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SPECIAL TO THE TRADE.

THE LOVETT COMPANY'S

NOVELTIES

OF

PRONOUNCED MERIT

FOR SPRING, 1895.

THE LOVETT COMPANY,
Little Silver, N. J.

TELEGRAPH AND MONEY ORDER OFFICES:

LITTLE SILVER, N. J.

Nov. 15th, 1894.

The prices named for electrotypes merely cover cost. Please order by numbers. Those ordering seeds in packets will have them put up with name and address of purchaser upon them when ordered in amounts of one hundred packets or more of a variety. In smaller amounts the packets will be the same with space for name and address left blank.

It is with pleasure we offer the novelties presented upon the following pages, KNOWING all to be varieties of sterling merit. All will be liberally advertised during the present winter and coming spring. Faxon Squash, Kosteletzky Virginia, Centrosema Virginica, Eleanor Strawberry and Plymouth Rock Cherry will be illustrated by colored plates in the forthcoming edition of our Guide to Horticulture. Usual terms of payment, unless by special agreement.

Our Grand Vegetable Novelty.

THE FAXON SQUASH

No. 1. Electro, 30c; postage, 15c.

"We have carefully tested this new squash for six years, and have had two of the very best squash experts in this country thoroughly try this new vegetable for the same period. Had their verdict not been satisfactory, we should not have offered "The Faxon Squash," as we would have felt that perhaps our own opinion might have been a prejudiced one. Our engravings have been most carefully produced from photographs and will give a good idea of the shape and general appearance of this new variety.

A distinctive feature of this squash is that the ripe squashes vary in color, some of them being pale yellow with still paler yellow stripes in hollows; while others are green, mottled and faintly striped with a lighter green. In this respect, it is different from all other varieties, and after years of careful trial we have found that it follows its type absolutely true. We offer it as a distinct new vegetable.

COPYRIGHT, 1893, BY M.B. FAXON CO.
No. 3. Electro, 15c; postage, 6c.

THE FAXON SQUASH

COPYRIGHT, 1893, BY M.B. FAXON CO.
No. 2. Electro, 20c; postage, 8c.

The flesh is a deep orange yellow, cavity very small and seeds few; the special peculiarity, however, is that, while uncooked it appears to have a shell like other squashes, when cooked there is practically none; the shell or inedible part being only about as thick as a sheet of writing paper. It is the best squash we ever tasted—*sweet and very dry*—and for squash pies it must be tried to be appreciated. We know a trial will convince all of its great value.

It matures early and can be used as

a summer squash. It is the best winter variety we know of, being a very late keeper. We have repeatedly had specimens of it in our cellar in perfect condition in April and May. It is the only squash we ever saw in which every specimen is of superior quality without regard to size or whether it is ripe or green. This is a very desirable feature, as many squashes (the Hubbard especially) must be thoroughly ripe before frost, or the crop is lost. It is not so with "The Faxon Squash;" every specimen can be gathered and used.

Very early, enormously productive, of medium size and the best possible quality; we fully believe that this new variety is destined to become a standard amongst squashes both for home use and market purposes."

The above is the description of the M. B. Faxon Co., who developed this noble vegetable and of whom we have purchased the entire stock of seed, together with their entire seed business. We have tested it ourselves and find it of the very superior quality claimed by them. Mr. M. B. Faxon further informs us it is such a remarkable keeper that he now, November 15th, 1894, has specimens in perfect condition, grown in 1893, and which have been kept in an ordinary cellar without any special treatment or care. Also, that unlike other squashes, the Faxon is fit for use and of excellent quality, when no larger than one's two fists—rendering it an *all-the-year-round variety* and the *earliest squash of good quality*.

Mr. James J. H. Gregory, the famous squash specialist and the introducer of the Hubbard Squash sends the following unsolicited testimonial of the Faxon:

"We have rarely been so agreeably disappointed in any new vegetable as we have been with this new squash. After examining it on our trial grounds, we told Mr. Reynolds, our head clerk, that it was terribly mixed and utterly worthless. At the personal solicitation of Mr. Faxon, we were induced to cook several specimens, and then followed a revelation. Though varying in color, in *quality* they were all one,—fine grained,, dry, sweet, excellent. It is certainly the best squash that has been sent into market since the Sibley was introduced, and has the advantage over that in earliness. The strong and fixed characteristics of this squash are earliness, long keeping, uniformity of shape, variety of colors, and the excelling in richness, sweetness, and flavor. It is very productive, of medium size (five or six pounds), and is, no doubt, destined to become a standard among squashes, both for home use and general marketing. Even when not fully ripe, it is of excellent quality as a summer squash. It is a good keeper, and has the exceptional recommendation of being a table delicacy during *three seasons*,—summer, fall, and winter. Mr. Joseph Stone states that for sweetness and dryness, the Faxon Squash cannot be excelled, if equalled, and says he knows what he is talking about."

Mr. E. L. Coy, himself one of the most expert squash growers in this country writes:

"You are certainly very fortunate in the possession of such a valuable squash as the Faxon. It is the only squash I ever saw of which every specimen was of superior quality without regard to size, or whether it is ripe or green. I have been growing this squash for you so many years now, that I am absolutely certain you have a vegetable that will give the greatest satisfaction. *Your customers will thank you for cataloguing it.*

The strong and fixed qualities of your squash are earliness, long keeping, uniformity of shape, variety of colors, and it excels all in sweetness and richness of flavor. I consider it the most valuable novelty that has been introduced in a long time. *Knowing what I do about this new squash, I will advise all my customers to catalogue it another season.*"

B. K. Bliss, the venerable seedsman says: "Another trial again proves your squash to be a most vigorous grower, and even more prolific than the first year. As a long-keeping variety, it is far superior to any I have ever grown. A further trial the past season fully confirms all that has been previously stated in its favor. Its great productiveness and long-keeping qualities make it valuable for private gardens and for market."

Catalogue Price: Packets, 10c; 3 pkts., 25c; oz., 20c; ¼lb., 60c; pound, \$2.00.

Trade Price: Packets, doz., 60c; 100, \$4.00; pound, \$1.00.

KOSTELETZKYA VIRGINICA. Pink Beauty.

No. 1580. Electro, 40c; postage, 20c.

the petals; the reverse of the petals being silvery-rose or La France Rose color and cheerful lemon-yellow pistils and stamens, producing a harmony of color truly poetical.

It is of the easiest culture, succeeding equally well in moist or dry situations and always growing vigorously. The seed germinates quickly; the plants beginning to bloom when a foot high, continuing without interruption throughout the season. In fact, wherever plants of the Kosteletzkya stand, a beauty spot is produced and maintained from early summer until frost.

The Kosteletzkya or Pink Beauty is an entirely distinct plant from anything in cultivation and cannot fail to be a grand addition to your list. It forms a tuberous root; easy to mail and easy to keep. We offer both seeds and roots as follows:

Catalogue price: Seed Packets, 25c; one-year plants (suitable for mailing) each, 25c; 3 for 50c. Two years old (for express orders) each, 35c; 3 for 75c.

Trade price: Seeds in lithographed packets, doz., \$1.50; 100, \$10.00. One year plants, doz., \$1.25; 100, \$8.00. Two years old, strong, doz., \$1.75; 100, \$12.00.

HENRY WARD BEECHER.

For enormous yield of large, firm berries, under favorable and unfavorable circumstances, in seasons of excessive rain and seasons of drought, this is the berry to plant. It may be termed the reliable, and is superb under all manner of trials and conditions. Not so large as the Mary, yet very large compared with other varieties; not so beautiful, yet a handsome berry. It possesses, however, the same firmness and high quality, and is so sturdy, large, productive and enduring, none should fail to plant it. It is a cross

It is with sentiments resembling pride that we are enabled to offer this charming flower to the trade, and give it our unqualified recommendation as one of the best floral novelties that has appeared in many years.

The plant is a hardy perennial of sturdy habit; but blooms freely the first year from seed. When attaining their full growth, which is not until the second season, the plants attain a height of three to four feet and a spread of eighteen to twenty-four inches and so floriferous *the entire summer and autumn months* as to present a solid mass of pink. The individual blossoms are two to two and one-half inches in diameter, perfectly flat and almost as regular and round as silver dollars; of the most tender, bright rosy-pink imaginable with delicate veinings upon

No. 695. Electro, 25c; postage, 5c.

It is a cross

between the Champion and the Sharpless, and possesses all the valuable properties of both parents. In fruit, the firmness and rich color of the Champion in its palmy days, and the size of the Sharpless; while in plant it has the strong habit and perfect blossom of the Sharpless and the sturdiness and productiveness of Champion. Blossoms perfect. Season early to medium.

Catalogue price: dozen, \$1.00; 100, \$5.00.

Trade price: 100, \$3.00; 1000, \$25.00.

CENTROSEMA VIRGINICA (*grandiflora*).
Giant Perennial Sweet Pea or "Look at Me."

No. 1578. Electro, 40c; postage, 15c.

each flower. Occasionally pure white flowers appear, while others are broadly margined with a showy, white band. The under surface of the petals being pure white (thus causing the large, unopened buds to appear white also), the plant presents the appearance of producing flowers of varied colors upon the same stem; which is exceedingly interesting and pleasing. Like the Sweet Pea its fragrance is delicate but it differs in that the flowers hang with the large petal down instead of erect.

The plant is perfectly hardy and is well adapted to general culture. Not only is it of surpassing beauty but it is such a good plant commercially that we are confident it will increase in popularity from year to year. "Sweet Peas are all the go."

Having purchased the entire stock of Seeds and Plants of this most valuable acquisition we are headquarters for strictly pure fresh seed.

Catalogue price: Seeds, packets, 15c; 4 pkts for 50c. Mailing plants, 25c; 3 for 50c. Strong plants, for express, ea., 35c; 3 for 75c.

Trade price: Seeds, in lithographed packets, doz., \$1.00; 100, \$7.00. Mailing plants, doz., \$1.25; 100, \$8.00; Strong plants, for express, doz., \$1.75; 100, \$12.00.

The finest hardy herbaceous perennial vine of recent intro-

duction, surpassing even in its wealth of bloom and beauty, the finest varieties of the superbly grand hybrid Clematis. It forms a mass of graceful, light green foliage, six to eight feet high, which throughout July and August is covered with Sweet Pea-like blossoms one and a half to two and a half inches in diameter. The color is a lovely shade of lilac-blue with feathery markings of a deeper shade and a dash of pure, clear white in the centre of

No. 1509. Electro, 15c. postage, 5c.

NEW HIBISCUS "Crimson Eye."

No. 673. Electro, 30c; postage, 10c.

made to it was by some regarding it as a trifle gross in habit. Its growth is so strong and rapid and foliage so large and abundant that it is tropical in effect and should be used accordingly. The plants bloom the first year from seed, germinate with the utmost freedom and the roots being thick and fleshy are easily handled in mail and express trade.

It is one of the good things to catalogue the coming season, as it takes well.

Catalogue price: Seed packets, 10c. Plants, one year, 20c; 3 for 50c; two years, 25c; 3 for 60c; extra strong, 35c; 3 for 75c.

Trade price: Seed in lithographed packets, doz., 75c; 100, \$5.00; oz., \$1.00; ¼ lb., \$3.00; pound, \$10.00. Plants, 1 year, for mail trade, 100, \$3.00; two years, for express, 100, \$4.00; extra strong, \$6.00. Larger quantities, prices upon application.

After many years of careful selection, this variety has assumed a typical form; and can be relied upon to come true from seed in every instance. It is an elegant plant of rapid growth, stately habit, and striking in appearance; is perfectly hardy, robust, with large, light green leaves, having red stems; and is an incessant and profuse bloomer for six weeks to two months.

The flowers are of immense size, often exceeding six inches in diameter and are produced in such abundance that a well developed plant will give several hundreds of them in a season. The color is a pure clear ivory white with a large eye of rich velvety crimson in the centre of each flower; forming a contrast as effective as it is pleasing.

It is of the easiest culture and will succeed anywhere; the only objection we have heard

ELEANOR STRAWBERRY.

The earliest large strawberry yet produced. There is nothing earlier, and nothing so early except Crystal City, which is so very small as to render it of little value. In size it ranks with Sharpless, Gandy and other large varieties, and retains its size well to the last picking. In color, form and firmness it resembles the Wilson, coloring evenly all over, with no white tips, but is of excellent quality. The plant does one good to look at, being large and of vigorous growth, with abundant foliage and not a sign of rust or other disease about it. It is exceeding productive and the past season bore a very profitable crop of fruit under the most unfavorable conditions, viz: extremely dry weather while the fruit was forming, followed by an excessive rain fall during the first ten days of ripening. Its blossoms are perfect.

The signal merits of the Eleanor are earliness, productiveness and large size. It is offered this year for the first and we control the entire stock. It is a good thing.

Catalogue price: Dozen, \$2.00; 100, \$10.00.

Trade price: 100, \$6.00; 1000, \$50.00.

No. 1375. Electro, 15c; postage, 5c.

LOVETT'S BEST BLACKBERRY.

Large electro, 3x5 inches, will be furnished if desired, as follows:

No. 464. Electro, 40c; postage, 15c.

Still another year further confirms the fact that in this we have what has been badly needed for a long time, namely: A thoroughly reliable Blackberry of large size with a cane of iron-clad hardness. Lovett's Best unites not only these two invaluable properties in an eminent degree but possesses in addition the merits of ripening early, great productiveness, entire freedom from disease and double or rose blossom, strong, vigorous growth of cane, extra high quality, jet black permanent color, and fine appearance.

Either for profitable market growing or for the home garden, it is without an equal. It has now been fruited in almost every State in the Union and its hardness and other valuable properties proved by practical field tests.

Catalogue price: dozen, 75c; 100, \$3.50.

Trade price: 100, \$2.50; 1000, \$20.00.

No. 541. Electro, 20c; postage, 5c.

PLYMOUTH ROCK CHERRY.

No. 1366. Electro, 30c; postage, 10c.

All growers of light colored or so-called amber cherries are well aware of the two greatest difficulties encountered, viz: the birds taking the fruit and the tendency to quick decay when ripe, whether upon the tree or gathered—especially in hot, muggy weather.

Our attention was called to the Plymouth Rock Cherry five years ago, by an amateur fruit grower of wide experience and unusual discernment residing in north-eastern Connecticut, who informed us that the fruit, though showy and of excellent quality would remain upon the tree when ripe, or after gathered, in perfect condition *longer than any other variety he had ever seen*, although an amber variety; and for some unknown reason *its fruit was never molested by birds*. Knowing such a cherry to be of great value, we visited the gentleman, and found the original tree and others grown from it, heavily laden

with large, bright amber, largely overspread with carmine, cherries in perfect condition although the fruit had been ripe for *ten days; during which time it had rained almost every day and the weather excessively hot*. Upon testing the fruit freely we found it of not only excellent but *high* quality—sweet, rich, sprightly, juicy and tender—and with small stone. As to the birds: although the trees of all other varieties in the grounds where the trees of Plymouth Rock stood, had been stripped of fruit, we could detect no evidence of a single cherry of the Plymouth Rock having been taken by a bird. The birds avoided the trees of it, for some reason as yet unexplained. The tree of this variety is a good healthy grower, begins bearing young and is a heavy annual bearer.

As a desirable fruit for the home grounds we are confident it is without an equal; but

its greatest value is for market growing—for there is nothing in the way of cherries that can be compared with it as a variety for profit.

Catalogue price: one year, ea., 75c; 3 for \$2.00. First class, \$1.00; 3 for \$2.50.

Trade price: one year (suitable for mailing), dozen, \$4.50; 100, \$35.00. First class trees (for express), dozen, \$6.50; 100, \$50.00.

MARY STRAWBERRY.

No. 1241. Electro, 30c; postage, 8c.

The largest strawberry yet produced, the most prolific, the most beautiful, and the firmest large strawberry yet offered.

The berries are uniformly of the conical form, with blunt apex, shown in the illustration, exceptionally uniform in size and shape, deep crimson color, and of extra rich, high quality. Of the entire list of strawberries there is not a single sort that will keep longer when ripe or endure shipping better. Its season is medium to late, the berries retaining their large size remarkably well to the end. A characteristic of the variety is that its fruit is rarely ill-shaped, never cockscombed—an unusual feature in a large berry. We have had it in bearing for three consecutive years and it has not developed a single defect. The blossoms are pistillate.

Catalogue Price: dozen, \$1.00; 100, \$5.00.

Trade Price: 100, \$3.00; 1000, \$25.00.

LOVETT or \$1000.00 RASPBERRY.

No. 361. Electro, 35c; postage, 10c.

The Lovett is undoubtedly the best of the blackcap raspberries, as continued fruiting demonstrates. Unlike the Gregg, which it nearly equals in size of berries, it is strongest in growth of cane of any, unless possibly the Ohio, and its canes are nearly destitute of thorns. In enormous yield it is without an equal. It is so hardy that it has passed through the severest winters in Minnesota perfectly uninjured. Add to these properties superior quality, jet black color, firmness and long life after gathered, adhering to the bush when ripe, and above all, its earliness, and we have what has so long been wanted, and a most valuable fruit. It is entirely distinct from all other sorts. We have now fruited the variety six seasons and know positively that it possesses the merits claimed for it.

In the home garden especially its sweet, fine flavor and small seeds will make it

welcome, whilst its other characteristics render it the most profitable for market.

The *Rural New-Yorker* declares it an improvement, all things considered, over any variety they have tried, and in the Rural Grounds are tested nearly every known variety.

Catalogue price: dozen, 50c; 100, \$2.00. **Trade price:** 100, \$1.50; 1000, \$10.00.