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Also

Miniature Roses

and other varieties

*For the Trade
Season 1940-1941*

THE CONARD-PYLE CO.

ROBERT PYLE, President

West Grove, Pa.

Rose
Specialists
Since
1897

THE FLORIBUNDA ROSES

"Floribunda" names a new group. It means "**abundance of flowers**," for these Oak Hardy growers literally bloom their heads off from early Spring till late Fall. The blooms of many are as large and shapely as Hybrid Teas and their colors are fascinating.

They are friendly Roses, at their best in groups. They give just the right touches for hedges and borders of many kinds, along roadsides, among shrubs and in parks.

The Floribundas add fresh interest to all Roses. They will help you sell more of other Roses, and they will build your sales and profits in a surprising way.

TWO YEAR NO. 1 MULTIFLORA ROOTS

	Each	10	100
Anne Poulsen. Pat. 182, Scarlet . . .	\$.45	\$4.00	\$35.00
Betty Prior. Pat. 340, Dogwood pink .	.50	4.50	40.00
Donald Prior. Pat 377, Scarlet	.50	4.50	40.00
Permanent Wave. 107, Rose pink . .	.45	4.00	35.00
Poulsen's Copper. (see p. 4)	1.25	11.00	100.00
Poulsen's Yellow. Buttercup	1.00	9.00	75.00
First true yellow Floribunda. Introduced Fall 1939 by The Conard-Pyle Company. Important.			
• Topaz. Pat 300. "Golden Sweetheart" .	.60	5.50	50.00

CLIMBING ROSES 10 100

American Pillar. Spectacular pink	\$3.50	\$30.00
Cli. American Beauty. Rose-pink	3.50	30.00
Flash. Pl. Pat. #396 See Page 5 (60¢ ea.) .	5.50	50.00
Guinee. (Cl.H.T.) Deep maroon	5.50	50.00
Paul's Scarlet Cli. Vivid scarlet	3.50	30.00
Prosperity. Cont. blooming, white pillar .	5.00	45.00
Silver Moon. Very hardy white	3.50	30.00
Spanish Beauty. (Mme. Greg. Staechelin) Pink	3.50	30.00

Blaze, Doubloons, New Dawn—see page 5

TERMS OF SALE

The following provisions apply to all patented and trade-marked plants we sell.

Each plant so indicated is a patented variety under the laws of the United States and any asexual reproduction or distribution by sale, gift, or otherwise of scions, buds, or cuttings for such reproduction, without license from us, constitutes an infringement of the patent. Any unauthorized reproduction, sale or other distribution of reproducing propagating material of these patented plants, prohibited by the patent under these names and trademarks or any other name or names, will subject the reproducer, seller or distributor thereof to prosecution for infringement under the United States Patent Laws.

WHOLESALE PRICES: 1 to 10 of variety at each price; 10 to 20 of variety at 10 rates; 20 to 250 of variety at 100 rates.

RETAIL PRICES: (See Price Schedule, Page 5.) It is the established policy of The Conard-Pyle Company that purchaser of these patented roses shall not list or sell them at less than per each or per dozen retail prices as established for the current season (not less than three of a kind at dozen rates) or include them in any group, collection or combination offers except in connection with other patented roses, the retail selling prices of which are definitely established and then only in groups of not less than three patented plants and at a total selling price for the group figured at not less than the dozen rate of each plant in the group—also that these patented plants are not to be featured as a premium in any instance **and that failure to comply with this policy will result in discontinuance of the supply.**

The Foreign Rights on Conard-Pyle Patented and Novelty Roses are reserved and no plants may be shipped outside of the United States without our consent.

Persons or firms not licensed by us to sell these Patented Plants at wholesale are limited to resale at retail only.

TERMS—2% and free packing for cash before shipment. 2% for payment in 10 days from the date of invoice; net 60 days; 6% interest charged on past due accounts. Packing at extra cost.

This list cancels all previous quotations. Goods quoted F. O. B. West Grove, Pa. Prices intended for only those actually in the trade; and subject to change without notice.

THE CONARD-PYLE CO., WEST GROVE, PA.

HYBRID TEA ROSES

Two-year old No. 1 Multiflora 10 100

Ami Quinard. Standard for dark reds.....	\$3.50	\$30.00
○ Angels Mateu. Pl. Pat. #174 Orange-rose...	5.50	50.00
Autumn. Like Talisman but startling.....	3.50	30.00
Betty Uprichard. Radiance-like 2-tone.....	3.50	30.00
Brazier. Leads flame-scarlets.....	5.00	45.00
Cathrine Kordes. Carmine-scarlet.....	5.00	45.00
Charles K. Douglas. One of the better reds...	3.50	30.00
Christopher Stone. A top crimson.....	5.00	45.00
Condesa de Sastago. Copper & yellow.....	5.00	45.00
Dainty Bess. Popular blush-pink—single....	3.50	30.00
Duchess of Wellington. Still wanted yellow.	3.50	30.00
Duquesa de Penaranda. New apricot leader	5.00	45.00
Edith Nellie Perkins. Pale salmon, free.....	3.50	30.00
Editor McFarland. Fresh, deep pink.....	5.00	45.00
E. G. Hill. Fragrant and free. Crimson.....	3.50	30.00
Etoile de Hollande. Finest choice in reds...	3.50	30.00
Faience. Peach & yellow. To exhibit.....	5.00	45.00
Federico Casas. Pink, orange. To cut.....	5.00	45.00
○ Feu Pernet-Ducher. Pl. Pat. #103 Yellow...	5.50	50.00
Golden Dawn. Attractive straw yellow.....	5.00	45.00
Golden Sastago. Buttercup yellow.....	5.50	50.00
○ Golden State. Pat. 303, Yellow.....	5.50	50.00
○ Good News. Pat. 426, Pink.....	9.00	75.00
Heinrich Wendland. Reddish copper.....	5.00	45.00
Joanna Hill. Bold buff; fine to cut.....	3.50	30.00
Kaiserin Auguste Viktoria. Standard white.....	3.50	30.00
Lady Ashtown. One of best pinks.....	3.50	30.00
○ Luis Brinas. Pl. Pat. #102 Orange-copper 60¢ each.....	5.50	50.00
Luna. Moonlight yellow. Nice cut.....	5.00	45.00
Mme. Butterfly. Pink & gold.....	3.50	30.00
○ Mme. Charles Mallerin. Pat. 409, orange...	9.00	75.00
○ Mme. Cochet-Cochet. Pl. Pat. #129 Pink	5.50	50.00
○ Mme. H. Guillot. Pl. Pat. #337 Pink 75¢ each.....	7.00	60.00
Mme. Joseph Perraud. Fine buff.....	5.00	45.00
Mme. Jules Bouche. Sturdy white.....	3.50	30.00
Margaret McGredy. A top orange-scarlet...	3.50	30.00
Miss Rowena Thom. Hearty, satiny pink...	3.50	30.00
Mrs. Charles Bell. "Shell-pink Radiance"...	3.50	30.00
Mrs. E. P. Thom. Clear yellow.....	3.50	30.00
Mrs. P. S. duPont. Solid yellow.....	5.00	45.00
Mrs. Sam McGredy. Fragrant scarlet-orange	5.00	45.00
National Flower Guild. Tall crimson.....	5.00	45.00
President Hoover. Pink and yellow to cut...	3.50	30.00
Pres. Plumecocq. Coppery. Very free.....	5.00	45.00
Radiance. The standard pink.....	3.50	30.00
○ Radio. Pl. Pat. #197 Yellow stripes. 60¢ ea.	5.50	50.00
○ Ramon Bach. Pl. Pat. #366. Soft apricot 60¢ each.....	5.50	50.00
Red Radiance. Cerise-red.....	3.50	30.00
Rouge Mallerin. Scarlet. Does not blue....	5.00	45.00
Snowbird. One of the finest whites.....	5.00	45.00
Soeur Therese. Chrome yellow. Keeps color	5.00	45.00
Talisman. Gay, multicolored.....	3.50	30.00
Texas Centennial. Pl. Pat. #162. Red 50¢ each.....	4.50	40.00
Ville de Paris. Buttercup yellow.....	3.50	30.00
○ Warrawee. Pl. Pat. #140. Shell-pink. 60¢ ea.	5.50	50.00

SEE—NEWER ○ RED CIRCLE ROSES ON P. 4 AND PRICES P. 5

ROSA HUGONIS

"GOLDEN SHRUB-ROSE OF CHINA"

Now the standard for Rose Hedges and specimens. It is prized for its extreme hardiness; its ability to make a distinctive and almost impenetrable hedge and its habit of being first to flower (in early May ahead of other Roses and Shrubs). A speciality of ours for over 20 years; sales still strong.

Dormant 2 year field, own root

100 for \$20, 10 for \$2.50

◦ Red Circle Roses

1940-41 Leaders and Others

"Red Circle" Roses are Conard-Pyle Patented introductions. They are the cream, the result of careful judgment and watchful testing, (we have in 13 years introduced 110 Roses but patented only 20 of them). They are Roses that we feel will "stick" and become successful leaders like our introductions Mrs. P. S. duPont, Editor McFarland and several others, brought out before the days of the Plant Patent.

That is why we believe "Red Circles" are the Roses for you to sell, why they will build real profits for you!

(SEE ALSO NEW MINIATURES, PAGES 6 AND 7)

◦ GOOD NEWS

H.T. (F. Meilland, 1940). Plant Patent 426.

Silvery pink. This Rose is truly astonishing for its freedom of bloom on vigorous-growing full-foliaged plants. It has been a source of wonder and delight to us in our trial grounds and Rose fields and this past season in our formal garden. The full-petaled, tea-scented flowers open to peach-pink and finish silvery pink. A really superb Rose.

Retail: \$1.50 each; 3 for \$3.75

No. 1 Wholesale: 100 for \$75; 10 for \$9; \$1 ea.

◦ POULSEN'S COPPER

Floribunda (Poulsen, 1940). Plant Pat. Appl. for.

Copper and pink. A new art shade for the continuous-blooming Floribunda class. The stocky, bushy plants produce wave after wave of 2½-inch, coppery-colored blooms that age to a charming pink with orange reverse. Or cut the clusters as soon as color appears on the brilliant dainty buds for delightful, long-lasting indoor decoration.

Retail: \$2. each; 3 for \$5.

No. 1 Wholesale: 100 for \$100; 10 for \$11; \$1.25 ea.

◦ MME. CHARLES MALLERIN

H.T. (C. Mallerin, 1939). Plant Patent 409

A new, distinctive and attractive Rose color that draws visitors like a magnet. The basic color is deep orange which is veiled with scarlet, combining to make a sparkling ruby-orange-flame. Its 40-petaled blooms come freely all season on erect, strong stems. The petals roll back gracefully and age to a charming China pink.

Retail: \$1.50 each; 3 for \$3.75

No. 1 Wholesale: 100 for \$75; 10 for \$9; \$1 ea.

◦ GOLDEN STATE

H.T. (F. Meilland, 1938). Plant Patent 303.

Golden yellow. The official theme Rose for the 1939 Golden Gate International Exposition, San Francisco. A Rose with the erectness, vigor, and abundance of foliage and bloom never heretofore obtained in a yellow Rose. Its long buds are a buff-yellow, which open to glowing hearts of mikado orange. Has faint clove-fragrance. Long stemmed, long-lasting and fine for cutting. Winner of 4 Gold Medals and other awards.

Retail: \$1.00 each; 3 for \$2.50

No. 1 Wholesale: 100 for \$50; 10 for \$5.50; 60¢ ea.

◦ MME. HENRI GUILLOT

H.T. (C. Mallerin, 1938). Plant Patent 337.

Deep watermelon to raspberry pink. Veiling of orange gives effect of flashing scarlet flame. Artistic, long urn-shaped buds. 20-petaled blooms, 4½ inches across. Velvety textured, shell-like petals. 1936, Gold Medal, Bagatelle.

Retail: \$1.25 each; 3 for \$3.15

No. 1 Wholesale: 100 for \$60; 10 for \$7; 75¢ ea.

◦ RAMON BACH

H.T. (P. Dot, 1938). Plant Pat. 366.

Apricot-buff. Big 5" flowers on straight stems. Agreeable fruit-like fragrance. Vigorous upright plants; good foliage.

Retail: \$1.00 each; 3 for \$2.50

No. 1 Wholesale: 100 for \$50; 10 for \$5.50; 60¢ ea.

○ **Red Circle Roses**

and other Patented Varieties
handled under license from patent owners

○ **FLASH**

H.C. (R. M. Hatton, 1938). Plant Patent 396.

An "All-American Rose Selection." Luminous orange-scarlet. In this Hardy Climbing Rose we have a glowing flashing color unmatched by any other Rose we know. The name is descriptive of the shimmering color but does not mean a "flash" duration of bloom, for the flowers open daily for several weeks, beginning early in June. The petals are vivid orange-scarlet with backs of yellow, suffused with scarlet. The center of the flower is gleaming yellow and filled with golden anthers. Buds are yellow with scarlet suffusion giving a suggestion of the dazzling blooms that are to follow. **Gold Medal, Rome.**

Retail: \$1. each; 3 for \$2.50; No. 1 Multiflora roots

Wholesale: 60¢ each; 10 for \$5.50; 100 for \$50.

Other Climbers No. 1. Multiflora roots

Pat.		Each	10	100
10	Blaze. Scarlet.....	\$.60	\$5.50	\$50.00
152	Doubloons. Yellow.....	.60	5.50	50.00
375	June Morn. Red and gold.....	1.00	9.00	75.00
1	New Dawn. Pale pink.....	1.00	9.00	75.00

PATENTED HYBRID TEAS

Handled under license from patent owners

Pat.	No. 1 Multiflora roots	Each	10	100
63	Amelia Earhart. Yellow.....	\$.75	\$7.00	\$60.00
174 ○	Angels Mateu. Orange-rose...	.60	5.50	50.00
23	Better Times. Cerise.....	.60	5.50	50.00
38	Countess Vandal. Salmon....	.60	5.50	50.00
105	Crimson Glory. Of the finest..	.75	7.00	60.00
376	Dickson's Red. Scarlet.....	.75	7.00	60.00
172	Eclipse. Golden yellow.....	.60	5.50	50.00
332	Eternal Youth. Clear pink....	.75	7.00	60.00
103 ○	Feu Pernet-Ducher. Yellow..	.60	5.50	50.00
137	Gloaming. Fawn-orange.....	.60	5.50	50.00
361	Hector Deane. Salmon.....	1.00	9.00	75.00
317	McGredy's Sunset. Multi-colored.....	.75	7.00	60.00
190	McGredy's Triumph. Orange cerise.....	.75	7.00	60.00
409 ○	Mme. Charles Mallerin. Flame.....	1.00	9.00	75.00
129 ○	Mme. Cochet-Cochet. Pink..	.60	5.50	50.00
337 ○	Mme. Henri Guillot. Deep pink.....	.75	7.00	60.00
423	Pearl S. Buck. Yellow.....	1.00	9.00	75.00
97	Radiant Beauty. Red.....	.60	5.50	50.00
197 ○	Radio. Striped yellow.....	.60	5.50	50.00
366 ○	Ramon Bach. Apricot-buff ..	.60	5.50	50.00
191 ○	Rocheport. Orange old-rose....	.60	5.50	50.00
304	Rome Glory. Cerise red.....	.75	7.00	60.00
249	R.M.S. Queen Mary. Salmon..	.75	7.00	60.00
21	Sterling. Bright pink.....	.60	5.50	50.00
162	Texas Centennial. Red.....	.50	4.50	40.00
140 ○	Warrawee. Shell pink.....	.60	5.50	50.00
108	White Briarcliff. White.....	.60	5.50	50.00

*** RETAIL PRICES ON PATENTED ROSES**

Wholesale 100 rate	Retail Prices
\$100.00.....	\$2.00 ea. 3 for \$5.00
75.00.....	1.50 ea. 3 for 3.75
60.00.....	1.25 ea. 3 for 3.15
50.00.....	1.00 ea. 3 for 2.50
40.00.....	.85 ea. 3 for 2.15
35.00.....	.75 ea. 3 for 1.90

* See also "Terms", page 2

MONEYMAKING

◦ Miniature Roses

"Pixie" edging a bed of Roses

Miniature Flower Arrangements are "all the rage" at Garden Clubs, Flower Shows, Flower and Garden Shops, Fashion Displays and wherever women gather. They're the newest thing, the ripest spot for profits! Close to 1000 Garden Clubs put on Miniature Flower Contests last spring.

Right here are the varieties in demand. All, except Rouletti, were just recently introduced in U. S. A. by The Conard-Pyle Company. They're brand new and different. They're the very Roses women are buying and using.

Hardy and easily grown anywhere, these Miniature Roses are especially suitable for edging and rock gardens; ideal for miniature bouquets. They are useful for perennial borders and around pools because of their continuous bloom.

Although they can be grown indoors under greenhouse or conservatory facilities, they are most successful outdoors and, except in mild climates, should be set in the Spring.

Strong 3" pot plants
Immediate or Spring delivery.

◦ PIXIE (de Vink 1940)

Plant Patent 408. The Conard-Pyle Company.

Pixie, pictured above, provides the most up-to-the-minute edging. With compact growth (6-9") and abundant, continuous bloom, it is ideal for the purpose. Plant 6 to 8 inches apart. In addition, the plants will provide dainty white miniature cut blooms which last for the dining table, invalid tray or shut-in.

Retail: \$1.00 each; 3 for \$2.50

Wholesale: 60¢ each; 10 for \$5.50; 100 for \$50.

How to
Defend
Your Profits
another
way

How to
WIN
SURE PROFIT
with
ROSES

WIN SURE

with

★ **STAR ROSES**

(44th Year)

Buying Roses at Wholesale, and having them on hand for orders, is one way to sell Roses.

Here's another way: Sell **Star Roses**. They're not in the Wholesale List. They're **Star Roses**—Star in name, Star-quality, branded with Star labels. They're the nationally-advertised, well-known **Star Roses** we retail. There's built-up demand for **Star Roses**, and here's how to share in the profits.

The handsomely-colored Star Catalog is a top selling tool. It arouses business. With it you can sell **Star Roses** on a Sure Profit basis

without putting up 1¢ or
touching a plant. By the
Sure Profit Plan. ➡➡➡

THE CONARD
★ *Star Rose*
Robert Pyle, Pres.

E PROFIT

and the

SURE PROFIT PLAN

(10th Year)

The Sure Profit Plan is your way to sell **Star Roses**. Here's what you do:—

- A. Write orders with the Star Catalog.
- B. Pocket 25% sure-profit at once.
- C. Send us rest of cash and order, and we'll ship to customer or to you, delivery prepaid (till April 10).

You cut out labor worries, losses, leftovers, rising costs. Ahead is sure profit. For, without 1¢ extra outlay, you'll be able to sell more. You'll have the newest Roses, a full line of Roses and a handsome selling catalog, **plus** the reputation of **Star Roses**.

Today's high-paid workers have ready money. Be ready to get your share. Go after it with **Star Roses** and the Sure Profit Plan.

Send today for **Star Catalog**
and special details. That'll
start you toward **Sure Profit**.

RD-PYLE CO.
e Growers ★
West Grove, Pa.

Here's what

SURE PROFIT PLAN

will mean to you

1. **Full line of Roses at your finger tips.**
You can offer choice of nearly 200 Roses, in varieties for nearly every need.
2. **Association with famous Star Roses.**
Star Roses are the leading name in Roses. Your trail's blazed, selling's easier.
3. **Color-filled Catalog to sell with.**
77 real-color pictures attract attention, do most of the selling. 19 special Offers.
4. **Benefits of strong national advertising.**
Over \$1,000,000 helped advertise Star Roses. That paves your way to sell.
5. **Way to offer Newest Roses.**
With the Plan you can offer New Roses. Their higher prices net you more.
6. **Quality Roses, guaranteed to bloom.**
Star Roses are the result of nearly 50 years study. The Star Guarantee is as good as gold.
7. **Sure Profit.**
You know in advance you'll profit. Your 25% is right there after each sale. You pocket it at once. No waiting. No outlay, no risk. You're bound to win sure-profit!

Try this idea this Fall—
send for Catalog. That'll
start you off to profit!

THE CONARD-PYLE CO.

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

MONEYMAKING

◦ Miniature Roses

Baby Gold Star in 1 inch pitcher

◦ BABY GOLD STAR (P. Dot 1940)

Yellow. Patent 407. The Conard-Pyle Company

With streamlined buds, Baby Gold Star is the only golden yellow Rose suitable for miniature arrangements. The rich green foliage makes an ideal foil for the 20 petaled blooms. The plant is slightly larger than PIXIE and its flowers are just right for earrings, hair ornaments and bracelets.

Retail: \$1.00 each; 3 for \$2.50

Wholesale: 60¢ each; 10 for \$5.50; 100 for \$50.

◦ MIDGET (de Vink 1940)

Cerise. Patent applied for. The Conard-Pyle Company

New color in miniatures—cerise-rose. Plants and blooms similar to Tom Thumb. Newest variety, introduced Fall 1940.

Retail: \$1.00 each; 3 for \$2.50

Wholesale: 60¢ each; 10 for \$5.50; 100 for \$50.

◦ TOM THUMB (de Vink)

Red. Patent 169. The Conard-Pyle Company

Tom Thumb, the variety which brought about the craze for miniatures, won its way at national and other Flower Shows. It leads the procession with deep crimson flower and dainty foliage almost as attractive. A self seedling of ROSA ROULETTI, it is smaller than the parent.

Retail: 75¢ each; 2 for \$1.25

Wholesale: 45¢ each; 10 for \$4.00; 100 for \$35.

ROULETTI

Pink. Sometimes called "Fairy Chinese Rose"

This original Miniature Rose is a rock garden gem with rose-pink blooms. Healthy and hardy, it blooms continuously. The quite double flowers are an inch or more in diameter. It is a gem for rockeries, for edging, and for children's gardens.

Retail: 50¢ each; 3 for \$1.25

Wholesale: 30¢ each; 10 for \$2.50; 100 for \$20.

Note: East of Rocky Mountains, Patented Miniature Roses obtainable at wholesale only from The Conard-Pyle Co.

Sure Profit Plan

(for selling Star Roses)

Sign of Sure Profit

The **SURE PROFIT PLAN** is a way to sell Star Roses from the Star Catalog on a sure-profit basis. The idea is to write your customer's order from the Catalog and to keep 25% for yourself. Then send us balance of cash and order and we'll ship direct to your customer or to you, and we'll prepay delivery until April 10. Your customer will get the same prices, plants and service as if he had ordered direct and you'll add nicely to your sales and profits.

The Catalog's 70 real-color pictures will help you sell. So will the fact that you'll have a full line of 170 Roses. So will the well-known name—Star Roses, the Star Label, the Star Guarantee and Star Quality. Plants will be quality-specimens and will be shipped direct from the grower.

The **SURE PROFIT PLAN** means sure-profit in your pocket because you don't have to lay out 1c for Catalog or anything. You needn't touch a plant. You skip cost of storage, handling, shipping and replacements (because of guarantee). You also get free delivery till April 10.

Backed by specialists, **STAR ROSES** have a 43-year star-high reputation. Their quality is first choice. Star varieties are first choice too because research adds regularly tested new Roses and takes from the general list the below-standard varieties. You can sell with real confidence when you sell **STAR ROSES**.

Nurserymen, Florists, Landscapers and others have found the **SURE PROFIT PLAN** a money-maker for nearly 10 years. Why not try it? You'll risk nothing and you will find a new way to better profit!

To start, send for Star Catalog with
special details.

THE CONARD-PYLE CO.

West Grove, Pa.

Robert Pyle, Pres.