe our photo morgue in New York has some. The librarians are looking. Maybe, also, you have some. If so, we would need to borrow your negatives--returnable, of course. We also would need a black and white print of a peace bloom, which I am pretty sure would be available from you.



AUG 15 1963

THE ASSOCIATED PRESS

POST OFFICE BOX 1166

721 SO. TRYON ST.

CHARLOTTE 1, N. C.

Aug. 13, 1963

*"Children of Peace" Story*

Mr. S.B. Hutton, President  
The Conard-Pyle Co.  
West Grove, Pa.

I have been on vacation for a couple of weeks and have just now found time to reply to your letter of July 26. I went down to Hilton Head for one week. I might add that, with our two children both in college this fall, the place is a little too rich for my blood--but exceedingly nice this time of year. I played a little golf but--and you can pass this along to John Milton--for a hacker like myself, my 100 to 105 score looks even worse on a course like that. We have a little pocket-sized course here where I can shoot 85!

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THE ASSOCIATED PRESS

POST OFFICE BOX 1166

721 SO. TRYON ST.

CHARLOTTE 1. N. C.

-2-

The release date has not been set. It depends on when the material from you is available, and how long it takes me to put the story together. On something like this, we usually put it in the hands of the newspapers from two to three weeks ahead of the publication date. But, all hands agree that it should be available for publication in the Fall, or certainly before Christmas. I hope we can get it together by then.

to have

I am going to have an educated guess from someone as to approximately how many Peace plants have been sold in this country since its introduction. And if any one has any idea, I'd like also to have the "educated guess" figure for Peace descendants--how many plants have been sold in this country. If the overall figures aren't available, or even an "educated guess" can't be made, maybe you could say how many Conard-Pyle, as the introducer and thus the chief source, has sold over the years. This, too, can be approximate.

When the material is in hand, please send it along to me. If there are any questions that need answering, I'll either phone or write you. I will also submit a draft of the story for your approval and ask that you make such changes as you think should be made or that will improve it.

As to other parts of the letter, the last graph flatters me. Unfortunately, I will be getting my daughter off to college the week of Sept. 1. She will be entering Appalachian College for her freshman year. Later in the week, I'll have to transport the boy back to Wake Forest for his junior year. And, on Sept. 2, I must go to Darlington, S.C., to supervise our coverage of the stock car auto race there. I am taking the week of Aug. 25 off to prepare a new rose bed. Since I'm getting a little too old to dig anymore, I'm bringing in a man with a bulldozer who will scoop out the soil. I'm going to bring in new loam for the bed. The bed will accomodate about 40 plants. When it is finished and planted, all my available space will have been used up. However, with an eye on the future, we have purchased a large lot (100 x 220) in one of our suburban residential areas and plan to build there when the kids are out of college and on their own. I've been taking all rose bushes and other plant materials that come out of my beds out to this lot and planting them. Some say I have better roses out there than I have here.

I don't think Earl Aronson gets out of New York enough. I for one have long plugged for more active participation by the A-P in the hobby fields--just as we do in what we call "participation" sports--golf, bowling, etc. There may be more golfers and more bowlers in this country than there are gardeners, and rosarians, but I for one hold that the parallel ends there. With the cooperative circulation that we have, a more active participation on our part in gardening would, in all probability, be a tremendous impact in this field. I once did a feature story for our AP Newsfeatures on the revolution in the petunia hybridizing program, pegging it on the Park brothers (George Barrett and William Park of Park Seed Company, Greenwood, S.C.). The story was published in 26 newspapers across the country in the fall of 1961, having a circulation of more than 18 million. I thought that was an excellent ratio of use and indicative that we should do more stories along this line. Some of our so-called "blue plate specials" on current topics don't get that sort of play. It takes, it seems to me,



THE ASSOCIATED PRESS

POST OFFICE BOX 1166

721 SO. TRYON ST.

CHARLOTTE 1. N. C.

Aug -3- 1963

a blockbuster on Elizabeth Taylor-Richard Burton, on the Profumo scandal, or on what going on in Cuba to attract the feature editor these days. I hope we will have some luck with PEACE.

If the wife and myself can get up to West Grove Friday and Saturday, the 6th and 7th, we'll certainly come. It may be that we can drop the boy off at Winston-Salem and drive on up there for the weekend. We'll let you know, but that week already shapes up to be an almost impossible one. However, I have had them that way before.

If you can make anything out of this rambling, you're a good one. We're going to have a good story on Peace and we must get it in circulation while the new catalogs are fresh out this fall.

Sincerely,

Bill  
Bloys W. Britt

ADDRESS REPLIES TO

3020 SOMERSET DRIVE  
Charlotte 9, N.C.



August 16, 1963

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte 9, N. Car.

Dear Bill:

I am glad to have your letter of August 13. I am sorry that there is no assurance that you can be with us for Red Rose Rent Day but hope that things will break so that you and Mrs. Britt can make it. If you cannot make it for Friday and Saturday, perhaps you can make it for Saturday and Sunday and we would give you a personally conducted tour on Sunday. I don't mind a bit having you here for Sunday and, actually, there would be of an opportunity to talk with our two visitors from Europe on Sunday than there will be on the two previous days when there will be so many people around.

I find that I have stuck my neck out and gotten myself in awkward corner because some months ago when we were corresponding about the story of Peace and her children and that Earl Aronson is Garden Editor for AP I thought you meant for me to pass that along to Aronson. I received a letter from him in the same mail that your letter came in asking me to get together for him the information which he would need for that story. I am pleased to learn that you have been authorized to do this story because I do feel it is a story that can best be done with someone having a good knowledge of roses and the love for them. But, how am I going to get off the hook with Aronson. Are you going to get me off or is it up to me. I have no objection to doing it; I am just asking what is the best way to handle it. I can write and tell him that the idea originally came from you and that I did not understand that you were intending to do it but thought that it was a general suggestion. I now find that you are to do the story and, therefore, I will need to furnish the information you. He does ask for some other information on another story he's doing on fragrance, so he will not be cut off altogether. His letter says that he will not be able to attend Red Rose Rent Day because of heavy engagements at Albany in connection with the primary election in New York at that time. Let me know what you think. I'd like to hear from you before I write him with regard to this children of Peace story, but I am willing to take the responsibility for it.

I'll get to work compiling the information that you suggest for the children of Peace story. It will take quite a little time for me to get these notes together; in fact, I am going to have to wait until Alain Meilland gets here



Mr. Bloys W. Britt - August 16, 1963

in September to interview him for some of the background data, but I will take care of this as promptly as possible. I am glad that you are going to do the story. I do hope you can make it for Red Rose Rent Day or anytime early in September that you get the young folks off to college.

Sincerely,

S.B. Hutton, President - f



October 14, 1963

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte, No. Car.

CHILDREN OF PEACE

Dear Bill:

I am afraid you are writing me off as a very poor cooperator. I have had an extremely busy Fall and have not been able to find time to put the "Children of Peace" material into the shape that I wanted which explains for the delay. Now, I am on the point of departing for a 3-week business trip to the Pacific Coast and this letter is just about the last thing that I am going to dictate before I leave and I won't be here to sign it after it has been transcribed.

I am sending what I have been able to get together to you. If you have additional specific questions that you would like to ask me after I get back I'll be glad to answer them promptly if I know the answers. I expect to return early in November. If you wish to put additional questions to Alain Meilland you can write him direct at his home - Mr. Alain Meilland, Bld. du Cap, Cap d'Antibes, A.M., France. I must warn you however that he is frequently quite a poor correspondent; sometimes, even worse than I have been in this case. So I do not guarantee a prompt reply but, on the other hand, it is worth trying for.

I am sending you three lists of "Children of Peace" which were prepared for me by Alain. These are marked I, II and III. On the lefthand margin I have marked with an "X" varieties which I know to be in commerce in the U.S. I have marked with an "a" varieties which I know or believe to be important in commerce in Europe but which are not in general distribution in this country; although they may be occasionally available. There may be other relatively important ones among those which I have not marked.

You will see that List I are varieties originated by Meillands in which Peace was a parent. List II is a list of varieties originated by Meillands in which Peace is not a parent but is in the ancestry. I have no doubt that those two lists above are fairly complete. Lists III show varieties originated by others than the Meillands both in Europe and in the U.S. in which Peace appears in the ancestry either as a parent or further back in the ancestry. These also have been marked with an "X" or an "a" to indicate those that I feel to be of greatest importance.



Mr. Bloys W. Britt - October 14, 1963

My purpose in designating those that are of greatest importance is in the hope of being some help to you if you wish to mention names so you will select those that are in general commerce. I cannot imagine that you will wish to include all the varieties that are included in these lists.

I am also sending you the transcription of a Tape Recording of an interview which our Garden Consultant, George M. Hart, held with Alain Meilland which I think contains material that may be helpful to you. This interview was presented at the Penn-Jersey District Meeting of the American Rose Society held in Allentown, Pennsylvania on September 13, 1963. I also enclose Alain's answer to the question, "How valuable a parent do you think Peace has been in developing new roses?"

When this question was under consideration from your letter of a good many weeks ago, I wrote to Herbert C. Swim, the hybridizer in California with whom we have been working very closely for a number of years, and asked him to let me have some information on his use of Peace in hybridizing and his impression of the use being made by other hybridizers. I enclose a Thermo-Fax copy of his reply on which he has penned permission to quote him if there should be any desire to do so.

If you have further questions I will take care of them as soon as I can upon my return from California.

Sincerely,

(Sent unsigned)

S.B. Hutton, President - f

Enclosures

P.S. We are also enclosing some additional background material which might be of some help to you.



April 6, 1964

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

Dear Bill:

I have been following with much interest your correspondence over the years with us and most particularly your recent letter to my father.

I am presently a Director, Vice-President and Treasurer of the American Association of Nurserymen, which of course is our national Trade Association. I have to be in Rock Hill, South Carolina during the afternoon and evening of Friday, April 17th on Association business. I plan to return on a plane leaving Charlotte around noon on Saturday, but have all of Saturday morning free. Would you consider a visit from me. If so, would be glad to drop in and see you. I do want to see, if possible, a couple of the better Garden Centers in the area such as Hasting's if at all possible. Now if this in any way inconveniences you or does not fit in with your plans I will understand perfectly.

I plan to have a rental car which would permit me to meet you almost anywhere Saturday morning. And I am an early riser.

Sincerely,

S. B. Hutton, Jr., President - kg



APR 15 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

April 13, 1964

| Name       | See | Seen |
|------------|-----|------|
| SBH        |     |      |
| Beany      | ✓   | ✓    |
| Tom        |     |      |
| Dick       |     |      |
| G.O.       |     |      |
| H.J.       |     |      |
| Advt.      |     |      |
| G.H.       |     |      |
| Mac        |     |      |
| Niels      |     |      |
| Bob        |     |      |
| Rose       |     |      |
| Plant      |     |      |
| Ship       |     |      |
| Acct.      |     |      |
| Return to: |     |      |
| File       |     |      |

Hutton Jr., President

ES

rd-Pyle Co.

ve, Pa.

ny:

I returned to the city over the weekend and found yours of April 6. I hasten to reply that I'd be most happy to show you around our fair city, including visits to three of our retail nursery outlets, at least two of which are good prospects, or should be, for STAR ROSES.

If you don't mind riding in my "Garden Wagon," a station wagon which my son palmed off on me, I'd be happy to pick you up at the airport and return you there in time to meet your plane. No need for you to use the "U-Drive it," and you can check your luggage in before we leave.

If this is agreeable, suppose I meet you at the airport at 8:30 a.m., when we can have coffee or breakfast, if you desire, and then I'll take you around. I want you to see some of our better rose gardens (not mine; the one I have now is strictly temporary, pending a move to a larger house and lot, where I'll have more room for a formal garden) so that you can see what two days of cold, blustry, freezing weather did to our plants, new and old, on March 23-24. I know of at least 20 plants I have lost--including four of the six All-America plants Mr. Hutton Senior sent me earlier this year. All of the May rose shows in the Carolinas have been cancelled, including our own set for May 9-10. We will have fall shows instead.

In the event the above arrangements aren't to your liking, drop me a card of phone me at home before 2 p.m. (375-7654) or at the office after 2:30 p.m. (334-4624-5; 334-9115).

Sincerely,

*Bill*

Bloys W. (Bill) Britt



APR 15 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

April 13, 1964

Mr. S.B. Hutton Jr., President  
STAR ROSES  
The Conard-Pyle Co.  
West Grove, Pa.

Dear Beany:

I returned to the city over the weekend and found yours of April 6. I hasten to reply that I'd be most happy to show you around our fair city, including visits to three of our retail nursery outlets, at least two of which are good prospects, or should be, for STAR ROSES.

If you don't mind riding in my "Garden Wagon," a station wagon which my son palmed off on me, I'd be happy to pick you up at the airport and return you there in time to meet your plane. No need for you to use the "U-Drive it," and you can check your luggage in before we leave.

If this is agreeable, suppose I meet you at the airport at 8:30 a.m., when we can have coffee or breakfast, if you desire, and then I'll take you around. I want you to see some of our better rose gardens (not mine; the one I have now is strictly temporary, pending a move to a larger house and lot, where I'll have more room for a formal garden) so that you can see what two days of cold, blustry, freezing weather did to our plants, new and old, on March 23-24. I know of at least 20 plants I have lost--including four of the six All-America plants Mr. Hutton Senior sent me earlier this year. All of the May rose shows in the Carolinas have been cancelled, including our own set for May 9-10. We will have fall shows instead.

In the event the above arrangements aren't to your liking, drop me a card or phone me at home before 2 p.m. (375-7654) or at the office after 2:30 p.m. (334-4624-5; 334-9115).

Sincerely,

*Bill*

Bloys W. (Bill) Britt



April 15, 1964

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

Thank you for your letter. Your suggestion is fine. I will plan to meet you at the Charlotte Airport at 8:30 on Saturday morning.

I am fifty, tall, somewhat stooped, my hair-line is receding and I will probably be outfitted in brown. I am sorry that I do not have a passport photo or I would enclose it for identification.

I am looking forward to see you.

Sincerely,

S. B. Hutton, Jr., President - kg



| Name       | See | Seen |
|------------|-----|------|
| SBH        | ✓   | ✓    |
| Beany      |     | ✓    |
| Tom        |     |      |
| Dick       |     |      |
| G.O.       |     |      |
| H.J.       |     |      |
| Advt.      |     |      |
| G.H.       |     |      |
| Mac        |     |      |
| Niels      |     |      |
| Bob        |     |      |
| Rose       |     |      |
| Plant      |     |      |
| Ship       |     |      |
| Acct.      |     |      |
| Return to: | SPK |      |
| File       |     |      |

APR 1 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

March 30, 1964

Hutton, Sr.

S

d-Pyle Co.

e, Pa.

Hutton:

Received your letter of March 27 today. Since it is cold, windy and blustry outside, I am confining myself today to catch up on some correspondence. I have been in the office very little since Jan. 1. I had two weeks in Florida in February, 10 days in March and I also spent a total of 51 hours during one week in March in the Charlotte Rose Society-ARS booth at the Flower & Garden Show. So, I not only am sadly behind in my personal correspondence, but in my office duties. I normally take Sundays and Mondays off from the office--Monday is my gardening day. Sunday, I take care of visitors, and I had about 300 last season. Too, I have afternoon and early night office hours, so that I can spend a couple of hours in the mornings in the yard.

We have been having terrific winds and temperatures down to about 20 degrees for the last 24 hours. My plants, including the new ones, were leafing out heavily but the wind has wrecked most of this foliage. I suppose they'll survive, however, and make new growth. But they really were doing well, and some of the plants in sunnier and more protected spots already have made bloom buds.

When I get around to it, I am going to try to put together for you a portfolio of clippings, in as many languages and as geographically as possible, on the use of the Peace story. For the benefit of some of our hard-headed managing editors who, for the most part look with scorn on gardening news, or who would relegate it to the women's or social sections, I romancitized a bit and took some poetic license with the Peace story. The sequence of events in its introduction, too, probably were somewhat out of order, but I don't think anyone remotely connected with its introduction or development could quarrel with the use it has gotten. The last count I



APR 1 1964

Bloys W. (Bill) Britt  
3020 Somerset Drive  
Charlotte, North Carolina 28209

March 30, 1964

Mr. S.E. Hutton, Sr.  
STAR ROSES  
The Conard-Pyle Co.  
West Grove, Pa.

Dear Mr. Hutton:

Received your letter of March 27 today. Since it is cold, windy and blustry outside, I am confining myself today to catch up on some correspondence. I have been in the office very little since Jan. 1. I had two weeks in Florida in February, 10 days in March and I also spent a total of 51 hours during one week in March in the Charlotte Rose Society-ARS booth at the Flower & Garden Show. So, I not only am sadly behind in my personal correspondence, but in my office duties. I normally take Sundays and Mondays off from the office--Monday is my gardening day. Sunday, I take care of visitors, and I had about 300 last season. Too, I have afternoon and early night office hours, so that I can spend a couple of hours in the mornings in the yard.

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had from New York was that it already had appeared in 141 newspapers across the country, and likely will appear in many more, particularly as the Spring gardening editions come out. I haven't heard from World Service yet as to the play it got abroad. But there, too, it may be used on a seasonal basis.

I am enclosing a full page tear sheet from the Charlotte Observer (circulation 198,000), which used it in their gardening edition of March 24, along with a little piece I did on the how to prepare a rose bed for this area at this time of the year and using potted plants. Actually, this story was prepared last Fall for use then and had to do with fall planting, using bare root plants. But the Observer never found room for it, so I had to change it. Only one or two of our local nurseries planted in 5-gallon cans this year, most of them using much smaller containers. I saw one of the nurseries potting roses back in January in cans that were no larger than what we call azalea pots. They were lopping off the roots to about 4-5 inches. I have said before and I'll say it again that Star Roses have the best root systems among all the national nurseries I have dealt with, and it makes me heart sick even to have to cut off a broken one or two when I plant. Thus, you can understand my position that a rank amateur had best get plants where the root systems have been preserved as much as possible or he stands a good chance of failure. The response to this article was terrific; I have told at least two dozen people on the telephone since then where to get plants. Naturally, I urged them to get a Star Rose catalog this fall and do some bare root planting! The picture of me was made last September, when I was having the best fall bloom ever.

Incidentally, I don't know of a single local nursery which has Star Roses. I'd like to see one of our better outfits stock them--somebody like Hastings, Inc. The biggest retailer here--Coleman's Nursery, Rocky River Road, Charlotte--uses Armstrong and Weeks. This firm, good, close friends of mine, bought 1,300 plants from Armstrong packed in small boxes and plastic bags for sale in their small booth at the Flower and Garden show. They retailed 700 of them during the 10 days and took orders for more than 1,000 potted plants which they had available at their nursery. Altogether, they are going to retail well over 5,000 plants this spring. I wish you all could get this account, and I'd be glad to help land it. If not this one, then Hastings. The latter folks tell me they are going to put their plants on receipt next fall because they have been losing too many, either from neglect or from poor stock which they have been getting from Peterson & Dering.



A word about the garden show. Larry McLean became enthralled with the idea last Fall of putting on a real ARS display here and he and I spent many hours of correspondence and phone talk going over ideas for it. We, and Larry in particular, felt we had a good thing going, but the ARS board turned the whole thing down flat at its February meeting. Larry resigned, but I don't know whether it was over this, or something else. I haven't heard from him except for a brief note that he had severed his connection with ARS. Pete Lewis was down here for the flower show opening, but he didn't divulge any details.

Sometime ago, Larry told me that the three best roses he had ~~seen~~ seen in years were Liberty Bell, Pascali and Chinatown, in the red, white and yellow classes. I don't know anyone who has, or will have them. Do you? Pascali will have to go a long way to beat Sincera. From the way Sincera performed for me two years under test, it is the best white garden rose I know and I intend to give it a try on the show table this spring.

I am going to get around to doing, I hope, several items on naming a new rose. I certainly can use the material you sent and want to keep it for a while before returning it. Despite the time already lost from the office thus far this year, I am going to take another week off in May for the rose shows and hope to do some work on them during that week. I'll let you know more about the progress I make as I get into it.

I am going to be on a panel of "experts" for a wide open meeting of the Charlotte Rose Society the second Monday in April, in which we will run the full gamut of rose culture. My specialty will be the selection of plants and varieties from filling in the order form, on ~~the~~ through receiving and planting. We have invited five of our garden clubs to attend en masse and we expect 250-300 to be present. It is a little gimmick some of us came up with to increase interest in rose culture. We plan to have several garden clubs present for each of our meetings in April, May and June, and again at some of our fall meetings until we cover the entire list of about 40 to 50 garden clubs in the greater Charlotte area. Main topic will be roses, of course, but if someone asks a question about Iris we'll try to answer.



I hope I can get to Red Rose Rent Day this Fall. If I don't run out of vacation time, I'll try to schedule a week off and get up there. I covered the opening of the 1939 World's Fair as a young reporter and hope to see it--the new version--this year sometime. With two kids in college, however, the wife and myself sort of schedule our summer activities with them in mind. We are trying to make the most of our association with them while they are still youthful, knowing that eventually they will start raising families of their own and will have less time for the "old folks."

Your young protege Solomon Pusey will get a good education in Salisbury. Catawba is one of the best of our small denominational colleges, and he will enjoy his association with the fine rosarians in the Salisbury-Rowan County area. The programs of our own Society are already set up for the rest of the year, but we would be happy to have him visit us. We are about 40 miles south of Salisbury. Or, I'd be happy to have him down for a weekend; he could use our son's room. Our children are here for the Easter holidays but will be returning to their respective schools by mid-week.

I am sorry you and Mrs. Hutton didn't get down our way. I had expected you might get by here during the garden show, which this year drew 57,081 paid attendance. I would have been proud to have introduced you to an estimated 12-15,000 who called at our booth. We passed out more than 7,000 ~~and~~ pieces of literature during the show and my two Star Roses spring catalogs were handled so much that they look like they have been through the washing machine. So, if you are deluged with requests for catalogs from the Carolinas area, blame it on me.

You and Mrs. Hutton take care of yourselves and leave the work to "Beanie" and the rest.

Sincerely

Bill



April 6, 1964

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte, N.C. 28209

Dear Bill:

I have enjoyed your long letter of March 30. Probably, you should have been working in the garden instead of taking the time to write me such a long letter, but the return of winter made a good excuse for you to stay in. It sounds as though you have had as much of a return of winter as we here in the north, and down in your part of the country you are not prepared to take it at this time of year. I hope it has not done serious injury to your garden. A late freeze like that can play havoc with the roses, especially with some that have just been planted this year and are just starting to leaf out. I surely hope they survive without serious damage. I am very interested to see the tear sheet from the Charlotte Observer and will be interested to see additional clippings later, but please don't spend too much time putting them up in shape. You sound like a mighty busy man and you haven't time to spend on that sort of thing. If you should get some from foreign papers they will be especially interesting and I would like to send them on to the Meillands in France, as I am sure it will impress them.

Your comments on the root systems of our roses are much appreciated. I, too, think that the root is the most important part of a rose from a nursery and I am proud of the root system which we produce on our Star Roses here. We do have to fill in with rose plants from other areas when we run short of plants for Spring, but we do our best to buy from known sources who do produce top quality plants. We know from experience that even these do not always match up with our own.

I do not know of any nursery handling our plants in your immediate vicinity. Thanks for the suggestion with regard to Hastings. I will see what we can do because they are going to have to change to another source of supply. I was in the Peterson & Dering nursery about the middle of October and they told me that Hastings was anxious for them to ship the carload of roses to them as soon as possible. That's too early to ship from the Portland area to the South and it is far too early to ship from West Grove to the South. I do not think they could expect good results from roses dug and shipped South that early in the season. I realize there are problems encountered in meeting competition from the chain stores, etc. who are probably buying from Texas. I understand that some of the Texas roses are harvested and packaged following their summer hot, dry spell when roses in the nursery almost go dormant. I believe these



Mr. Bloys W. Britt - April 6, 1964

are dug in September and are distributed through the South. Thanks for the lead anyway. I will check up on it and see if there is any possibility of doing business with our quality in Charlotte. Coleman's Nursery has a good source of supply, both Armstrong and Weeks supply excellent quality.

I do not know the whole story about Larry McLean. I do know that some correspondence sometimes relating to quite important matters went unanswered for extended periods of time. I have heard there was quite a bit of criticism about his operation of the office.

I do not know the roses, Liberty Bell and Pascali. Chinatown is a rose from Poulsen in Denmark. We tried it and turned it down. We found it a good rose, but not outstanding. I do not know of anyone who is growing it but it is the kind of variety that Fred Edmunds out in Oregon would be likely to pick up and grow when he can get hold of stock of it. I am very pleased to have the comment on SINCERA and to know it has done so well for you. I hope it brings results on the show table.

I hope you can manage to be with us for Red Rose Rent Day. It would of course work in well with the World's Fair if that proved a suitable time for you; but I have an idea that you might like to do the World's Fair during summer vacation time while your son and daughter are home from college. If you do drive up to the World's Fair during the summer and think you may not make it for Red Rose Rent Day in September we will be very glad to have you stop whenever you drive through this area. We are not far from any route you would be likely to drive on from Charlotte to N.Y. and some of us will give you a Red Carpet Tour of Star Roses anytime you can stop. I can fully understand your desire to have the family together as much as possible as you see the young ones growing up and know they will soon be embarking on careers of their own. I regard myself very fortunate to have two sons associated in business with me and living nearby with grandchildren growing up in both families. There is not only the personal satisfaction of being closely associated with them, but also the satisfaction of seeing the continuing management of the business and of being able to turn over the greater part of the responsibility of running it to them.

Solomon Pusey was in to see me a few days ago and appeared to be much pleased with what he is getting at Catawba College but tells me he wants to transfer to a larger State University where he can get training in engineering work that is not available at Catawba and will transfer next year if he can get in elsewhere. Apparently, he is very busy at Catawba though I doubt if he will have a chance to look you up but thanks for the invitation anyway. He got away with his lecture on roses quite well. He is quite a personable young man.

With best regards,

S.B. Hutton, Sr. - f  
Chairman of the Board of Directors



# There's Still Time For 1964 Rose Garden

## Expert Gives Directions

By BLOYS BRITT  
President Charlotte Rose Society  
For about \$50 cash, you can have a first class, deluxe eye-stopping rose garden. Not next year. This summer.  
Interested? Want details?

Gather around, then, all you frustrated golfers, harassed housewives, ex-farm boys, harried businessmen, doctors, lawyers, bachelors, old maids. There's room for all in this fascinating hobby.

First, let's look at the "recipe," the "plan." Not even the most expert hobbyist would start building a simple piece of furniture without a plan, a drawing. Even the best cook uses a recipe before baking a cake.

To favor the women, let's call it "the RECIPE."

### INGREDIENTS

1 Plot of sunny lawn (average soil) 6 feet wide, 25 feet long \$1.00  
1 Ball measuring twine .20  
1 Short-handled spade, 15-inch blade (called a "sharp-shooter") 2.50

1 Fairly strong - armed man of the house (the kind who says he can drive a golf ball 200 yards - occasionally) .00

1 Cubic yard creek sand or two bags Krum (Perlite) 4.00  
1 Six-cubic foot bale peat moss (not Michigan peat) 5.50  
10 Lbs. superphosphate or 15 lbs. bone meal 1.25

Several baskets shredded leaves, or same amount well rotted sawdust .00

1 strong-willed housewife who controls her husband .00  
1 Hour daily late afternoons after office hours, 2 hours Saturday morning BEFORE golf game, for two weeks .00  
20 top quality rose plants, planted and growing in 5 gallon cans. 36.50  
Total \$50.96

### DIRECTIONS

Select spot away from tree or shrub roots. Spot should be well drained, preferably on a slope or with good natural drainage. Use four small stakes to lay out plot 6x25 feet, stretch twine around stakes, leave it there. Use hoe or flat spade to scrape turf off top of plot, piling turf aside. (That's the first hour, come back tomorrow).

Then, start digging. Best to select a day some time after a soaking rain, giving the soil time to mellow. Take out the first 12 inches of soil - it should be fairly good loam - and pile it aside. (Probably take you three or four days, at one hour working periods, to take out the top level. Use gloves; a shovel handle doesn't have the fancy grip of a golf club. Too many blisters can discourage the operation).

Begin the second week by spading up the bottom 12 inches, probably clay, using small bites of the shovel. Chop it up as finely as possible as you go. Take two or three one-hour periods to do this. Be patient. Rome wasn't built in a day, nor is a good rose bed.

Now you've dug the bottom. It is worked fairly fine. No clods. Throw in three or four baskets of leaves or an equal amount of sawdust, add at least half of the bale of peat moss, a two inch layer of sand or perlite, about two thirds of the bone meal or superphosphate. Chop up finely and add the turf you took off at the start of the job. Mix thoroughly with the bottom layer. Take your time and do a good job. You're working that bottom layer for the last time in maybe 10 years. So it must be done right.

### Now Water

Now you've got the bottom fixed. Its loose and fine, will crumble between your fingers. That's good. Now flood the bed with water, good and heavy. Take a couple of days off while the bottom soil settles.

Now let's get the top fixed. If it has rained since you started, the top soil piled aside probably is fairly well mellow by now and should be rather easy to chop up. It, too, must be worked finely before going back into the bed. Best do it where it lies, working it with a shovel or a hoe. Put in a six-inch layer, add some of the sand or perlite, about half of the remaining peat, sprinkle in some more of the bone meal or superphosphate, mix thoroughly. Flood with water again. Let settle.

Now, we should be nearing the end of the two week period. We should be ready to put in the final layer. Add all of the remaining ingredients, work the soil well and round off the top. The bed level should be two or three inches above the surrounding lawn. Never mind, it will settle.



Here's Author Bloys Britt In Own Garden

Now you are ready to buy your plants. It is too late to buy "bare root" plants. Best that you purchase potted plants, those in 5 gallon cans - nothing smaller. Plants should be leafing out by now and you can see the structure of the top, take off any obviously dead, injured or weak canes. And you can plant them simply by slitting the sides of the cans and shifting the entire root ball into your planting hole. No fuss, no bother and considerably less chance of failure.

Buy only U. S. No. 1 grade plants, with three to five good canes the size of a pencil or larger. There is no future in anything less than quality in rose plants. Buy from a reputable nursery. Tell him you have prepared your bed well, according to these directions,

and you expect the plants to live and do well.

### Rank High

The following varieties, all of which have been thoroughly tested by rosarians in the Carolinas, have been selected according to color, blooming frequency, bushiness, etc.

All of them are highly rated in the American Rose Society lists. Most of them are patented varieties, which means you will pay the same price wherever you buy. Most nurseries which pot the plants in cans charge about 25 cents for the potting. This late in the season, however, that 25 cents charge is like money in the bank. It goes a long way toward assuring you of success.

Your list of varieties can

vary according to your taste, but here are our suggestions, with the approximate price (not including potting charge) you may expect to pay.

Reds - Chrysler Imperial (\$2.50), Crimson Glory (\$1.75), Charlotte Armstrong (\$1.75), Christian Dior (\$3.50).

Pinks - Tiffany (\$2.75), First Love (\$2.25), Duet (\$3), Helen Traubel (\$2.75), Show Girl (\$2), Eiffel Tower (\$3.50).

Yellow-Peace (\$2), Eclipse (\$2), Lowell Thomas (\$2), Summer Sunshine (\$3.50).

White - Virgo (\$2), White Knight (\$3), Orange - Tropicana (\$3).

Grandifloras - Queen Elizabeth (pink, \$2.50), John S. Armstrong (red, \$3.50), Montezuma (orange red, \$2.75), Buccaneer (yellow, \$2.50).

Granada, bi-color, 1964 All-

America hybrid tea selection, \$3.50.

There are 11 All-America selections in the list above. There are no floribundas (cluster, or small flower roses) in the list. Grandifloras grow tall, so should be planted in the back of the bed.

So, there you are. A doctor friend of mine tells me that the plan outlined above represents about as much activity and exercise as would be expended in three 18-hole rounds of golf, provided you walked and left the electric cart at the clubhouse.

Oh, by the way. Sam Snead has one of the finest rose gardens in West Virginia, and now is taking up camellia culture as a sideline!

## Peace Is Most Famous Of All Rose Varieties

By BLOYS BRITT  
President, Charlotte Rose Society

When world leaders met in San Francisco in 1945 to form the United Nations, each found on his desk a specimen bloom of a new rose.

With the rose was a card from the American Rose Society which read: "This is the Peace rose, christened in Pasadena on the day Berlin fell."

"We hope the Peace rose will influence men's thoughts for everlasting world peace."

Peace, the rose, may not have lived up to the role cast for her in the affairs of nations, but her fame and fortune have far outlived many of the statesmen who met with her to chart what they hoped would be a permanent and lasting peace.

More than 30 million plants of Peace have been sold in the years since that first U.N. meeting.

### Big Winner

She has brought home more trophies for rose exhibitors than any other flower ever created; she is the parent, directly or indirectly, of more than 50 named varieties of roses. She is still the most planted rose in the universe.

Her eminence in horticulture is unquestioned. Literally thousands of rose gardens in half the nations of the world do her honor by giving her the choicest spots on visitors' row.

One garden in Japan has a centerpiece of 5,000 Peace plants.

Another, in Beirut, Lebanon, maintains 1,000 Peace plants as its focal point. Her name and that of her originator are inscribed in the stone of a temple built by Abdul Bahla in Iran. Peace plants form much of the garden around the temple.

In the American Rose Society's display garden of more than 40,000 plants and hundreds of varieties in Columbus, Ohio, Peace draws more visitors than all other varieties combined.

### Used As Memorial

Immediately following World War II, grieving parents of soldiers lost in battle planted Peace extensively as memorials to their sons. Some of the world's best-kept rose gardens got their start in this manner.

She rates 9.6 (10 points make a perfect rose) in the ARS official rating of standard rose varieties - highest accorded any rose by the society's 17,000 members. She was All-America Rose in 1946.

An American Association of Nurserymen official says Peace still was the best selling rose in 1963.

For 17 years the retail price for a Peace plant was governed by her U.S. patent, and no plant of her ever sold in the U.S. for less than \$2.50.

The patent expired in 1962 and nurserymen expect plants of her to flood the supermarkets, hardware stores and other retail outlets at prices ranging down to 39 cents.

### Ill As Seedling

Yet Peace, with her perfectly proportioned five to seven-inch blooms of basic yellow with a pink ballerina edging of the petals, almost didn't make it at birth.

Born in France in 1935, Peace was the 40th seedling in a group of 50 that resulted from a cross of two insignificant varieties by the late noted hybridizer Francis Meiland.

"It was not very sturdy, this little seedling," Meiland wrote later. "And there was nothing about it to attract attention."

Nevertheless, for reasons he never could explain, Meiland nursed the seedling along until 1939. After it bloomed that summer he wrote, "This plant proved the great revelation of the season."

That summer, buds for grafting purposes were sent to commercial producers in Germany, Italy and the United States. Three months later, war broke out on the continent.

### MADE IN ITALY

On Sept. 3, communications with Germany ceased. After the German invasion of France in June 1940, there was no further direct communication with Italy.

Not until years later did Meiland learn that the Germans named his rose Gloria Dei (to praise God) and the Italians named her Giola (to face life with a smile).

Meiland, with Nazi troops beating through his greenhouses, named the seedling Mme. A. Meiland in memory of his mother who had died a few years previously. It still bears that name in France today.

The budwood sent to the U.S. went to Robert M. Pyle, head of the commercial rose producing firm of Conard-Pyle at West Grove, Pa. Pyle had befriended Meiland when the latter was a struggling young hybridist and had brought him to this country years before to learn American methods of hybridization.

Pyle, who died several years ago, put the seedling, then bearing the number "3-35-40," under a rigid and carefully supervised program of testing that was to last nearly five years.

### Patent Rights

With the first blooms in his Pennsylvania fields, however, Pyle believed he had the horticultural masterpiece of the century. He moved quickly to obtain patent rights from Meiland.

The hybridizer's signature on the necessary release papers arrived in this country in the care of one of the last Menomonee service workers to escape from France ahead of the occupying German army.

Strangely enough, the U.S. Patent Office turned down the first application for a plant patent for Peace, saying the rose did not appear to be sufficiently distinct from other varieties.

"Our first reaction at this news," one of Pyle's associates said later, "was one of unholy glee at such a joke on that august branch of our government bureaucracy."

We knew from experience that it was the one rose that even small boys never mistook for any other variety once they had seen it."

Pyle and Sidney B. Hutton Sr., now the president of the Conard-Pyle firm, sent budwood to other American nurserymen and to selected individual gardeners for testing and appraisal.

The response, says Hutton, was the most enthusiastic ever received for a new rose variety.

Late in 1944, Pyle and others who were to have a hand in its introduction to the American market picked the name

Peace from hundreds submitted.

### Introduction

Plans were made for its introduction in the fall of 1945. With the war nearing a climactic end in Europe and the Pacific, the American Rose Society set April 29, 1945, as the date for the formal introduction at Pasadena, Calif.

Nobody knew then that the date would prove to be one of the many extraordinary coincidences to come from World War II. Berlin fell just as actress Jinx Falkenberg was christening the rose at Pasadena.

The day the world leaders received their specimen bloom at the U.N. meeting at San Francisco was V-J day.

A year later, the news was released for publication that Peace was the only All-America winner for 1946. This turned out to be the first anniversary of V-E Day.

Did the dramatic series of events leading to the introduction of Peace to the American public help in making her the queen of roses?

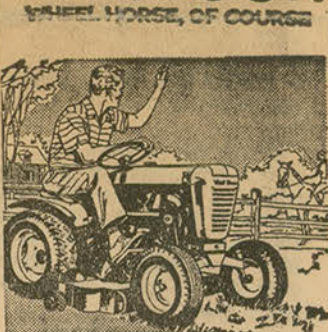
### Wide Range

Absolutely not, says the American Rose Society. "It is perhaps the best garden rose for all climates ever created," says an ARS official.

Before his death in 1958, Francis Meiland wrote:

"If circumstances have decided that my rose should be known by different names in different countries, this at least is true that each of these names reminds men of good will that the love of flowers, and in particular the admiration of this rose, will forever provide them with the occasion to praise God, with Gloria Dei; to face life with a smile, with Giola; to wish for Peace, with Peace; and, as far as ourselves are concerned, to perpetuate a loving memory, with Mme. A. Meiland."

### Got a Horse!



WHITLEY SEED CLEANERS  
283-4541 ... MONROE, N. C.

## BETTER RESULTS!



## YOU BE THE JUDGE

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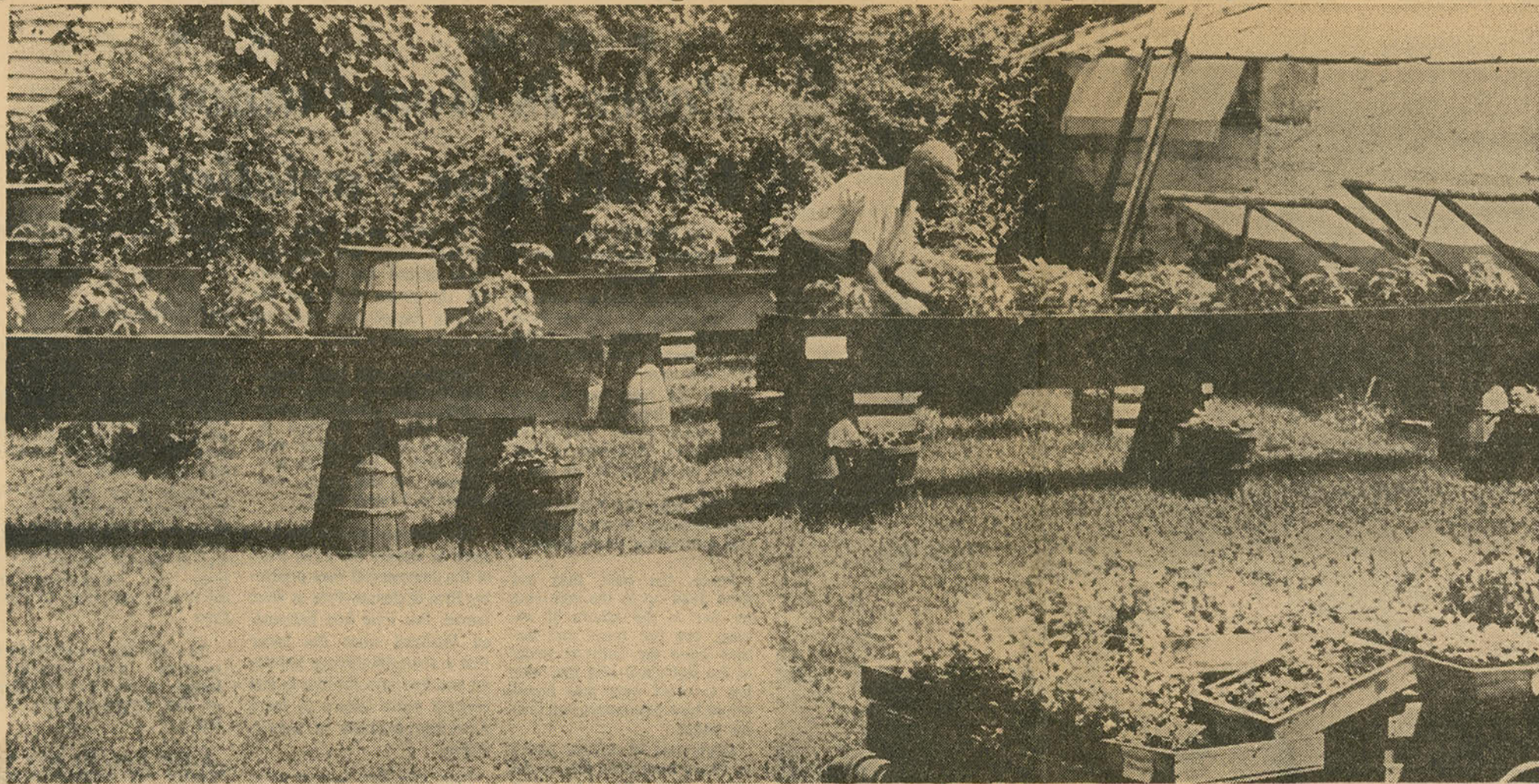
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Granada — bi-color, 1964 All-America hybrid tea selection

(See over)



## Chemical Gardening Is Gaining Popularity



Wylie Shaw Holds Plants In Troughs With Excelsior For Hydroponics

## Hydroponics Offers Clean-Hands Gardening

Want to try gardening with clean hands and little, if any, labor?

Then hydroponics, chemical gardening, is for you.

More and more yards of the Carolinas are hosting the baskets of shavings for hydroponics each year, as new converts to the system are trying out their prowess as green thumbs.

Hydroponics can make a green thumb out of a guy who never so much as stomped a weed. There are some very good reasons why:

Vegetables or flowers get a perfectly balanced diet. Flowers are more colorful; vegetables are crisper and tastier.

And it doesn't take much space to have a hydroponics garden.

Some hydroponics addicts use baskets and wood shavings to hold their plants, while others have more elaborate setups, using troughs filled with excelsior and automatic feeding systems.

Getting into the hydroponics hobby is fun.

Here's the simplest way: Next time you're at the grocer's pick up a few fruit and vegetable hampers. He'll probably charge you a small fee of 10 or 15 cents for each. That's what it costs him if he doesn't return them.

### Shavings Next

Then with the hampers in the trunk of your car, go to the nearest lumber yard where you can find shavings. They'll probably charge you nothing for the shavings it will take to fill your hampers.

Next visit your feed and seed store to get your plants and to buy a supply of chemicals. Nutri-Sol, a ready mixed hydroponics mixture, is a good bet, and the most popular of all among local enthusiasts. Hyponex is another well-known mixture.

### Wet Spring Isn't Villain

For years a wet cool spring was believed made to order for the pell-mell spread of anthracnose, a fungus disease that causes leaf blotch and leaf drop on sycamore and white oak trees.

Call these signals off. New information this year is that wetness is of little account in diffusion of this disease.

Temperature is the crucial factor. The disease is most critical when the average mean daily temperature for the two-week period immediately following leaf emergence is below 55 degrees F.

Thus, one application of a good fungicide at budbreak may give good control of anthracnose. But if weather bureau broadcasts indicate the temperature remains on an average of 55 degrees or lower after leaves appear, it is wise to repeat the spray in 10 days to two weeks.

### Something for Everybody

Sports for the sportsman, financial news for the businessman, women's interest pages, comics — there's something for everybody. Not only that, but most people like most of the things in a newspaper!



Payne Griffin Grows Tomatoes At Service Station On The Plaza

Pick out good healthy plants in peat pots or other holding devices and returning home set the baskets in a sunny spot in the yard.

You're in luck at this stage if you've got a big tin tub around the place. Those shavings need to be soaked in the hydroponics chemicals before setting the plants. Mix the Nutri-Sol, according to directions — one teaspoon to the gallon of water and put the mixture in the tub. Now pack as many shavings in as possible and let them soak all the way through.

Now return the shavings to the baskets, and opening up holes in the shavings, set the plants, packing around them firmly.

### Two To Basket

Wylie Shaw of Manor Road, one of the most experienced devotees of hydroponics in Charlotte, sets two tomato plants to each basket. Knowing the size your plants will become should determine how

many you'll want to place in each basket.

Now that the plants are in the baskets you've handcuffed yourself to home for the summer. Those plants must be fed each and every day. Just like a milk cow, they demand daily attention.

But the results are truly rewarding. Everyone will brag about the size of your tomatoes, the beauty of your flowers. And you'll be amazed yourself.

### Got a Horse!

WHEEL HORSE, OF COURSE  
TAYLOR CHEMICAL CO.  
Ph. 684-4491  
YORK, S. C.

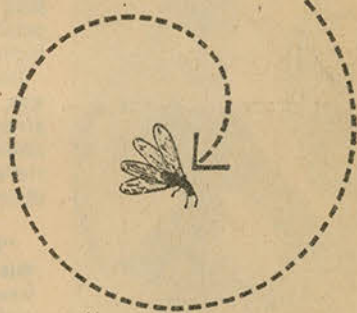
And when you bite into one of the beautifully-shaped and perfectly-fed vegetables, you'll enjoy a fine experience.

You'll decide that in no other way could you accomplish so much with so little effort.

### Got a Horse!

WHEEL HORSE, OF COURSE  
This sporty work horse mows lawn, tills soil... seeds and eases all lawn and garden tasks. Over 20 wheel horse attaching tools. Test - Ride? Call...  
IN GASTONIA  
FRANKLIN HARDWARE  
12 W. Franklin St. a Ph. UN 5-2361

## Swarming termites are a warning to home owners



If you see "flying ants" around your house you may have termites!

Once a year you should have your home inspected for termites

Those so-called "flying ants" you see around your home in Spring or Fall may be swarmer termites. These reproductive termites emerge from their ground nests, shed their wings and start new colonies nearby.

Phone for a Terminix inspection—Swarmer is a sure warning...but the worker termites remain hidden inside timbers, carpeting and woodwork. To avoid costly damage, call for a skilled inspection.



## BRUCE-TERMINIX

129 West Boulevard Charlotte, N. C.

PHONE FR 7-4991

LENOIR, N. C. — 754-5634

MONROE, N. C. — AT 3-2655

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Charlotte, N. C.

## GROWS IN SUN and SHADE

PLANT NOW!  
HORMONE TREATED.

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Hardware Stores; Seed Stores; Lawn & Garden Shops; Nurseries

## Greenway Nursery

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## AZALEAS

KURUME and INDICA

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Balled and Burlapped

## BROADLEAF EVERGREENS

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We have the plants used in our Waterfall Exhibit at the Flower Show growing in a natural woodland setting.

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- DOGWOOD
- LEUCOTHOE
- VINCA
- EUONYMUS
- MICROPHYLLA
- MAGNOLIAS
- PIERIS
- JAPONICA
- LIRIOPE
- ILEX
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ALL LOCALLY GROWN PLANTS & TREES



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INC.

WARREN J. REDD  
President & Mgr.

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Off Albemarle Rd.  
2 mi. east of Coliseum

## IS LAWN FEEDING A GUESSING GAME?

...not when you use a complete,\* all-purpose plant food!



\*contains all six major plant foods, plus essential Micro-Nutrients... including iron, molybdenum, manganese, zinc, boron and copper... guaranteed on every bag!

You don't have to play a guessing game when you fertilize. You know your lawn, shrubs, flowers, trees and garden are getting complete, balanced feeding when you use Nutro Plant Food Pellets. Easy-to-spread pellets dissolve slowly, feed plants longer. Stop guessing and start using Nutro Pellets for a more beautiful lawn and garden. A 50-pound bag full-feeds 5,000 square feet.

If insects ruin your lawn, ask for Nutro Plant Food Pellets with DIELDRIN. Kills insects as it feeds lawns.

## NUTRO PICK UP A BAG TODAY AT YOUR GARDEN STORE!

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- AMITY HARDWARE  
5343 Monroe Road
- BAUCOM'S NURSERY  
4431 N. Tryon  
3532 N. Independence Blvd.  
8500 Park Road  
4305 Park Road  
2632 Wilkinson Blvd.  
901 Kings Drive
- EATON'S HARDWARE  
601 Bradford Drive
- HIPPS GENERAL STORE  
3606 Rozzells Ferry Road
- MARTIN HARDWARE COMPANY  
2200 Park Road
- MYERS PARK HARDWARE CO.  
923 Providence Road
- OAKDALE HARDWARE  
1140 Oakdale Road
- PARK ROAD HARDWARE & GARDEN SUPPLIES  
3920 Park Road
- PROVIDENCE HARDWARE CO.  
701 Sharon Amity Road
- SEARS ROEBUCK & COMPANY  
700 N. Tryon
- SEDFIELD HARDWARE  
2815 S. Boulevard
- SHAMROCK HARDWARE  
3128 Plaza
- SHARON HARDWARE, INC.  
Sharon Shopping Center
- SOUTHERN HARDWARE  
3528 Wilkinson Blvd.
- THERRELL'S HARDWARE CO.  
1810 Rozzells Ferry Road
- THOMASBORO HARDWARE  
3713 Freedom Drive



February 12, 1964

Mr. Bloys W. Britt  
3020 Somerset Drive  
Charlotte 9, N. C. 28209

# NAMING A NEW ROSE

Dear Bill:

I am very glad to furnish you with some ideas and suggestions regarding naming roses for such use as you may wish to make of it.

About two years ago at the request of Miss Joan Faust, Garden Editor, New York Times, I prepared an article on this subject. So far as I'm aware, she used only one or two sentences from this in an article which she had prepared on naming plants which was published in the garden section on January 28, 1962. I am enclosing a Thermo-Fax copy of this article as published in the Times. I am also glad to enclose for your information and such use as you want to make of it, my entire article which I prepared and submitted to Miss Faust. One of us can check with Miss Faust to see if the article or any considerable part of it was used if you wish to do so.

The story which I tell near the end of this article about the naming of the President Eisenhower rose is quite interesting. I have no knowledge that this has ever been published. I do not know whether it would be good taste to publish this sort of story about a living person or not. I can see no reason why it should not be used. You will be thoroughly acquainted regarding publishing such stories so I can leave it to your judgment.

About four years ago we brought over from the Meillands in France their rose, Christian Dior, red H.T. When the first news regarding the rose with this name was published in this country, we promptly heard from the company distributing various Christian Dior products such as perfumes in the U.S. informing us that the name was their property and asked us how we happen to be using it. When we informed them that the rose was of French origin and that the French originator has obtained permission from their home office in France to use the name, we found the U.S. companies handling the Christian Dior products very willing to cooperate and they have been making a practice to use a quantity of Christian Dior rose blooms when introducing some of their new products from time to time and have distributed a number of plants of this rose to various representatives and sales people in the U.S.A.

If you wish complete information on the Rules of Nomenclature as applying to roses, I am sure that you can get this from the American Rose Society at



Mr. Bloys W. Britt - February 12, 1964

Columbus, Ohio. I feel quite sure that they have this printed and will be glad to send you a copy. They have informed me that a rose cannot be named for a person without his consent until 10 years after the person's death. I do not know whether this is simply a rule of the Society in accepting new names, or whether there is any provision and law that prohibits the use of a name in this way.

If you have any questions I will be glad to do my best to answer them.

Sincerely,

S.B. Hutton - f  
Chairman of the Board of Directors

Enclosures:

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P.S. Naming roses can have its international complications as you will see from the enclosed clipping from the N.Y. Times, Feb. 8. This of course refers to the Jackson & Perkins Co. desire to name a rose, "Canadian Centennial" or something similar.



Fri. Dec. 27, 1963

TO: Beany and S.B.H.

FROM: Norman

SUBJECT: Notes taken during  
TELEPHONE CONVERSATION WITH  
BILL BRITT, A.P. WRITER, CHARLOTTE, N.C.

Spoke like a very personable fellow and he is quite pleased with his article on the PEACE rose which he has been working at on and off for nearly 4 months, he said.

Said he received much cooperation from SBH and also had correspondence with John Milton on the assignment. Inquired what has happened to Mr. Milton and I said that he left here in the Fall to do free-lance garden writing.

He has gotten the go-ahead from the New York headquarters office on this Peace article which is to be translated into either 6 or 7 different languages around the world. (No doubt SBH, because of his acquaintanceship with Mr. Britt, will want to write him a congratulatory letter and also ask for good clean copies or reprints of the article - in English and a few foreign languages, as I think we could consider a NEWSLETTER TYPE OF ANNOUNCEMENT TO OUR WHOLESALE TRADE - AND ALSO HANG A GOOD COPY MOUNTED ON COLORED BACKGROUND AT OUR GARDEN CENTERS TO BUILD FURTHER PRESTIGE FOR OUR ROSES).

His story is broken into two sections, roughly, (a) the origination of the Peace rose and its continuing popularity for 17 or 18 years; (b) Peace and her children.

In visiting ARS recently in Columbus for illustrative material all they could offer was the colored pictures of Peace which he did not want because color is too expensive for the majority of the papers on the AP circuit. So upon his return from Nassau he decided to call us and ask for any combination of the following:

1. SBH looking with pride at an attractive table arrangement of Peace roses. *or at Red Rose Reint Day*
2. SBH looking at a large card with names of Peace children lettered in.
3. SBH holding a Peace rose or perhaps a picture from our files which show him judging roses or something.

He asked if SBH (SBH) was affiliated with this company at the time the Peace rose was introduced. I said I thought so but would ask and make certain (I checked with Beany and he said Yes; if SBH writes to him he will want to pass along that fact).

continued



Mr. Britt asked to have the photos (or photo, but he would prefer two to break up all the reading matter) by the 3rd or 4th of January at the latest. He claims that he can get a good position at that time in the Southern papers because all the rose gardeners will be buying, digging at that time.

He has asked to be retained on the TEST LIST FOR NEW VARIETIES and is so enthralled with his own gardens that he invited my wife and I to stop in and visit them whenever we are South. (That's like offering me a cigarette; I don't smoke. He's very safe).

Further comments of interest perhaps --

He has 200 rose plants at his own home plus 60 others at a spot nearby.

Many of them are Star Roses plus competitive brands (no doubt wherever he can get Freebees.)

He sets up a telephone on a card table every Saturday and Sunday, on his garden lawns. Then he invites everybody in to ooh and ahh and makes them sign the Register Book. How about that?

He was talking about Red Roses so I told him we will introduce in June the Great Red. He is eager to see it, naturally.

CRIMSON DUKE was at one time his all-time-favorite Red - he plugged it like the dickens in releases and to friends. But in recent seasons it developed too much dead wood. Now he has switched allegiance to Swarthmore.

He claims there are 4 roses which SHOULD be AARS award winners for his money -- Swarthmore, Chicago Peace, Garden State and Allegro.

Claims he cuts Allegro with 24 inch stems and still has plenty of wood left. And for sheer COLOR ALONE, his favorite is Garden State.

P.S. He is shooting for the SUNDAY MORNING EDITIONS (gardeners look that section and have more reading time on Sundays) -- 2nd Sunday in January.



AUG 15 1963

CORRESPONDENCE

| Name       | See | Seen |
|------------|-----|------|
| SBH        | ✓   | ✓    |
| Beany      |     |      |
| J.F.L.     |     |      |
| T.M.Y.     |     |      |
| J.M.       |     |      |
| G.O.       |     |      |
| Dick       |     |      |
| H.J.J.     |     |      |
| Geo. H.    |     |      |
| Niels      |     |      |
| Return to: | SBH |      |
| File       |     |      |

THE ASSOCIATED PRESS

POST OFFICE BOX 230

ALBANY 1, N. Y.

219 Hackett Blvd.  
Albany 8, N.Y.  
August 13, 1963

*Re - Children of Peace Story  
& Fragrance on Roses*

*cannot attend  
R R R Day*

*MF File 1*

Your invitation to attend Red Rose Rent Day has arrived and I regret very much that I will not be able to attend. Sept. 5 is primary election day in New York State and a staff situation on the Sept. 6-8 weekend will add to my chores in Albany.

I am disappointed that I will not be able to meet Mr. Meilland and Mr. deVink. But I hope we may be able to get stories for my column, with the aid of your staff.

I like the idea of a story, which you wrote about May 8, based on the children of the rose, Peace. If Mr. Meilland has some free time, perhaps he could dictate his thoughts, and identify the "children" and discuss their qualities and merits--to a secretary. I would need only notes, rather than a story-form article. He could ramble as much as he pleased and perhaps his ideas would inspire questions from you or your aides.

While Mr. Meilland is within reach, so to speak, I would appreciate the answers to a few questions, for inclusion in a story I am preparing. The same questions have been put to other hybridists over a considerable period.

These are the questions:

1. Old roses had more rose scent than new creations. True or false? Please enlarge or explain views.

2. Is it true that certain rose scents cannot be detected by some people? List examples, please.

3. Can the fragrance be restored or some of it added by hybridizing after a particular rose has been developed or while a new introduction is being developed?

4. Please list some of the most fragrant roses of all time, to your knowledge, and their particular scents.

5. Considering the comparatively large number of new introductions in recent years--do all or most of them hold true to color and quality or is there some reversion or deterioration? Please emphasize the popular coral and orangy varieties, such as Tanya, Hawaii. *(also lavender color)*

I realize this is a large order but I hope we may be able to get several stories in this way. I plan, of course, to mention that Meilland is visiting you.



AUG 15 1963

THE ASSOCIATED PRESS

POST OFFICE BOX 230

ALBANY 1, N. Y.

219 Hackett Blvd.

Albany 8, N.Y.

August 13, 1963

Mr. S.B. Hutton  
President  
The Conard-Pyle Co.  
West Grove, Pa.

*Re - Children of Peace Story  
& Fragrance on Roses*

*cannot attend  
R R R Day*

Dear Mr. Hutton:

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I realize this is a large order but I hope we may be able to get several stories in this way. I plan, of course, to mention that Meilland is visiting you.



Perhaps Mr. de Vink also would be willing to give his views, in the same way, about miniature roses, their past, present acceptance, and the outlook for the future.

We would need a little about the background of Meilland and de Vink.

If possible, could I have whatever material is being prepared for the garden writers when they attend Red Rose Rent Day, as early as possible. I would assure you that I would not use it in advance of the release date. I hope a good photo of Mr. and Mrs. Meilland would be included, perhaps inspecting his family's Peace rose and perhaps others of his developments.

I hope that your trip to Europe was pleasant and productive.

Again, I am sorry that I will not be able to meet you Sept. 6.

If I may be of assistance to you in this area, please call on me.

Sincerely

*Earl*

Earl Aronson

Garden Editor

PS--A column dealing with Red Rose Rent Day will appear shortly--perhaps a week or two before the event.



October 15, 1963

Mr. Earl Aronson, Garden Editor  
219 Hackett Blvd.  
Albany 8, New York

## FRAGRANCE IN ROSES

Dear Earl:

I am afraid you have given me up as a bad source of information on the rose stories about which we have had some correspondence sometime ago. While my spirit was willing, I have been extremely busy since my return from Europe in July and have just not had time to put this material in the shape which I had hoped to do. Now, I am taking this up as just about the last thing I will do before I leave on a 3-week business trip to the West Coast. This letter will not be transcribed until after I have left and it will be unsigned.

In the first place, I must apologize and explain that the idea of the story on the Children of Peace came to me from Mr. Bloys Britt, A-P correspondent at Charlotte, N.C. and an avid rose fan. I understood that he was passing this thought along to me to see if I might find someone who would be interested in doing the story. I have now found that it was his intention to do the story on the Children of Peace himself and that he has a specific assignment to do it. I am therefore honor bound to furnish any material I have accumulated on this subject to Bloys and have done so. The story on fragrance is yours. Unfortunately, I do not have a great deal on this subject to send you. I do enclose Alain Meilland's answers to three questions on fragrance that were submitted to him. I am sending you carbons of these answers as I wish to retain the original typed copy in our files for possible future use. We will, however, not make any use of them at present to give you an exclusive on them.

I did not do very well in getting answers to the specific questions which you raised in your letter of August 13, but I am going to give you my own answers to at least some of these for what they may be worth.

1. A larger proportion of old roses had a strong fragrance than do modern roses. The emphasis in the development of roses for many years past has been toward color and form, and fragrance has been of less importance. Let me put it this way, if we offer a choice of <sup>two</sup> roses one of top form with no fragrance while the other has poor form, dull color and rich fragrance, most customers will select from the eye appeal and take the variety that has no fragrance. There are of course exceptions.



Mr. Earl Aronson - October 15, 1963

2. The sense of smell varies widely among people and some people cannot detect a mild fragrance. One of my associates says that only a non-smoker is a good judge of fragrance and that a smoker's ability to detect fragrance is much impaired. I've never undertaken to check on this.

3. Fragrance cannot be added to a rose. It is conveyed to a new rose only through the genes of inheritance that are combined when the pollen of one rose is placed on another. There seem to be few genes that carry fragrance and perhaps these are recessive and frequently fail to appear in offspring.

4. I enclose a list of various classifications of roses which lists about a dozen roses which are the most fragrant in current commerce. Unfortunately, I am not sufficiently well acquainted with the old roses to be able to give specific names of those that were more fragrant.

5. In general a rose variety holds true to color and quality. These are fixed characteristics of the variety and as long as propagation is properly carried on they do not deteriorate. If a nursery grows inferior stock and weak plants and propagates from these continually over a long period there can be some marked deterioration.

I did not succeed in getting any information from Mr. deVink along this line.

I am sending you some background material regarding Alain Meilland and the Meilland family which may be helpful to you. You will note that this is duplicated material which has been quite widely distributed to garden writers and others wishing to have information about this rose family.

I am sorry not to have more complete material for you. If you have specific questions that you would like to ask me I shall be glad to provide answers in so far as my knowledge, and will do so promptly upon my return from the West Coast trip early in November.

If you would like to submit specific questions to Alain Meilland, do not hesitate to write him direct. His address is - Blvd. du Cap, Cap d'Antibes, (A.M.) France. He has an excellent knowledge of English and has an English speaking secretary so there is no problem of language involved. Alain is not always prompt in taking care of correspondence, but he is worth a trial. He is something like one of my French friends who described American hybridizers to me by saying, "He is a lazy letter writer." I hope that the material I am sending may be of some help to you.

We do not subscribe to press clipping service so I am unable to judge how widely your Red Rose Rent Day story was used. However, one correspondent in California sent me a clipping of it and another from another distant point, I believe Arizona, sent in a clipping. It was a good story and well done. Many thanks.

Sincerely,

S.B. Hutton, President - f

Enclosures



August 16, 1963

Mr. Earl Aronson  
219 Hackett Blvd.  
Albany 8, New York

Dear Mr. Aronson:

I am sorry to learn from your letter of August 13 that the State of New York has fixed their primary election date to conflict with our Red Rose Rent Day. It was very inconsiderate of them. I can understand that you cannot be away and sorry that you will not be able to make it for our Red Rose Rent Day.

I shall be very glad to interview Mr. Meilland along the lines that you suggest. Many thanks for the specific questions dealing with the fragrance or roses. I am quite sure that I can get him to dictate some notes in answer to these questions.

I shall also be glad to see if I cannot work out something along this same line with Mr. deVink.

I plan to have some background material prepared on these two men and send it to you together with some photos.

My trip to Europe was pleasant except for cold, wet, cloudy weather in late June and early July in Germany, England and Holland. This made the roses backward and was a bit uncomfortable. I did see a lot of new roses, some of which I am sure hold good promise for future introduction into the U.S., but which ones will be best and most suitable for our use here cannot be determined until we get some of them over here and try them out under our climatic conditions. I find that many of these roses perform very differently under our hot summer sun than they do in northern Europe.

We will get the material which is being prepared for the Garden Editors to you as soon as possible. In fact, I think we will send you some extra material including some which we put in the kits for the Garden Editors last year which will not be included this year, so that you will have as complete information as we have available.

If there is anything we do not send you now or at any later time that you would like to have do not hesitate to ask me for it.

Sincerely,

S.B. Hutton, President - f

6



5/13/63

July 29

Earl Aronson, Garden Editor, 219 Hackett Blvd., Albany 8, N.Y.

Send the above background material on Alain Meilland and John deVink to assist him in making up pertinent questions to them. We have already sent him Red Rose Rent Day material. We may be able to get up some material on Alain but not on deVink and I will probably have to write it up special on deVink. Perhaps I will have to provide Milton with some special material on deVink for Red Rose Rent Day.

SBH/mf



TRANSLATION F.A.  
-----

Question : How valuable a parent do you think PEACE has been  
in developing new roses ?

Answer : It would seem that PEACE better transmits its vegetative qualities when taken as the "father" rather than as the "mother".

In any case, it is rarely seen that these vegetative qualities (thick wood, strong plant) which truly characterize PEACE, reappear in any particular descendant. An example of this rarity is NEW STYLE. It can be said however that the originations which have had PEACE as direct or indirect ancestor have nearly always gained in vigor, in foliage or in health. In fact, this is what is sought after when PEACE is taken as a parent, as its color is not precisely one of the characteristics contemplated. And that is also why there is no other rose in the world which has been so much worked with as PEACE, either directly or in its descendants under the name frequently used by the originators : "unnamed seedlings".

-----



Q. How valuable you think PEACE has been a parent in developing new roses?

R. Il semble que PEACE transmette mieux son type végétatif comme rose-père que comme rose-mère. En tout cas, il est assez rare de voir réapparaître, dans une quelconque descendance, ce type végétatif (gros bois, forte plante) qui caractérise véritablement PEACE. Un exemple de cette rareté est NEW STYLE. On peut tout de même dire que les obtentions ayant eu PEACE comme ancêtre direct ou indirect, ont presque toujours gagné quelque chose en vigueur, en feuillage ou en santé. C'est bien d'ailleurs ce qui est recherché dans PEACE comme géniteur, attendu que son coloris ne constitue pas précisément un caractère dont on envisage l'inclusion. Et c'est bien pourquoi aussi, il n'est pas une rose au monde qui ait davantage été "travaillée" que PEACE, soit directement, soit dans sa descendance sous une rubrique fréquemment employée par les Obtenteurs: les "unnamed seedlings".

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Answers by Alain Meilland to questions asked him when here  
in Sept. 1963

TRANSLATION P.A.

Question : Which of the Universal Rose Selection roses introduced in the U.S.A. do you consider the most fragrant ?

Answer : It is without doubt the rose PINK PEACE, and immediately following, the rose CONFIDENCE.

(If the U.S.A. introduces PAPA MEILLAND, it will then be that rose which will be the most fragrant of all.

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Q: Which of the U.R.S. roses introduced in  
the U.S.A. you consider the most fragrant?

R. C'est indubitablement la rose "PINK PEACE"  
et tout de suite après, la rose "CONFIDENCE".  
(Si les U.S.A. éditent "PAPA MEILLAND", alors  
ce sera vraiment cette rose-là qui sera la  
plus parfumée de toutes.)

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TRANSLATION - F.A.

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Question : Attention given to fragrance when selecting parents for new Roses.

Answer : Of course, when we start on a plan of pollenization, we do not fail to have recourse to parents, preferably fragrant, or whose direct ascendants are themselves fragrant. The choice can however vary according to what is sought for. Thus, when seeking high colorings, for example, we choose more especially a genitor, or genitors, whose color characteristics are developed to the maximum, but whose fragrance may be nil, as opposed to a genitor, or genitors, more or less fragrant but whose color characteristics are minimal.

By not giving priority to such a choice, we run the risk of losing, in the descent, some of the advantages already acquired, which closely follow the criteria at present demanded of modern Roses.

In No case, however, is the question of fragrance lost sight of.

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Q. Attention given to fragrance when selecting parents for new roses.

R. Naturellement, on ne manque pas de faire appel à des géniteurs de préférence parfumés, ou dont les ascendants directs sont parfumés, lorsqu'on met en œuvre un plan de fécondations. Le choix peut cependant varier suivant ce que l'on recherche exactement. C'est ainsi que dans une recherche de grands coloris, par exemple, on a davantage recours à un géniteur, ou à des géniteurs, dont le caractère coloris est développé au maximum mais dont le parfum peut être nul, qu'à un géniteur, ou à des géniteurs plus ou moins parfumés mais dont le caractère coloris ne représente qu'un minimum. En ne donnant pas priorité à un tel choix, l'on risque de perdre dans la descendance, certains des avantages déjà acquis, qui serrent de près les critères que l'on exige actuellement des roses modernes.

De toute façon, cette question du parfum n'est jamais perdue de vue.

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TRANSLATION - F.A.

Question : Do you think that fragrance can be transmitted from  
parents to offspring ?

Answer : The question of Fragrance in Roses is certainly one which  
is the most discussed nowadays, because the fact is that  
most of our lovely modern roses have no scent.

If we consider that old Roses were generally fragrant, it must  
be admitted that they had generally a large number of petals,  
of little consistency which perhaps helped them to hold better  
than if they had been firmer, - as in the case of our modern  
roses, - those volatile salts which make them fragrant.

In any case, it would seem that, by dint of hard work towards  
the development of the factors which control more particularly :

The strength of the peduncle;  
The consistency and stiffness of the petals;  
The emergence of a new color;

and also by having brought about the union between Hybrid Teas  
and Polyanthas or Hybrid Polyanthas, for example, a weakening or  
a lack of the fragrance element has more or less taken place.

It follows that today our roses are hybrids of an extreme complexity  
and that it cannot be said with real certainty that the transmission  
of fragrance, or its re-appearance, can be attributed to any particular  
parent or parents.

However, it would seem that the union of two genitors of the same  
color ( white, pure red or pink, with the exception of yellow )  
which are both fragrant, can give rise to a lineage of fragrant  
subjects, above all if the genitors in question are already themselves  
closely related.

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Q. Do you think that fragrance can be transmitted from parents to offspring?

R. La question du parfum dans les roses est certainement celle qui est la plus agitée de nos jours, car c'est un fait : la plupart de nos belles roses modernes n'ont pas d'odeur.

Si l'on considère que les roses anciennes sont généralement parfumées, il faut reconnaître que leurs pétales sont souvent très nombreux et peu consistants, en quoi ils fixent peut être mieux que s'ils étaient plus fermes, comme dans les roses modernes, les sels volatils qui les rendent parfumés.

De toute façon, il semble bien qu'à force d'avoir travaillé au développement des facteurs qui commandent notamment :

la solidité du pédoncule

la consistance et la rigidité des pétales

l'apparition d'un coloris nouveau,

de même que d'avoir provoqué l'alliance entre hybrides de thé et polyanthas ou hybrides de polyanthas, par exemple, on a plus ou moins



donné lieu à un affaiblissement ou à une  
carence de l'élément parfum.

Il s'ensuit que nos roses d'aujourd'hui sont  
des hybrides d'une complexité extrême et que  
l'on ne saurait réellement dire avec certitude  
que la transmission du parfum, ou sa  
réapparition, peuvent s'envisager à partir de  
tel ou tels géniteurs.

Il semble cependant que l'alliance entre  
deux géniteurs de même coloris (blanc, rouge pur  
ou rose, à l'exception du jaune) et qui sont  
tous deux parfumés, peut donner une  
descendance de sujets parfumés, surtout  
si les géniteurs en question sont déjà  
parents entre eux.

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Copies of material from  
our release sheet.

We only have one of  
those sheets left and could  
not send it.

Gen. Ross



# THE HOUSE OF MEILLAND

## Rose Hybridizers Extraordinary, Cap d' Antibes, France



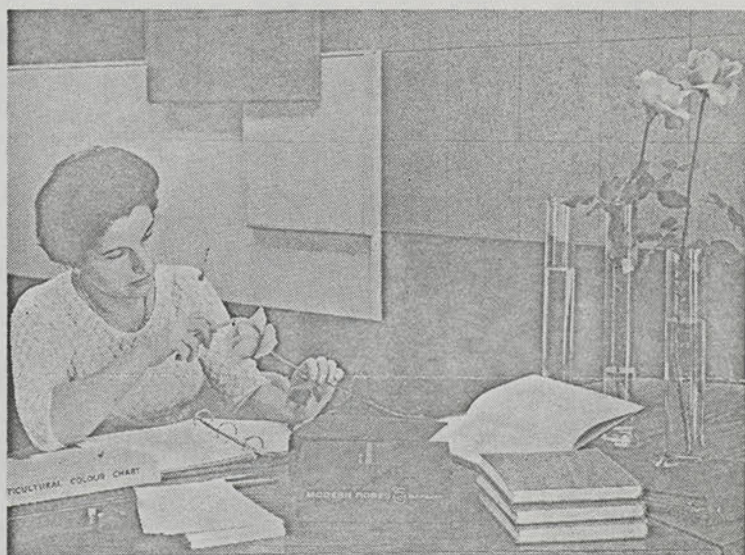
Mme. Francis Meilland and a bloom of the 1968 All-America Rose Selections award winning hybrid tea rose, Miss All-American Beauty, growing in her greenhouse at Cap d' Antibes, France. She and her son, Alain, continue the work of this very famous French firm of rose hybridizers, The House of Meilland.

H-5 Glossy Photo or 2 Col. Mat

One of the greatest success stories in the field of horticulture today, perhaps in any field, is the Meilland story — a story about how a family love affair with the rose has grown into a great and famous family organization devoted to the rose. And love the rose the Meillands did, for they suffered through many years of little income, great heartbreaks and many setbacks before success finally came.

More than a hundred years of family background in rose culture provides tradition for the Meilland success, but the modern story begins some forty years ago when young Francis Meilland spent his first day trying to do a man's work beside his father, Antoine Meilland, in the rose fields. As the time passed, it was untiring effort and dogged tenacity, coupled with his imagination and intense desire to create, that enabled Francis Meilland to instill in himself and his family the ability to produce great new additions to the rose world. In 1948, he decided to devote full time to the origination of new varieties and organizing "a research establishment" of his own at Antibes on the French Riviera and he settled down to full time hybridizing. From this man, the creator of that greatest of all roses, Peace, as well as many other All-America roses, came a steady succession of beauties, such as Sun King, Grandmere Jenny, Miami, Confidence, Dr. Debat, Charles Mallerin, Suzon Lotthe, Symphonie, Happiness, Good News and many, many others. And, as it was with the past generation and the generation before that, the entire family worked along with Francis Meilland, particularly his wife, Louise, his father, known as "Papa", and his son, Alain. As they continued their work and their improvements, more and more great roses were added to the already impressive list of Meilland introductions. All-America winners, Christian Dior, Sarabande, Fire King and White Knight, together with other great roses, such as Indiana, Golden Girl, Pink Peace, Garden State and Orange Flame were to continue to please rose lovers all over the world.

With the untimely death in June 1958 of Francis Meilland, a man who was just beginning to reap the fruits of his many years of hard labor, the rose world wondered what would happen to the establishment he had created. They were not to wonder long, for in the minds of the devoted wife and her young son, there was no other thought than to carry on the great work of Francis Meilland, giant among hybridizers. Carry on they have, and, as proof of their ability and skill, come two roses which may prove to be their greatest achievements yet, 1968 All-America award winners, Miss All-American Beauty and Scarlet Knight. Perhaps once again we are at the beginning of a new and higher plateau for the amazing "House of Meilland" of Cap d' Antibes near the French Riviera.



Mme. Francis Meilland, originator of the two 1968 All-America award winners, Miss All-American Beauty and Scarlet Knight, examining the shape, color and substance of a new rose in her study at Cap d' Antibes, France.

H-4 Glossy Photo or 2 Col. Mat

## ROSE HYBRIDIZER ---

### Gerrit deRuiter -- 1892-1965

In October 1965 the rose world felt keenly the loss of G. deRuiter, rose hybridizer from Hazerswoude, Holland, for, since 1912, deRuiter has made important contributions to the roses of the world with such introductions as Dainty, Cameo, Fireball, Gloria Mundi, deRuiter's Herald, Salmon Perfection, Rosemary Rose, Red Wonder and many others. It is a sad fact that he was never to know that his latest introduction, Europeana, would win the coveted All-America Rose Selections' award a short time later.

Mr. deRuiter began his profession in 1912 with little or no financial support — only his love for growing roses. When cutting budwood in August 1914, he found a pretty, red flowering shoot coming from a plant of Orleans rose. From this shoot, a year later, deRuiter's first novelty, a Polyantha rose, Miss Edith Cavell (also known as Nurse Cavell) was developed. After finding this sport, deRuiter's major interest was to observe and select any deviations in color he might find in Orleans roses. He found many, and succeeded in raising more than 20 varieties of the "Orleans" type roses, most important of which was Gloria Mundi, the first rose of a pure vermilion-orange color. At the time of introduction in 1929, it was a complete color break, greatly admired, and the recipient of many gold medals and silver cups.

It was not until after World War II when Holland Plant Breeders' Rights became law, that Mr. deRuiter really began to hybridize roses on a large scale. His first new hybrid protected under the Holland Plant Breeders' Rights was the rose, deRuiter's Herald, introduced in 1947. It was this rose that produced for him the first financial reward in 35 years of rose hybridizing. In addition to hybridizing garden roses, Mr. deRuiter has also introduced some greenhouse florist varieties such as Aria, Valtea, and his newest success, a hybrid tea rose, Carla, introduced in 1964. Carla has a soft salmon-pink color coming from a cross of Sweet Repose x Queen Elizabeth.

The last award he was to receive during his life was the Rose d' Or (Golden Rose) of the city of Orleans, France for his creation of Europeana. Just two weeks after receiving this award he died, after a life in which he achieved a reputation as a leading hybridizer of new roses and an honest and devoted businessman. The deRuiter organization is now carried on by his sons, Gijsbert and Leen. At present the hybridizing work is done mainly by Gijsbert, assisted by his brother, Leen. The latter is in charge of the nursery management and home trade, while Gijsbert deals with the export trade.





## EDITOR'S NOTE:

All stories and illustrations may be reproduced without restriction. Glossies of *Europeana*, *Miss All-American Beauty* and *Scarlet Knight* are enclosed with this clip sheet. Glossy photographs of the other illustrations and mats of all illustrations are available. Please indicate your needs on the enclosed postage-paid reply card.

Your special requests regarding All-America Rose Selections are welcomed. Write, wire or phone collect: All-America Rose Selections, Press Office, P.O. Box 218, Shenandoah, Iowa 51601.

# ALL-AMERICA SPRING

Vol. VIII, No. 1

Prepared by All-America Rose Selections, George E. Rose, Director of Public Relations

## Trio of European Roses Cap

After several years of undisputed triumph by American breeders, Europeans have swept the board to capture all three 1968 All-America Rose Selections awards.

The gorgeous varieties, *Miss All-American Beauty* and *Scarlet Knight*, were bred in the gardens of the world famous House of Meilland at Cap d'Antibes near the French Riviera. *Europeana*, one of the most striking floribundas to be presented in many a year, comes from the well-known Dutch hybridizer, Gerrit deRuijter.

All three roses open new frontiers of beauty and vigor in their respective classes and seem destined for permanent places in the gardens of the nation. *Miss All-American Beauty*, the finest hybrid tea since *Peace*; *Scarlet Knight*, velvety scarlet-red grandiflora; and *Europeana*, floribunda, already several times an award winner in European competition, evenly divide the three most popular classes of garden roses.

The highly respected, pre-testing and educational organization, All-America Rose Selections, named these award winners from among the multitude of contestants in its 24 trial gardens scattered from coast to coast. It is interesting to note that these 1968 winners are the 73rd, 74th and 75th to win AARS honors out of more than 2,000 new hybrid roses tested in the last 27 years.

**MISS ALL-AMERICAN BEAUTY**, hybrid tea, (plant patent number 2625), gives every indication of becoming the greatest pink rose ever. Long ago, another fine variety, *American Beauty*, held the center of the national stage as the greatest rose of its time. Like that famous rose, the new *Miss All-American Beauty* is also pink, but not rose red, or rose pink, or cherry pink. This newcomer is a vivid, intense, clear pink with no other color or shading. A very new and beautiful color in roses.

As the offspring of *Chrysler Imperial* x (*Independence* x *Peace*) this new rose comes rightly by its large five inch or more flowers, double and cup shaped, made up of 50 to 60 graceful petals of excellent substance.

The medium-long pointed buds open to a beautifully formed flower and if left on the bush, finally fade, still retaining their clear pink coloration.

The very large blooms are borne singly on long, sturdy stems, making excellent cut flowers. They are produced in profusion on medium to tall, well branched and symmetrical plants. In fact, the fine ornamental shape of the bush itself makes this new rose outstandingly attractive and exceptional as an accent plant.

The foliage is a bright ivy green on the upper side and sage green on the underside and covers the plant well from top to ground.

An added virtue of *Miss All-American Beauty* is its delightful tea fragrance which, combined with gorgeous flowers, shapely bush and above average resistance to plant diseases, presents a rose worthy of the place of honor in any garden.

A full bed of *Miss All-American Beauty* is a sight to behold and a never ending source of blooms for flower arrangements. Because of the symmetrical nature of the bush, it adapts well to border and hedge planting, and with its fragrance and beauty, an intimate planting around a terrace or patio will give no end of pleasure.

**SCARLET KNIGHT**, grandiflora, (plant patent number 2692.) Another winner from the French House of Meilland and the only true scarlet-red grandiflora ever to win an award. In fact, there have been only two red grandifloras named as award winners in the past 27 years and neither one of them is a scarlet red.

*Scarlet Knight* comes from a carefully worked out cross — (*Happiness* x *Independence*) x *Sutter's Gold*. The well shaped, deep red buds open to brilliant, velvety, scarlet-red roses that hold their beautiful bright tones throughout the life of the blooms.

The flowers of *Scarlet Knight* will average four to five inches across their fully double, classic, high-centered blooms and usually two to three occur on a stem, as is the habit of grandiflora roses.

The plant is an exceptionally vigorous one, and its strong, upright flower stems hold the showy blooms well above the foliage, providing a gleaming patch of color in the garden and roses in abundance for the house.

*Scarlet Knight* has a light, but persuasive fragrance to be enjoyed at close range. This is not at all difficult as the plant proudly holds its blossoms high for you to enjoy their beauty and perfume. Growing medium to tall with an excellent upright habit, this variety is well clothed with attractive bronze-green foliage which matures to a rich, leathery green. Disease resistance is high, due to the vigor of the plant.

Enjoyment of all gardens is enhanced by bright flowers and *Scarlet Knight* should be planted with this thought in mind. Place it where it can be seen and where its abundance of glowing scarlet blooms will beckon from near and far parts of the garden. Use *Scarlet Knight* in

MISS ALL-AMERICAN BEAUTY



*Miss All-American Beauty*, All-America Rose Selections award winner for 1968, is one of those near perfect roses that appear once in a generation. Clear, vivid pink, gorgeously shaped, with an entrancing tea fragrance, this hybrid tea is a must for every garden.

H-1 Glossy Photo or 2 Col. Mat

beds and borders, capitalize on its showy roses to provide spots of high color in the flower or rose garden. It will make a fine plant for foundation planting against a white house or one of a complimentary color, as well as a useful rose when tubbed for accent points on patio, terrace or garden steps.

**EUROPEANA**, everblooming floribunda, (plant patent number 2540.)

This newest floribunda addition to the AARS award winners, in fact the only floribunda to win a 1968 award, is quite sure of its welcome among the rose lovers of the world. Already it has won seven other prizes, including four gold medals in international competition in addition to the award bestowed upon it by AARS.

*Europeana* is a Dutch rose, from the great hybridizer Gerrit deRuijter of Hazerswoude, Holland. Resulting from a cross between the rose *Ruth Leuwerik* x *Rosemary Rose*, this everblooming floribunda produces great masses of brilliant, satiny, cardinal-red blooms carried erect on strong stems. The very showy, fully double blossoms are two and one-half to three inches across, having 25 to 30 petals.

The tight, pointed, black-red buds, breaking into great clusters of open blooms that clothe the plant in vivid color all season long, are borne on broad, mounding bushes of medium height.

*Europeana* has a classic, broad, spreading, floribunda habit and needs more room to spread out than most floribundas. A perfect landscape rose, it more than makes up for its slight perfume with tremendous bursts of color throughout the summer and fall.

The disease resistance of *Europeana* is rated as good to excellent and its uses on the home grounds are many. It will make an exceptionally fine broad and colorful hedge and, when used as a border or along a driveway, will create a glowing, cardinal-red strip of beauty from one



# THE SOCIETIES

## "PEACE" ROSE WINS IN COLUMBUS SHOW

The new "Peace" rose, a delicately-hued flower with pink edging, won for Mrs. Tom B. Haber, the Ezra C. Anstaett Trophy for the best rose in the Seventh Annual Rose Show sponsored by the Columbus Rose Club, Columbus, Ohio, on June 10.

The flower was the outstanding rose in an exhibit of 350 entries by 40 rose fanciers. Other trophy winners were: Mrs. T. M. Davis, who won the J. Clarence Sullivan Trophy for the best unknown rose, as well as the Fritz A. Lichtenberg Trophy for the most points won in the show; and Mrs. Marshall Johnson who won the Dean Oscar V. Brumley Trophy for best arrangements with Pink Dawn roses.

For the first time in any show, a juvenile competition was held. This was dominated by Sally Yearling, 12, daughter of Mr. and Mrs. Joseph H. Yearling, who was awarded the O. G. Mandt cup for the best bloom.

## SAN FRANCISCO SOCIETY MEETING

So much interest was shown at the July meeting of the San Francisco (California) Rose Society, when Mrs. William J. Roth demonstrated the art of making rose corsages, that a repeat performance was held at the August meeting at the home of Merrill J. Butler. Members brought blooms to the meeting which were used in making beautiful cor-

—GEORGE F. McDONOUGH, Sec.

## POTOMAC ROSE SOCIETY TO PARTICIPATE IN VICTORY SHOW

Members of the Potomac Rose Society, Washington, D. C., are working hard to make their part of the forthcoming Victory Garden Show a big success. The Show will be held at Silver Spring, Maryland, September 29 and 30. Robert Scammell is Chairman of the Rose Committee while Col. W. H. England, Dr. Freeman Weiss and W. T. Simmons will be judges.

—ROBERT SCAMMELL, Chairman  
Rose Show Committee

## TIDEWATER SOCIETY PARTICIPATES IN WAR MEMORIAL FLOWER SHOW

The Tidewater Rose Society, Norfolk, Virginia, is coöperating with the Tidewater District of the Federated Garden Clubs of Virginia in staging the rose section at a large flower show to be held September 10 and 11. The entire proceeds of the show will be turned into the fund for a Living War Memorial for the Norfolk section. Elaborate plans are being made for an exceptional event. Mrs. F. L. Delpino is general chairman and Mr. A. G. Lockyear is chairman for the rose section.

At the June meeting of the Tidewater Rose Society, the following officers were elected: Frederic Heutte, President; Mrs. Frank Delpino, First Vice-President; Mrs. S. H. Way, Second Vice-President; Alfred E. Parrish, Treasurer; and E. D. Duval, Secretary.

—E. D. DUVAL, Sec.

## VARIETIES FOR COLUMBUS

We are a society that are localities this is submitted to the Society, Berkeley, Mrs. the rose year is a commun varieties come to choosing this sect

194

## RED

Etoile de Hollande  
Christophe  
Dicksons Rose  
Major Shel  
Crimson Glory  
Mrs. Miniv

## WHITE

McGredy's  
Snowbird  
Neige Parfu

## YELLOW

McGredy's  
Eclipse  
Lowell Thos  
Rose d'Or  
Golden Dawn  
Mandalay  
Mrs. P. S. d

## COPPER PLATE

Elite  
Texas Center  
Mrs. Sam M.  
The Chief  
Sonata  
Violinista Co



## THE 1945 BRITISH ROSE ANNUAL

EDWIN P. SINNOCK, Newark, New Jersey

Each year since 1909, the National Rose Society of England has issued a Rose Annual. The 1945 issue, while not as elaborate as some others in the series, is a welcome addition to a collection of admirable publications. Edited by the Hon. Courtney Page, this book of ninety-four pages contains many articles of interest to rose growers.

H. R. Darlington and Leonard Hillis contribute ideas on polyantha roses with suggestions as to varieties and uses. "How I Made My New Rose Garden" entertainingly recounts the methods used in preparing a rather imposing planting of roses, many of them unfamiliar in America. The late Walter Easlea, who has given us many fine roses including Lulu and Easlea's Golden Rambler, tells of the varied uses of climbers.

Norman Lambert in "Colour Schemes for a Small Rose Garden" shows what varieties to plant for balance and contrast. He lists twenty-two kinds of hybrid teas, nineteen of which are top favorites in this country. One article, "The Pre-eminence of the Rose," makes a comparison of the rose of today with some of the more popular flowering plants.

Reprinted from the 1938 Annual we find "Propagation of Roses by Budding" written by the Editor. This well-illustrated study explains the operation in a simple, understandable manner.

Although there is no Proof of the Pudding, we do find several tables similar to those prepared by our Mr. H. N. Stevens. These tables are summarized from reports submitted by twenty-six leading English nurserymen and amateur rose growers. Of the twenty-four varieties listed for general garden cultivation, only three are strangers to American gardens while the others are considered tops over here.

*This book may be borrowed from the Lending Library. Ask for number 46 (1945).*

Your rose interest can be enlarged by using the Member Seals now available from the American Rose Society (25 cents per 100). You may be surprised to find how many of your correspondents are already members and others will become interested in the Society.

## The All-America ROSE Selection "PEACE"

Selected as the top score winner in the Rose trials throughout the country. The colors range from the opening yellow buds with cerise edges to a glorious open flower of alabaster, each petal edged pink that deepens as the flower opens. Bloom is unusually large, long lasting and constantly fresh looking. The plant is just as satisfactory as the bloom, a fine grower with holly-like foliage. It needs no disbudding to produce exhibition blooms. If you have room for only one Rose in your garden, be sure it is "Peace."

Two-year-old dormant plants, fall or spring delivery, per plant

**\$2.50**

*Totty's* Box 26  
MADISON, N. J.





# EDITOR'S NOTE:

All stories and illustrations may be reproduced without restriction. Glossies of European, Miss All-American Beauty and Scarlet Knight are enclosed with this clip sheet. Glossy photographs of the other illustrations and mats of all illustrations are available. Please indicate your needs on the enclosed postage-paid reply card. Your special requests regarding All-America Rose Selections are welcomed. Write, wire or phone collect: All-America Rose Selections, Press Office, P.O. Box 218, Shenandoah, Iowa 51601.

Vol. VIII, No. 3

Prepared by All-America Rose Selections, George E. Rose, Director of Public Relations, P. O. Box 218, Shenandoah, Iowa 51601. Telephone 712/246-2884

# EDITOR'S NOTE:

For Sunday Magazine Sections and ROP color. Excellent 4"x5" color transparencies of European, Miss All-American Beauty and Scarlet Knight are available free on a loan basis. ROP COLOR MATS of the three winners are also available. Kindly indicate your request on the enclosed postage-free reply card.

February, 1968

## THE 1968 ALL-AMERICA ROSE SELECTIONS WINNERS A Tea, A Grandiflora, and A Floribunda

SCARLET KNIGHT



Scarlet Knight, All-America Rose Selections award winner for 1968. A brilliant scarlet red grandiflora with a vigorous plant and an attractive fragrance.

J-1 Glossy Photo or 2 Col. Mat

MISS ALL-AMERICAN BEAUTY



Miss All-American Beauty — AARS award winner for 1968 and one of the finest pink hybrid tea roses ever offered.

J-2 Glossy Photo or 2 Col. Mat

EUROPEANA



A floribunda 1968 All-America award winner — Europeana, which has just about everything a floribunda should have — vivid crimson coloring, excellent plant form and masses of bloom.

J-3 Glossy Photo or 2 Col. Mat

The honors from AARS for 1968 have been earned in equal proportions by three outstanding roses, all of European parentage. From France came the magnificent pink hybrid tea rose, Miss All-American Beauty, from Holland, the cardinal red floribunda, Europeana, and back to France for the brilliant grandiflora, Scarlet Knight.

Rigid rules that govern the testing procedures of All-America Rose Selections do not differentiate between foreign rose candidates and those from America, nor between one or another great rose hybridizer. The only consideration is the quality of the rose under test. The fact that three European hybrids were the 1968 winners was due solely to the fact that they proved to be the finest of all the many roses in the trials.

**MISS ALL-AMERICAN BEAUTY** (Plant Patent No. 2625), for example, had the sheer beauty, vitality, and the performance, not only to win an AARS award, but also to make for herself a permanent place in the gardens of the country. This rose is not only one of the finest pink teas ever offered, but also one of the best roses of any color to win AARS honors. The buds are medium long, pointed to ovoid, opening to large, beautiful, 50-60 petal blooms, measuring up to five inches across.

The plants of Miss All-American Beauty are shapely, well branched, and grow approximately four to four and a half feet in height under normal conditions. The foliage is a clean, ivy green on the upper sides, sage green below,

moderately large in size and covers the plant completely from top to bottom.

This rose has a fine, heady tea fragrance, adding greatly to its charm and, to top off its virtues, the refreshing pink blooms, if allowed to remain on the bush, retain their clean color until completely faded.

**SCARLET KNIGHT** (Plant Patent applied for), also from the House of Meilland is a striking new grandiflora which fills the need for a fine scarlet in this class. In fact, it is the first scarlet grandiflora ever to win an AARS award. The brilliant color of this rose will attract attention wherever it may be used in the garden and its admirers will be many.

The rich, velvety scarlet of Scarlet Knight does not blue with age and from well shaped buds the classic, high-centered, four to five inch flowers are borne two or three to a stem in true grandiflora fashion. Occasionally there is a single bloom but, single or multiple, they make excellent, long-stemmed cut roses. This winner produces large quantities of blooms throughout the season, all possessing a light, persuasive fragrance which adds to their attractiveness. The vigorous plants are medium to tall, of an upright habit, with strong stems that hold the gleaming blooms high. The plentiful supply of attractive bronze-green foliage, turning a rich, leathery green with age, has an excellent disease resistance.

Coming from a union of (Happiness x Independence)

x Sutter's Gold, Scarlet Knight will adapt itself to any garden placement which calls for a rather tall, full rose with brilliant flowers.

**EUROPEANA** (Plant Patent No. 2540), an origination of G. de Ruiter of Holland, and as vivid a colored floribunda as has come into the garden in many a year. Europeana has just about everything a floribunda should have — brilliant coloring, excellent plant form and masses of blooms produced all season long in tremendous clusters of satiny crimson. The blossoms hold their color well in virtually all kinds of weather and, when cut and brought indoors, a single spray makes a mass display that will last for a week without fading. The individual roses are double, of 25 to 30 petals, and the tight, pointed buds open into delightful, cup-shaped flowers of good substance.

The plant of Europeana is low, compact and well-branched. The lustrous green foliage makes a perfect background for the masses of bright crimson flowers. It is a true landscape or bedding everblooming floribunda that will give complete satisfaction to all who plant it.

All three of the 1968 All-America award winners will be available this spring in most nurseries, garden centers, garden departments of the larger stores, as well as in the catalogs of the nursery mail order houses. You will find them offered as bare root roses or canned or packaged for you to choose from, depending upon your individual tastes and needs.

Francis' first efforts were unsuccessful, but the crosses he made in 1932 produced a few promising seedlings. In 1935 he sent five new varieties to The Conard-Pyle Co. in the United States. From these, one yellow hybrid tea was selected as worthy and introduced in the United States under the name GOLDEN STATE in the fall of 1938.

In 1937 he sent eight new varieties and one was chosen, given the name GOOD NEWS, and introduced in the fall of 1940. It still ranks as an excellent rose.

After World War II began it was difficult to send roses to the U.S.A., but in the spring of 1941 Francis succeeded in getting twelve new varieties delivered. Included was a variety identified by the number 3-35-40. In fall 1945 it was put on the U.S.A. market under the name PEACE. I still have a clear recollection of the first bloom of PEACE I saw in the trial grounds in the fall of 1941. My instant thought was, "That rose is a winner", but little did I realize how famous it was to become.

Not only did PEACE become accepted in the U.S.A. as the finest rose produced up to that time, but it proved to be an excellent variety in practically all countries of the world where roses are grown. PEACE has been extensively used by the Meillands and other hybridizers in breeding new varieties and may be found as one of the ancestors of many of our finest roses.

It is very true that the creation of PEACE so early in the career of Francis Meilland was good luck. Any creation of a new plant variety is to a considerable extent a matter of luck, but, in the case of PEACE, that luck was ably abetted by Francis in his selection of parents for his cross that had the basic qualities capable of producing such an outstanding rose. The creation of PEACE was the first real indication of the genius which Francis was to display in later years as a creator of new roses.

In January 1939, he married Louise Paolino, the daughter of a grower of roses and other cut flowers for the Paris market. Louise soon became her husband's assistant in the hybridizing and, with Francis' father, Antoine, they worked as a team of three in hybridizing and selecting the best new varieties for the rest of Francis' life.

Francis died in 1958 when only 46, and at the height of his career. His son, Alain, only 18 years old at the time, was left to become head of the business. Fortunately, Alain had grown up in the rose business and had been his father's helper when scarcely old enough to stand alone. I recall one evening in the Meilland home when a group talked about roses, 15 year Alain spent the entire evening lying on the arm of his father's chair, completely absorbed in the discussion. Once, when I was driving through the nearby city of Cannes with Alain, we passed a large old forbidding looking brick building and Alain remarked, "That's the prison where I spent four years." To my question, "What do you mean?" he replied, "That's where I went to school." He much preferred work among roses to school.

The Meilland family business is still carried on by a team of three and they are breaking in a fourth member — Alain's wife, Marie-Helene. Alain is the director, Louise, chief hybridizer, and Papa, now 83 years old, supervises culture and advises in selecting the best of the new plants.

Such is the background of a rose that received an All-America Rose Selections award this year — a hybrid tea which has been named MISS ALL-AMERICAN BEAUTY and is worthy of taking its place in any beauty parade. Hybridized by Louise Meilland in 1956, the seed parent was Chrysler Imperial, one of the finest red roses, and the pollen parent an unnamed seedling from a cross of Independence x Peace.

MISS ALL-AMERICAN BEAUTY has excellent vigor, growing usually from 4 to 4½ feet high, is well-branched and of good plant habit. The buds are medium long, opening to large 50 to 60 petal blooms up to five inches across. Their lasting quality is excel-

## Colorful Floribunda Roses

Floribunda roses, long the favorites of European gardeners, are constantly growing in popularity here in America. Since the first floribunda roses were introduced to this country in the 1930's, interest and sales have increased with each year. Last year alone almost eight million floribunda roses were planted in American gardens. All-America Rose Selections, Inc., the national rose testing organization, recognized from its beginning the important value of floribundas and included them in competitions for the highly prized All-America Awards given to the best new roses of each year.

The word "floribunda" means literally "an abundance of flowers". While the blooms of a floribunda rose are usually smaller than those of a hybrid tea rose, they are borne in great quantities throughout the growing season. This profusion of bloom makes them especially effective wherever a colorful display is needed. While individual floribunda blooms may not be as gracefully sculptured as those of the hybrid tea, they are most attractive in their own right and are often used for flower arrangements. One particular appeal of floribundas is their ability to provide dozens of roses for arrangements while still retaining masses of flowers on the plant to continue their colorful garden display.

The growing popularity of the floribundas is due in part to their great versatility in garden uses. Here is just a sampling of planting ideas: mass placement in areas such as the center of driveway circles; mix with other woody plants along the house foundation; plant in borders with perennial and annual flowers; plant in tubs where they become portable gardens, ready to be moved onto your porch or by your front door; use rows of floribundas along sidewalks as edgings; along property lines as hedges; line the sides of a terrace; eliminate headlight glare by planting floribundas along parking areas; select groups of three or five plants of the same kind in place of flowering shrubs which have such a short period of bloom. They can also be used in a rose garden with roses of other types or in beds of their own.

Since 1938 when the first All-America rose competition began, nineteen floribundas have been selected for All-America awards. Each of these All-America roses won in competition over a two year period in test gardens in twenty-six locations across the country. All have stood up to the honor bestowed upon them as All-America winners by becoming popular favorites with gardeners all over America, and many, such as Fashion, Circus, Vogue, Ivory Fashion, Fire King and Roman Holiday, have become classics in the gardens of the nation.

A new floribunda destined to take its place among the leaders is the 1968 All-America award winning floribunda, Europeana. Here is a rose that more than lives up to the fine qualities of its class and the tough standards set for All-America award selections. Europeana produces large clusters of vibrant deep rich red flowers which last for days on the bush and even longer when cut for indoor arrangements. The plants are compact, low and spreading almost as wide as high, ideal for all kinds of landscape uses. The lustrous green leaves are abundant, providing an attractive backdrop for the masses of bloom produced continuously from late spring till heavy fall frost. Europeana is just about the perfect floribunda.

There is a place in every garden for floribunda roses. If you must limit yourself to just one, the ideal choice is Europeana because its deep red color, freedom of bloom and vigorous, shapely plant are qualities that will make it an outstanding rose in any garden.

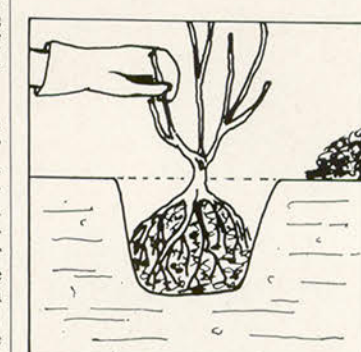
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## How To Plant Roses

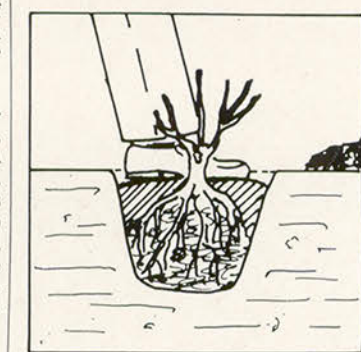
Planting roses properly requires neither skill nor experience. Simply follow the easy procedure outlined below. Essentials for success with roses are: good healthy plants, well prepared beds with good drainage and a minimum of at least a half a day of sunshine in the areas in which the roses are planted.



1. Well prepared, deeply spotted bed in well-drained area. Dig each hole 12" to 18" wide and as deep. Add a quart of peat moss or compost and mix well with the soil. Form blunt cone of the mixture in planting hole.



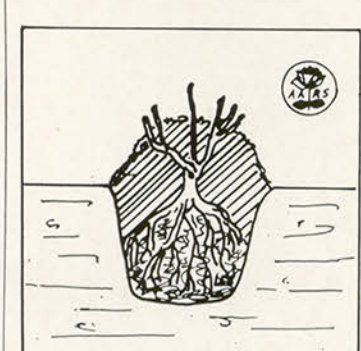
2. Prune all rose canes to 12" and remove any broken or injured roots. Position rose on soil cone so that bud union (swelling at base of stem) is just above the ground level after the ground settles in mild climates and about 1" below the surface in climates where winter temperature falls below freezing. Spread roots out in a natural manner down slope of mound.



3. Work in soil around roots to eliminate any air pockets. Firm soil about roots and add more soil until hole is three-fourths full, then firm with foot or tamper, using care not to injure roots.



4. Fill remainder of hole with water and allow it all to soak in, then refill. After water drains, see that bud union remains at proper level and fill remainder of hole with soil and tamp. Head canes back to about eight inches, making cuts one-fourth inch above an outside bud.



5. Mound soil around and over plant to height of eight to ten inches. This protects the rose canes from drying out. When buds break, gradually remove mound of soil — probably within a week or ten days. Loosen name tag so that it does not constrict cane. When vigorous growth starts, apply plant food according to manufacturer's specifications.

J-6 Glossy Photo or 1 Col. Mat

## PRODUCERS OF PEACE ROSE WIN 2 OUT OF 3 AARS AWARDS FOR 1968

### The House of Meilland, Hybridizers Extraordinary

By Sidney B. Hutton, Sr.

Alain Meilland, who, at the age of 27, heads the family business of creating new roses and arranging for their distribution over most of the world, can trace the family love of roses back for well over a hundred years to his great, great grandfather, Joseph Rambeaux, a gardener in the Parc Tete d'Or in Lyons, France. He became interested in hybridizing roses about 1850 and developed ten new varieties which, after his death, were put on the market by his widow and his son-in-law, Francis Dubreuil. Dubreuil was a tailor when he married Marie Rambeaux. When he became acquainted with roses, he found them more appealing than tailoring and shifted to rose growing and then to rose hybridizing. In the 30 years from 1884 to 1914 he introduced 64 of his own new rose varieties. In 1909 Dubreuil's daughter, Josephine, married

Antoine Meilland, first an employee, then a partner, and finally the owner of Dubreuil's nursery. Their only child, Francis, was born in 1912.

When still a boy, Francis Meilland showed a keen interest in horticulture. In 1929, when he was 17, his father and he were invited with other rose growers to visit Charles Mallerin, an amateur rose hybridizer who was just beginning to become known. Mallerin showed them the work he was doing in developing new roses and Francis later recalled that among the roses he saw was a bright yellow, destined shortly to become widely known as the outstanding yellow of its day — MRS. P. S. DUPONT. This visit to Mallerin was the real beginning of Francis Meilland's career. He became enthused over roses and, immediately upon his return home, started hybridizing.



Mme. Francis Meilland, originator of the two 1968 All-America award winners, Miss All-American Beauty and Scarlet Knight, inspecting new hybrid rose seedlings in the Meilland greenhouses at Cap d'Antibes, France.

J-4 Glossy Photo or 2 Col. Mat



Young hybrid rose seedlings being recorded by Mme. Francis Meilland at the famous House of Meilland, Rose Breeders, Cap d'Antibes, France.

J-5 Glossy Photo or 2 Col. Mat

lent. The blooms usually come singly on medium long, strong stems and are borne freely throughout the season. The color is a bright, luminous cerise pink which holds well throughout the life of the bloom. PEACE can truly be pleased with its grandchild.

Madame Louise Meilland and Alain visited the United States last year where she proudly presented her creation, MISS ALL-AMERICAN BEAUTY, at the Red Rose Rent Day celebration, West Grove, Pennsylvania on September 9.

On the same occasion, Madame Meilland presented her new grandiflora rose, SCARLET KNIGHT, also a 1968 AARS award winner. SCARLET KNIGHT is a vigorous plant of medium height, with an upright habit of growth, producing its roses in loose clusters of two to four to a stem. The well-shaped buds of deep red open to rich scarlet flowers 4 to 5 inches across, blooming freely through the season. A light fragrance adds to its appeal.



# The Rose King Who Made 'Peace'



G. MUNIER

Business is blooming for the Meilland family,  
champion rose-growers of the world

By GORDON GASKILL

"MEILLAND" reads the nameplate on the gate; a name which in the world of roses inspires the same awe as that of Rembrandt in painting, Einstein in science, Rothschild in finance. Here, on six acres in the heart of France's sun-drenched Cap d'Antibes, are grown world-famous—and profitable—new roses, varieties never seen before.

Lord of this special Eden is Alain Meilland, just 31, a short, dark,

intense young man, the fifth-generation head of a dynasty that has created some of the greatest roses of this or any other century. Contrary to what you may expect, there are no rose gardens here, just acres of blank-looking greenhouses, out of bounds to the public, filled with thousands of trial roses laid out in regimented rows.

"We're a rose laboratory, not a rose garden," Meilland explains.

Unlike other rose hybridizers,



Alain Meilland does not grow roses for the market: instead, every now and then he ships out a few bloomless twigs of a new hybrid. But these are worth their weight in gold, for they are dormant, ready for grafting—wonderful new roses he has created in as much as ten years' patient work.

Meilland himself is no dreamy-eyed flower-sniffer. His aim is simple: to create superb new roses, patent them, and then collect the royalties. A few other rose hybridizers can equal Meilland skills but none has matched his scale, scope and success. He estimates that nearly 70 per cent of all garden-rose bushes in the world now contain some strains of Meilland stock in their genealogy. Britain alone annually grows and sells nearly 14.5 million blooms of a single type of Meilland rose.

It was not always so. Meillands had been inventing roses for three generations before they achieved financial success. It was Francis Meilland, Alain's father, who was the Napoleon of this rose dynasty.

**Early Enthusiasm.** As a young man Francis became friends with one of America's great rose growers, Robert Pyle. Pyle, who had come to visit the modest Meilland acres just outside Lyons, made a deep impression on Francis and inspired a dream—to visit America and see how they grew roses there. With his family's reluctant consent, the 23-year-old youth went to New

York, bought a second-hand car and drove it 15,000 miles in two months, visiting hospitable American rose growers.

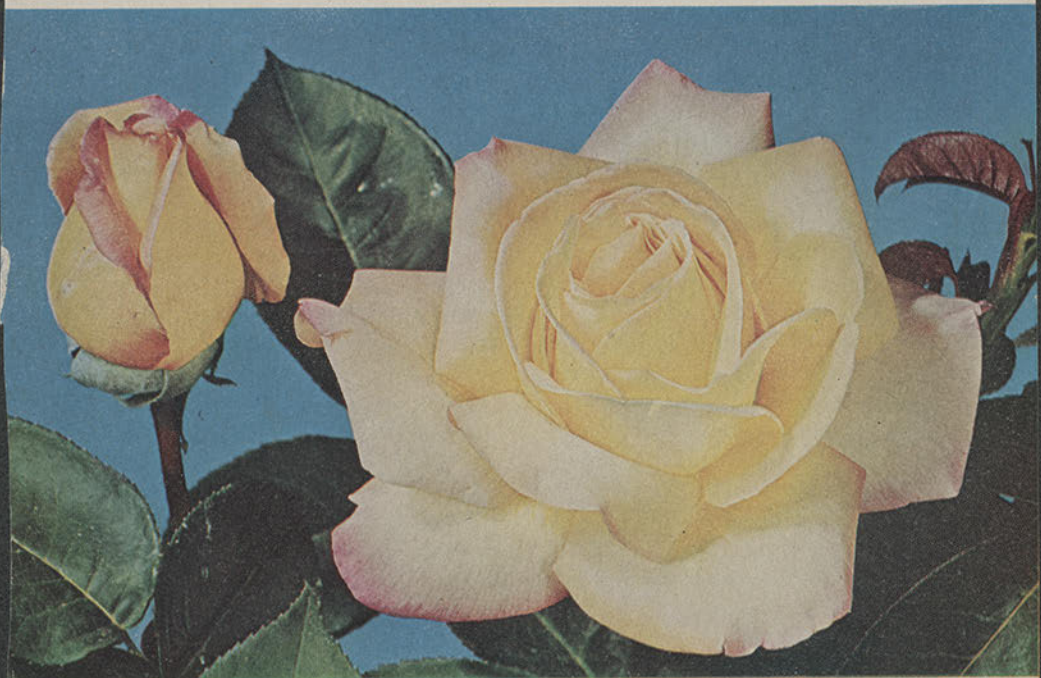
He returned to France bursting with new ideas, especially on marketing roses. Why not do as the Americans do, he argued: concentrate on about 30 of the very best kinds of roses and mass-produce them? He poured out a suitcaseful of American rose catalogues in glowing colour, comparing them to the drab black-and-white European catalogues. Wouldn't pictures like this sell more roses in France, too? Expensive, yes, but it was worth it.

His enthusiasm finally persuaded the family to gamble almost its last franc. But the new catalogues arrived in time for the 1935 season and French rose growers went wild over them—within 23 days all bushes were sold out. The Meillands were on their way to success.

Then, in 1939, something happened at which the Meillands still marvel. Rose No. 3-35-40, one of the thousands of roses born in cross-breeding experiments four years earlier, looked very special: its petals were a new golden colour fringed with pink. The blossom was enormous—six inches across—nearly half as broad again as any other known rose. Most other bushes gave only 12 to 18 blooms a year; this one, 25 or more. And it was almost miraculously resistant to weather, blight and insects.

Leading American and European





*"Peace," the world's most successful rose, is known in France as "Madame Meilland"*

rose growers liked 3-35-40, too, and asked for budded grafting stock when it was ready. But a few weeks later, the Second World War broke out and the international rose market was drastically curtailed. Fortunately, the American consul in Lyons was both a rose fancier and an acquaintance of Meilland's American friend Pyle. When he left for the United States in June 1940, a few 3-35-40 grafting stems were part of his diplomatic luggage. Then America entered the war and transatlantic communications shrivelled. For years the Meillands had

no inkling of what had happened to those precious stems.

At last, in September 1945, there arrived the most important letter the Meillands ever received. Robert Pyle wrote reporting that 3-35-40 had had incredible success in America. At his suggestion it had been dubbed *Peace*, a name supremely suited to the times. It had won all known prizes, plus an honour never before given any rose: a specially minted gold medal from the American Rose Society. Pyle added that he had, of course, patented the rose for them in



America. Sales had been enormous, making a fortune for both the Meillands and himself. Their share of accumulated royalties to date amounted to 40 million francs (then worth about £200,000).

Telling me this story, Alain Meilland plucked a huge *Peace* blossom, twirled it thoughtfully and said: "My father and grandfather made this rose—and this rose made us. We owe everything to it." No rose, before or since, ever had such a triumph. Within the first five years, some 20 million *Peace* bushes were growing throughout the world.

**Wider Horizons.** Largely financed by the *Peace* windfall and its continuing royalties from America, the Meillands began to expand and, in 1949, left Lyons for the sunny Cap d'Antibes. But royalties came only from America. Other countries were growing *Peace* too, paying the Meillands nothing for it.

"My father began reading patent law books," Alain recalls. "Then he employed some good lawyers and in June 1949 applied for a French patent on a new rose he had created." French authorities, after scratching their heads for nearly two years, issued him the first plant patent ever granted outside the United States. Thanks to patent protection—ranging from 15 to 20 years in different countries around the world—a successful new rose suddenly became a very valuable property.

To the layman, it would appear

difficult to patent a rose, for doesn't one red rose look pretty much like another? Not to rose experts. Patent grants can describe a rose in incredible detail: just how the petals are, or are not, cupped; whether the petals fall off cleanly or not; the exact shade of green of the leaves, and even the stems, at various stages of growth. Colours can be subtly pinpointed according to thousands of scientifically recognized shades.

Today an organization known as Universal Rose Selection presides over a kind of invisible rose empire. Its network of exclusive Meilland agent-partners, one to each of its 22 member countries, including Britain, girdles the globe. URS members not only market Meilland roses exclusively in their countries but also test-grow them to make sure they flourish as well in, say, Australia or Denmark as they do in their native France.

**Seal of Approval.** Another important function of URS members is to meet every year to turn thumbs up or down on the new roses Alain Meilland has concocted. Millions of pounds may depend on their vote—and it must be unanimous.

They vote on two quite different categories of roses: the amateur's or garden rose, which must be pretty, fragrant and tough (like *Peace*), and the professional rose that florists sell. The second is infinitely harder to create. On average, Meilland tries out 25,000 different hybridizations



before he gets one *garden* rose that pleases him—but must try 400,000 or more to find a successful *cut* rose.

Why the enormous difference? Florists want qualities that amateurs don't care about. Since they grow roses in greenhouses, they're not so much worried about resistance to weather, blight, insects and lack of care. They have special demands, including fast growth, long stems and extended vase life.

**Rainbow Range.** The one quality sought for *both* categories of roses is colour. All roses used to be white, yellow, pink or red. Meilland and other hybridizers, tinkering with nature, have created roses once never dreamed of and which, with a little artistic licence, are called gold, chocolate, mauve—even green and black (actually a deep velvety red that looks black in a dim light).

What about the long-awaited *blue* rose? "The really blue rose will come," Alain says firmly. For him, this means endless, patient experimenting. Every spring he presides over 20,000 "marriages" between carefully chosen parent roses selected by him and his widowed mother Louise, who's been match-making roses since she was a small girl.

The chosen bride-roses are kept virginal by paper cups wrapped around the blossom until the wedding—which always takes place on

a windless spring morning. Otherwise the slightest breeze might waft in some unwanted adulterous pollen. For an instant the paper cap is removed, pollen from the chosen groom-rose is brushed on to the damp stigmata, then a second paper cap is immediately put on.

From the "children" of these marriages Meilland will choose 100,000 seeds, each of which will produce a new rose plant. Over the coming years he will ruthlessly dispose of most of them, saving only those that satisfy his rigid standards. Eventually his URS supreme court will meet to select perhaps four or five varieties for propagation; the rest will be destroyed.

Meanwhile, Meilland triumphs keep piling up. No other rose hybridizer has come even near holding so many rose patents or winning so many prizes, titles and honours. Last year Alain successfully launched a new Meilland winner; a cut rose named *Sonia* (known as *Sweet Promise* in Britain) after his first child.

It's an old tradition to name roses after members of the family. "We're reserving my father's name," Alain says thoughtfully, "for something truly special. *Francis Meilland* can be only a great, a really great rose. Perhaps—who knows—the blue rose."

### *Relative to Man?*

CARD in shop window: "Good home wanted for Staffordshire bull terrier. Almost human, but otherwise sound."

—*Evening Standard*, London



# The Viking Isle of Man

By JOHN ENNIS

Exploring this ancient kingdom takes you into a land of legend and fantasy



*Peel Castle and a fiery sunset make a striking backdrop for the annual pageant re-enacting the first landing of the Vikings*

SET LIKE a rich-hued jewel in the Irish Sea, named after the mist-shrouded Celtic sea-god Manannan, governed by a 1,000-year-old Viking parliament, haunted by trolls and giants, the independent Kingdom of Mann\* bewitches the visitor with a kaleidoscope of history and colour.

Looking down from the island's heather-purple peaks, you can clearly see how glaciers and once-torrential rivers sculpted the land below. Storm-lashed promontories glowing with sea pinks still bear the defensive forts of past generations. On lower slopes, in green fields hedged with carmine-belled fuchsia and the molten-gold blossom of gorse, dramatic mounds mark the graves of Stone Age men, Celts of St. Patrick's early Christian church, and Viking chieftains buried with ship, horse, dog, sword—and sometimes a sacrificed girl—to take with them to Odin's halls.

For our visit to the Isle of Man, my wife and I chose the end of May. At Liverpool, we drove aboard *Ben-My-Chree*, one of the eight sturdy ships of the 140-year-old Steam Packet Company, for the 75-mile, four-hour voyage.

As we approached Douglas, we were dismayed to see only thick sea-fog. Beside us at the rail, a Manxman smiled. "Manannan's mantle," he said. This legendary sea-god, we learned, jealous of

\* Traditionally spelt with double N except in the phrase "Isle of Man." In the old Celtic language of Manx, the island is "Ellan Vannin."



## THOUGHTS OF AN EXHIBITOR WHILE ENTERING ROSES

BY OLIVE BATTAGLIA

Wouldn't it be fun, if there really was a special section for split and confused centers — I bet that would throw those smart judges into a tizzy — and that's one section where I would really shine. Well, I guess I better get some of those nice vases, like those people have, Oh I know they are not judging containers, but I sure would like to win something other than a red ribbon, for a change, and that could probably do it. Oh, now they are all gone — and to think that I got up a six this morning to get here early. Now what should I do with this one? Entry card to fill out, and how in the world do you spell Henri Guillot? You say it's Madame Henri Guillot? Madame, indeed! Those French! Oh, it's comparable to Mrs? Well, I don't know why I am worrying about how to spell it — I can't even pronounce it. This one looks good, but what happened? It's too far open, but I'll fix that, just let it sit here in the sun a few minutes, and it will be just right for the full blown section. Oh, Good Grief! Didn't I bring five out of this variety? Sometimes I wish my husband would come and

help me, but after that year when he entered 13 roses in that vase that should have held 12, he has taken a very odd attitude, of course I was angry, wouldn't you have been? But the things he said — concluding with — from now on include me out. Now, where was I? Do you mean that I could have entered "High Esteem?" Now they tell me — doggone it — I wonder if I have time to go home and get it — Mine sure looks a lot better than that entry they just took in. Oh well — what! — only ten minutes till entrys close? Does this go into pink blends, or bi-colors? I'm sure that I have never seen an insect like that one in my garden, I'll bet those other people brushed it onto my blooms when I was making out my card. Some one just asked me if I had my manicure scissors. That's the trouble with some folks, worrying about their finger nails at a time like this. Well, that does it, you roses are on your own. Take 'em away. My feet hurt, and I sure could use a cup of coffee. I wonder if I did spell Mme. Henri Guillot, correctly.

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## STORY OF THE ROSE "PEACE"

By Mme A. Meilland

Editors note: Mrs. Fred Edmunds, Sr. has given us permission to reprint the Story of the Rose "Peace" sent to her late husband by the great hybridizer, Francis Meilland of France. So many versions of the parentage of Peace have been printed, we feel privileged to bring you this article. The accompanying letter to Mr. Edmunds, dated February 4, 1953, says in part, "I agree entirely with you when you say that one of the best side of the rose-growing is the friendship found with the rose-lovers themselves all over the world."

On looking through one of our notebooks whose pages were already yellowing, we came across, under the date 15 June, 1935, the traces of what might be described as "the first pollen-charged brush-stroke which gave rise to "PEACE" (Mme A. MEILLAND), the rose we consider to be one of the very best we have ever produced.

It was inscribed under the number 3-35-40 which means that the combination which produced it was the third we made in 1935, and that it was the fortieth of the 50 subjects which had received favourable notice before we budded a few eyes from the small original plants.

The data in our note-book tell us also that 55 flowers were fecundated under precisely similar conditions, and that, from these, 52 hips were obtained, whose seeds during the following year produced 800 little plants. The female-rose in "PEACE" (Mme A. MEILLAND), was "JOHANNA HILL," the male-rose was an unknown seedling inscribed under the number 103-32-A, and came from "CH. P. KILHAM" fecundated by "MARGARET MCGREDY." What was our object in making this crossing? The principal idea behind the 103-32-A crossing is still very clear in our mind, in spite of the inter-

val of 20 years. At that time we were looking for a way of producing a resistant foliage and winter hardiness in copper-coloured roses, and that was why we chose "MARGARET MCGREDY" which we much admired for its qualities as a strong, hardy plant.

"CH. P. KILHAM," on the other hand, was an excellent female which we knew to be capable of transmitting its own characteristic shape and colour to its progeny.

From this cross between "CH. P. KILHAM" and "MARGARET MCGREDY," sprang a vigorous rose with a bi-coloured flower and extremely brilliant colour, whose shape, however, left something to be desired. Its flowering also, was most capricious, sometimes quite magnificent, at others frankly ugly. At one moment indeed, we seriously considered the idea of disseminating this variety which we had been subjecting to a most rigorous selection, but we finally abandoned this idea as we judged that our original object had not been attained. Since then, but not before we had used it successfully as the male progenitor of the rose "PEACE" (Mme A. MEILLAND), we have lost this variety; we regret this at times because it would have been useful to us in the pursuit of certain problems. The object we had in view with the "JOHANNA HILL x (CH. P. KILHAM x MARGARET MCGREDY) cross was to produce a new rose of great hardiness, with very long shoots and with a robust and decorative foliage, similar to that of "MARGARET MCGREDY." As for its colour, this would no doubt vary between yellow and a bi-coloured red and yellow, in other words it would have a pretty wide range.

Experience having proved that the characteristics conditioning the shape of "OPHELIA's" flowers were dominant, and reproduced themselves in



its progeny as, for example, in "JOHANNA HILL," we decided that this rose was the best variety to use, because of its fairly pronounced yellow colour. This rose possessed the added advantage of developing a quite exceptionally erected vegetation, of being extremely hardy, and of producing buds, in every way, as well-shaped as those of "OPHELIA."

Such were the conditions governing the choice of begetters of the future rose "PEACE" (Mme A. MEILLAND).

We still have a very clear picture in our minds of the exact place in the seedling-frame occupied by the original plant of "PEACE" (Mme A. MEILLAND) among so many others whose colours varied from yellow and pale pink to more brilliant copper and some bi-colour red flowers, but these last rather rare.

It was not very sturdy, this little 3-35 plant, and there was nothing about it to attract attention. It was during

the Summer of 1936 that a few eyes were budded for the first time. Budding certainly took place very early in the season because about October 10, as my father and I were walking past the budded plants, we noticed their glossy foliage surmounted by large buds just about to open.

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osis; its stems, moreover, were much more thorny. Some years later plant no 3-35-41 was definitely set aside in favour of its sister 3-35-40 which was the only plant chosen from this cross.

In June 1939, this plant proved the great revelation of the season, and attracted the most attention among visitors.

During that summer buds were sent to Germany, Italy and the United States. As we had no distributor in England at that time, buds might not be sent to that country until the following year.

With brutal suddenness, war broke out the third of September 1939 and all communication with Germany ceased. After the invasion of June 1940, the same thing happened with Italy and then with England. The result was that the German firm which was to have distributed this rose 3-35 40 put it on sale under the name "GLORIA DEI," and the Italian firm sold it under the name "GIOIA." In France, my father and I decided to dedicate this rose to the memory of my mother, Mme A. Meilland, who had died a few years previously.

Before being admired by rose-lovers under its proper name, 3-35-40 was particularly admired in Antibes where we were engaged in its propagation. The Conte de Martel, French High Commissioner in Syria at that time, was our neighbour. Accompanied by the Comtesse de Martel, the Duke of Windsor expressed a desire to visit our glass-house and open-air plantations, and spent over an hour doing so. He was most enchanted by 3-35-40 and said, to use his own words: "I have never seen another rose like it. It is certainly the most beautiful rose in the whole world."

Until June 1945, we had not the least idea as to what had become of this rose in the United States. It was only then that The Conard Pyle Co. told us of the successful experiments it had been making in cultivating it, and that, in agreement with certain other rose-growers of repute, it had been decided

to call it "PEACE," to symbolize, as it were, the happy event which was to mark the end of the trials and suffering which the world had been experiencing for five years.

The ceremony at which "PEACE" was baptized took place under the auspices of the American Rose Society, after several months' notice of the event had been given. The date had been fixed for 29 April, 1945, by an extraordinary coincidence, was also that of the fall of Berlin.

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This is the PEACE ROSE which was christened at the Pacific Rose Society exhibition in Pasadena on the day Berlin fell.

We hope the PEACE ROSE will influence men's thoughts for everlasting WORLD PEACE.

#### AMERICAN ROSE SOCIETY

Dr. Ray Allen, Secretary  
Harrisburg, Pennsylvania, U.S.A.

We shall never forget all the emotions we have experienced by the creation of this rose. The enthusiasm with which it has been received everywhere allows us to speak of it with the conviction that it is really the best rose we have produced.

If circumstances have decided that it should be known by different names in different countries, this at least is true that each of these names reminds men of good will that the love of flowers, and in particular with admiration of this Rose will for ever provide them with the occasion to praise God, with "GLORIA DEI," to face life with a smile, with "GIOIA" to wish for peace, with "PEACE" and, as far as we ourselves are concerned, to perpetuate a loving memory, with "Mme A. MEILLAND."

Francis Meilland





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Hybrid Tea Rose

**PEACE (Mme. A. Meilland)**

Plant Pat. 591


**PLATE NO. 5A**




Hybrid Tea Rose

## PEACE (Mme. A. Meilland)

Plant Pat. 591

All-America  Rose Selections Award Winner  
Suggested Catalog Descriptions

The most distinctive Rose introduction in many years. The buds, of fresh, bright yellow edged with carmine, open to magnificently formed blooms of soft, clear yellow, each petal edged with pink. Although the bloom is unusually large, double and long-lasting, the dainty, clean and sparkling colors give it an almost ethereal loveliness. Vigorous, upright plants with strong stems and heavy, luxurious foliage. If you have room for only one new Rose in your garden this year, be sure this is the variety you select.

PEACE (Mme. A. Meilland). Plant Pat. 591. This glorious Rose is almost unbelievable in its beauty, size  and lasting qualities. The buds are golden yellow enlivened by a flush of vivid pink at the petal edges. These buds open slowly, giving long-lasting blooms that show delicate tints of yellow, pale gold, cream and ivory blending on each petal to a lightly ruffled edge of pink.

The colors vary, and the change of tints is an enchanting thing to watch, as it differs from day to day and from flower to flower but is always beautiful and always in harmony, like the different, shimmering colors of a rainbow. Though the very double bloom is huge, it is constantly fresh looking, and its coloring always gives an effect of delicate loveliness even in the fully open flower, which actually is just as beautiful as the half-open bud and even more exciting!

The final miracle of Peace is that the plant is as remarkable as the blooms, with long, straight, magnificently strong stems and handsome, shining dark green foliage. The blooms come in glorious succession and hold their form and freshness remarkably.

### Some of the Leading Awards Received by Peace:

- 1941: Peace won the Gold Medal of the National Horticultural Society of France at its first showing.
  - 1942: "Most Beautiful Rose of France" award.
  - 1944: Gold Medal Certificate, Portland, Oregon, Test Garden.
  - 1946: All-America Rose Selections award with the highest score ever given any Rose.
  - 1946, 1947, and 1948: Rated 9.5, 9.4, and 9.6, respectively by votes of the many members of the American Rose Society reporting.
  - 1947: In England, Peace received the Royal Horticultural Society Award.
- Peace won 30 highest honors, that we heard of, in various Rose shows in this country its first year (1947). Reports to date indicate that it has continued to be Queen of the Rose Shows.





#### EDITOR'S NOTE:

All stories and illustrations may be reproduced without restriction. Glossies of Aquarius, Command Performance, and Redgold are enclosed with this clip sheet. Glossy photographs of the other illustrations and mats of all illustrations are available. Please indicate your needs on the enclosed postage-paid reply card.

Your special requests regarding All-America Rose Selections are welcomed. Write, wire or phone collect: All-America Rose Selections, Press Office, P.O. Box 218, Shenandoah, Iowa 51601.

# ALL-AMERICA ROSE SELECTIONS SPRING ROSE NEWS

#### EDITOR'S NOTE:

For Sunday Magazine Sections and ROP color. Excellent 4"x5" color transparencies of Aquarius, Command Performance and Redgold are available free on a loan basis. ROP COLOR MATS and REPRO PROOFS of the winners are also available. Kindly indicate your request on the enclosed postage-free reply card.

Vol. XI, No. 1

Prepared by All-America Rose Selections, George E. Rose, Director of Public Relations, P. O. Box 218, Shenandoah, Iowa 51601. Telephone 712/246-2884

May, 1970

## TRIO OF ROSES WIN 1971 ALL-AMERICA AWARDS

Three new and outstanding roses, AQUARIUS, pink and red grandiflora, COMMAND PERFORMANCE, bright orange hybrid tea, and REDGOLD, yellow-orange floribunda, have been named as winners of the coveted AARS awards for 1971.

Two of the winners are the products of American hybridizers — AQUARIUS by Dr. David Armstrong, and COMMAND PERFORMANCE by Robert Lindquist. The third All-America winner, REDGOLD, was hybridized in Ireland by Dickson and has already won a Certificate of Merit of the Royal National Rose Society, Victoria, Australia.

These three roses have gained All-America Rose Selections awards after spending two years in intensive trials in 23 official Test Gardens of AARS scattered throughout the United States. In these gardens they competed with many other outstanding rose hybrids of American and foreign origin — the cream of the crop of the rose world. All entrants are known throughout the two-year trials by number only and all have an equal chance of winning an award.

Beauty alone did not win AARS citations for these roses. The rules of the All-America Rose Selections rose trials also require exacting scoring in quality of plant, quantity of blooms and length of blooming, disease resistance, hardiness, vigor and many other important characteristics. A weakness in any one of these categories would be fatal to the prospects of an entry in the trials.

It is therefore to be expected that these three winners, AQUARIUS, COMMAND PERFORMANCE and REDGOLD, will give satisfactory results in just about any area in the United States or Canada where roses are ordinarily grown.

Plants of the three 1971 award winners will be offered in limited quantities for the first time this fall at leading nurseries and garden centers and from the major mail order rose specialists. They will be labeled with the green and white oval AARS tag which distinguishes them as the All-America Roses for 1971.

AQUARIUS, COMMAND PERFORMANCE and REDGOLD will be featured rose varieties next spring in every nursery and mail order house across the United States and Canada.

#### AQUARIUS (Plant Patent Pending)

This new All-America award winner for 1971 is exceptional in several respects. The color pattern of the open flower is unique among roses. The 30-35 nicely arranged petals are of a light pink, tastefully and markedly brushed with deep pink at the margins, thus offering a most pleasing color contrast.

The perfect, urn-shaped buds, rather long in proportion to their width, are of medium size for the grandiflora class. They are produced in great quantities on long, strong stems, excellent for cutting and show purposes.

The blooms of AQUARIUS are of the useful medium size, ranging from 3 1/2" to 4 1/2" in diameter, depending upon the season and area in which the plant is grown. The mildly fragrant roses are usually produced on single stems, occasionally in long-stemmed clusters, on tall, vigorous, rather slender plants. The flowers are borne continuously and are long-lasting on the bush, usually from seven to nine days. The plants of AQUARIUS bear attractive, heavy, semi-glossy foliage with average resistance to disease and are heavily set with the showy, beautifully imbricated, light to deep pink blooms.

AQUARIUS was originated at Ontario, California by Dr. David L. Armstrong. The parentage of this winner is (Charlotte Armstrong x Contrast) x (Fandango x World's Fair x Floradora). Brilliant parents create brilliant offspring.

#### COMMAND PERFORMANCE (Plant Patent Pending)

An exquisite, fluorescent, orange-red hybrid tea with graceful,

## Aquarius, Command Performance and Redgold Receive Nation's Highest Rose Honors

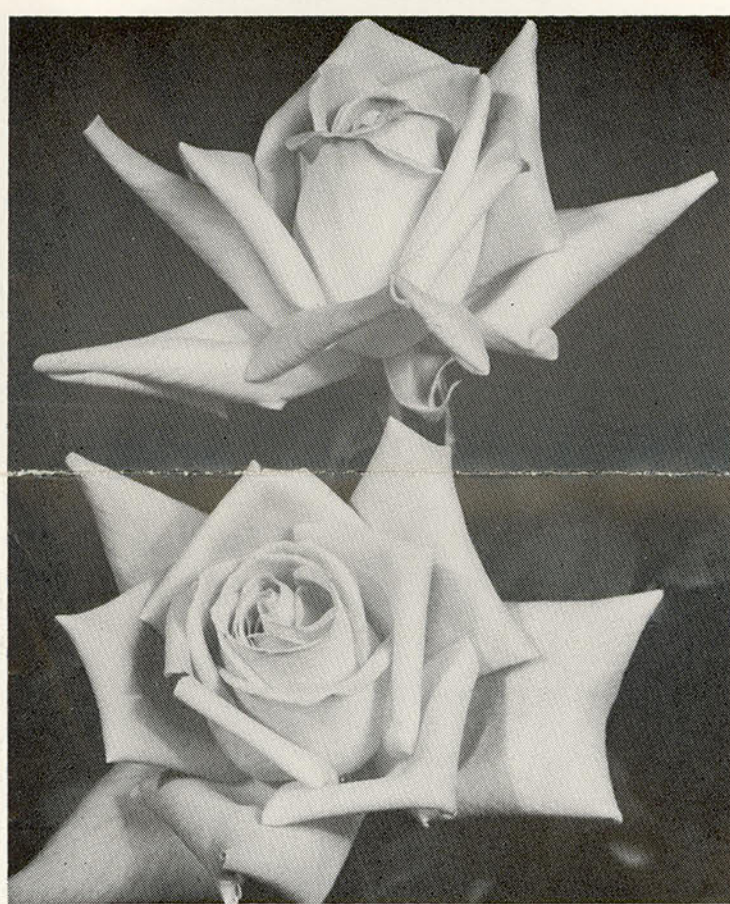
#### AQUARIUS



AQUARIUS (Pat. Pending) This grandiflora receives All-America award for 1971 for its beautifully marked pink blooms and tall, vigorous growth.

P-1 Glossy Photo or 2 Col. Mat

#### COMMAND PERFORMANCE



COMMAND PERFORMANCE (Pat. Pending) Exquisite orange-red, delightfully fragrant blooms on a compact, shapely plant won 1971 AARS honors for this new hybrid tea rose.

P-2 Glossy Photo or 2 Col. Mat

#### REDGOLD



REDGOLD (Pat. Pending) Fiery bi-color floribunda. Its brilliant chrome yellow and hot red blooms massed on a low, bushy plant made a 1971 All-America Rose Selections award for Redgold a foregone conclusion.

P-3 Glossy Photo or 2 Col. Mat

shapely buds, opening to high-centered, many petalled, star-shaped flowers. The brilliant coloration of COMMAND PERFORMANCE is maintained throughout the season, even during the hot summer weather, due to the heavy and durable texture of the petals.

The lovely flowers have an appealing "old fashioned rose" fragrance which persists throughout the life of the blooms. The roses are borne on long, strong stems and are equally spectacular in the garden, or a flower arrangement.

The plants are vigorous, tall and well branched, holding up their many blooms so that their beauty and fragrance may be admired at close range.

COMMAND PERFORMANCE will give satisfaction to both the amateur and the professional and truly is an outstanding addition to the list of All-America Rose Selections award winners.

#### REDGOLD (Plant Patent Pending)

This fiery bi-color floribunda can be spotted a half a block away — the color contrast looks almost too brilliant to be real. The deep, chrome-yellow chunky buds open slowly to flowers of the same intense coloring, gradually acquiring brick-red edges which continue to darken as the flower opens. When the flowers of REDGOLD have unfolded to their full two-inch diameter, the

blooms then take on a glowing orange hue and the petal edges become hot magenta.

The abundant blooms are carried on eight inch stems singly, or in clusters of 25-30 petalled flowers, like small, slightly fragrant tea roses. REDGOLD holds both form and color well over a week when cut, or for the same length of time on the bush.

The plant of this floribunda averages 2-2 1/2' in height, is very compact, with an abundance of medium green foliage. REDGOLD will serve well as a brilliant ornamental in the rose garden as a low, compact, colorful hedge, and will be excellent for all types of landscaping purposes and mass effects.

## THE STORY OF PEACE ROSE RETOLD

In this year of strife and turmoil, a garden of Peace rose has been planted in Osaka, Japan on the grounds of Expo-70. At the conclusion of the World Fair, this Peace rose garden will be maintained in perpetuity as a lasting symbol of world peace.

We are here reprinting from an article by Francis Meiland, hybridizer of the rose, Peace, the story of its origination (Francis Meiland died in June 1958).

"On looking through one of our notebooks whose pages were already yellowing, we came across, under the date 15th June, 1935, the traces of what might be described as the first pollen-charged brush-stroke which gave rise to 'PEACE' (Mme. A. Meiland), the rose we consider to be one of the very best we have ever produced.

"The object we had in view with the Johanna Hill x (Ch. P. Kilham x Margaret MacGregory) cross, was to produce a new rose of great hardiness, with very long shoots and with a robust and decorative foliage; similar to that of 'Margaret MacGregory'.

"We still have a very clear picture in our minds of the exact place in the seedling-bench occupied by the original plant of 'PEACE' among so many others whose colours varied from yellow and pale pink to more brilliant copper, and some bi-coloured flowers, but these last rather rare.

"It was not very sturdy this little 3-35 plant, and there was nothing about it to attract attention. It was during the summer of 1936 that a few eyes were budded for the first time. About October 10th, as my father and I were walking past the budded plants, we noticed their glossy foliage surmounted by large buds just about to open.



PEACE — All-America award winner for 1946 and one of the most beautiful roses the world has ever seen.

P-4 Glossy Photo or 2 Col. Mat

"Under the influence of extremely favourable conditions during that Autumn of 1936, these buds produced flowers quite marvellous in shape and size with a greenish tinge, warming to yellow, and progressively impregnated with carmine round the edges of the petals. Systematic study of the fifty subjects obtained from the eight hundred seedlings showed nothing of great interest, with the single exception of the one marked 3-35-41 which was astonishingly like the one marked 3-35-40 with the difference that, on opening, the flower was flatter, its colour less intense, and its foliage less resistant with a predisposition to chlorosis; its stems moreover were much more thorny. Some years later plant No. 3-35-41 was definitely set aside in favour of its sister 3-35-40 which was the only plant chosen from this cross.

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Francis Meiland."  
Cap d'Antibes, France

## Rose Potpourri

Rose Potpourri is made of properly dried rose petals stored in a jar having a tight lid. Rosess properly prepared and stored will maintain their delightful fragrance for years. An ancient recipe for rose potpourri is as follows. It is of prime importance that the blooms be picked when they are newly opened before they have lost their scent.

Remove petals from newly opened roses and spread on cheesecloth or paper. Leave for two weeks in a warm, dry place — away from the sun. Then mix with a fixative, such as orris root or gum benzoin to capture the volatile oils of blooms and prevent them from evaporating. The fixative in powder form is available from the prescription department of most drug stores.

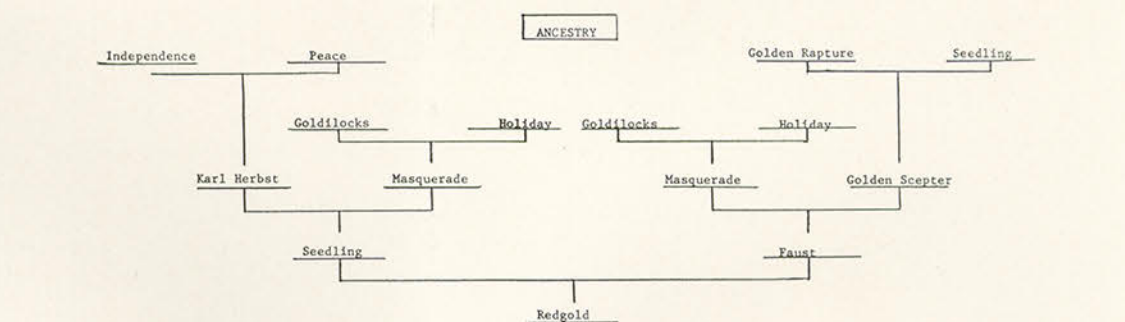
A simple recipe for a pot pourri blend of fragrance is as follows: Use one quart of cured rose petals, 1/2 teaspoon each of crushed nutmeg, crushed cinnamon, crushed cloves, crushed allspice, 1 cup dried thyme, 1/2 cup powdered benzoin and 1 gram rose oil, if desired. Mix all ingredients well and store in an airtight container in a dark place for about two months. The mixture will then be ready to use and can be transferred to decorative jars.

These directions were given by Bonnie Roberson in the 1962 American Rose Annual.

## Spraying Your Roses

An all-purpose rose spray for insects and diseases should be used once every ten days from the time the leaf length is about two inches long. We would recommend spraying rather than dusting because the coverage is usually better. Dust may be used, though it should be applied early in the morning, or in the evening when dew is on the plants. Otherwise it will not stick.

—From the Bulletin of the Jackson County, Missouri, Rose Society.



The Ancestry Chart of the new AARS 1971 award winning floribunda, REDGOLD, as reported by Pat Dickson of Ireland, the hybridizer, shows some outstanding parentage for this rose. With ancestors like Peace, Golden Rapture, Masquerade and Golden Sceptre, it is no wonder this new hybrid won All-America honors.

P-5 Glossy Photo or 3 Col. Mat

## Cutting Roses for Delectable Roses — To Eat Indoor Use

Cutting roses for indoor use is an art, but it helps if you remember that cutting a flower for a bouquet or removing spent blooms really amounts to pruning. When pruning is correctly done, the result is healthier and larger plants and increased flower production.

When cutting off a flower, never leave a stub and never twist off a faded bloom because, in either case, the stem dies back to the first node. The leaving of a jagged wound is exposing the injured plant tissue to fungus which are ever present and waiting to grow in the wound. Roses may be cut with fairly long stems from established plants, as this keeps the bushes low and well branched and eliminates the tendency for tall, leggy plants that result when flowers are cut with short stems from the top of the plant. Only roses with short stems should be cut from new plants the first year they are set out.

Do not cut too severely on any rose bush, however, because the loss of a really large quantity of foliage puts a strain on the plant. It takes from five to seven leaves (not leaflets) to manufacture enough food for each bloom, so leave the plant enough foliage to grow and produce blooms in a normal manner.

Here are some recipes for making jam, syrup and cookies from the petals or seed hips (fruit) of roses. You may cut the blossoms in any stage, right up to the fully opened flower, but three-quarter open to just fully opened blooms are best. Be sure there is no spray residue on the petals or hips.

#### ROSE RUGOSA JAM

Wash 2 cups of Rosa rugosa hips thoroughly. Then cut out the black calyx. Cook hips in 2 cups of water until tender. Mash fruit while cooking. Push pulp through a fine sieve. Add 1 cup of sugar to each cup of pulp, then cook until the pulp thickens to jam consistency.

#### HONEY OF ROSES

Cut heels of 1/2 lb. sweet scented roses. Mash with wooden masher. Boil 15 minutes in 1 pint of water; add 2 lbs. of strained honey and boil down to a thick syrup. Pour into scalded jars and seal.

#### SYRUP OF ROSES

Use fresh rose petals from which the slightly bitter tasting base has been cut off. Simmer, covered, for one half hour in small amount of water and half cup brown sugar. Strain and use as needed. Looks like wine and tastes the way roses smell.

Jean Hersey

#### ROSE AND CARAWAY COOKIES

1/2 lb. butter or oleo 4 c. sifted flour  
1/2 lb. sugar 3 T. caraway seed  
1/2 grated nutmeg 2 T. rose syrup

Rub butter into sugar; add flour, spices and rose syrup; moisten to stiff dough with water. Cover mixture and let stand in refrigerator for several hours. Roll into 1/4 inch sheet. Cut with cookie cutter. Bake in buttered pan in hot oven.

## The Life of Roses

Hybrid Perpetual, Moss, Polyantha, Brier, Rugosa and Hybrid Climbing Roses as a rule are good for a generation or more of life, once they are planted. With the now so popular Hybrid Tea and Floribunda roses, no matter how carefully protected, some losses must be expected every season. These losses sometimes occur in apparently strong, vigorous plants for which it is difficult to assign any reason why they should not have survived. However, even with such occasional losses, we strongly recommend the planting of Hybrid Tea and Floribunda roses. They not only produce flowers of highest quality and the most varied and pleasing colors, but they also give an abundance of bloom continuously from early in the summer until stopped by the severe frosts of autumn. The occasional loss of a few plants amounts to nothing compared with the greater pleasure obtained from these types in the high quality and abundance of flowers that they furnish.

—From the Bulletin of the Jackson County, Missouri, Rose Society.

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