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1943-1944

A FORECAST OF

WHAT'S COOKIN'

at **COOLEY'S**

and **GRASS GARDENS**

SILVERTON - OREGON

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
M R 1

o p o 8-3591

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U. S. POSTAGE
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Permit No. 19
Silverton, Oregon

MAR 20 1943

Return and forwarding postage guaranteed.

COOLEY'S GARDENS

SILVERTON OREGON

March 1, 1943.

Of course, you are GARDENING this year!

It's going to be America's Number 1 Hobby.....now that travel is out, most of the things we used to do for diversion and recreation are no longer possible. Yes, there are shortages on every hand, but

WE HAVE A CROP OF SIX ACRES OF THE FINEST IRISES!

And that brings us to the subject of "what's cookin'"..... We are having to make some changes, too. For the first time in over a decade our usual catalog in color will be missing. We know that you will understand that this heavy expenditure must be foregone this year. But we have a plan which keeps unbroken our tradition of presenting NEW IRIS IN COLOR every season....here it is:

A complete catalog section, 12 x 9 inches, in NATURAL COLOR, showing the 1943 new introductions along with complete descriptions, will be made up during the current blooming season. It will be exactly the same page size as the 1941 and 1942 catalogs.

This 1943 colored supplement is FREE, but you must reserve your copy now if you want it. Positively no more than the number reserved in advance will be printed because of the cost involved. You can do this today as explained on the next page, either by mailing the coupon promptly back to us, or by placing an order for June delivery as selected from the succeeding page.

These SIX LARGE COLOR PLATES will probably be the last full-color iris pictures we shall be able to bring you until after the war. Order your copy now, and then preserve it along with your last complete catalog until such time as we can again bring you America's finest iris catalog.

Whether you ask for the colored section only at this time, or accompany your request with an advance iris order, you will be definitely assured of a copy. But because of labor shortages and severe marketing and shipping problems, we offer the suggestion that an iris order placed on file NOW will be the first to reach the customer.....first received, first shipped, first planted, best results!

Read the contents of this message thoroughly, then take the necessary few seconds to fill out the coupon and mail it back to us today.

Cordially yours,

COOLEY'S GARDENS.

C. J. Cooley

*a big
iris crop*

*no
colored
catalog*

but

*a special
colored
section*

LET US TELL YOU ABOUT THE *New things* WE HAVE IN STORE FOR YOUR 1943 GARDEN

Color!

*If you want the 1943
color supplement to our
catalog showing the
new introductions in beau-
tiful natural color, cut
this out and mail now—*

Sure, I want the Special Color Sec-
tion for 1943 and I enclose
\$1.00 which is to be credited
to me and deducted from any
order I place with Cooley's
Gardens during the coming
season.

Name.....
St. or R. F. D..... State.....
City.....
Not returnable after April 1, 1943.

See these *Iris* in True-to-Life NATURAL COLOR

You need not order a thing
until later, and you don't
HAVE to order a single rhiz-
ome, **EVER**, for that matter.
You simply send a dollar
along with the coupon now,
and this amount is credited
against any order (for any
iris—collection or otherwise)
that you may place at any
time during the entire 1943
season. In this way you in-
dicate that you are still in-
terested in the newest iris,
and save us the needless
expense of printing thou-
sands of copies not sincerely
wanted.

Everyone who places an or-
der, selected from the oppo-
site page, **PRIOR TO APRIL**
1st, will receive this color
section.

First, there are the New Introductions . . .

Every dyed-in-the-wool flower grower wants to know about them, even though they may not find their way into your own particular garden until some future date. Here they are—

From **DR. R. E. KLEINSORGE**

OREGON TRAIL. A big heavy textured flower in smoothly blended shades of tawney-salmon. There is a rich gold beard and odd soft brown areas surmounting the falls. Dr. Kleinsorge nicknamed this iris "Brown Shoulders" but the name finally chosen is in honor of the 100th anniversary of the founding of the state of Oregon. This distinct blend of rich colors, much deeper and more vivid than such things as Sandalwood, Far West, or Fiesta, ranks along with Old Parchment, Tobacco Road and Aztec Copper for sheer individuality. Medium in height, three feet or slightly over, with heavy stems and large flowers; very late.

Each \$15.00

RANGER. Dark but very brilliant almost true crimson red. A decided self, with long cone-shaped closed standards. Now that many new near red irises are coming to us each year, we must exercise caution before introducing another. We grew the best new reds obtainable for comparison, with the result that we were convinced beyond doubt that **RANGER** is in a class by itself. Nearest to it is Red Valor. One of the last to bloom, a sure producer of flowers and lots of them, with straight stems and fine branch-
ing. Very large, 36 inches tall.

Each \$10.00

PEACH GLOW. A seedling of Daybreak and another truly beautiful almost true peach-pink iris. While the individual flowers are large and perfectly proportioned, it is as a garden clump that this lovely creation is startlingly effective. The tall wiry stems bear a great number of flowers which last from early mid-season to late. As colorful and luscious as a bowl of Georgia peaches.

Each \$10.00

ILLUSION. An Ormohr seedling, altogether different from either the parent or any others in this series, but with the peculiar elusive different air about it that marks these Wm. Mohr hybrids. **ILLUSION** is delicate lilac pink in color, with tawny brown overlay on the haft and a brown tipped beard having a slight crest at the end. The very last iris to flower in our garden, it is a mass of huge blooms of ethereal lilac pink color, but slightly smaller in size than Ormohr. Well branched, about 30 inches tall, with some stems slightly taller.

Limited stock, \$10.00 each.

MEXICO. Gay and brilliant, a blended bi-color of buff golden standards and broad plush-like falls of glowing red brown. Now there are many irises in this color combination, but this one is not the ordinary variegata type that you might expect. In the first place, it is a perfectly gigantic flower, with the falls slightly waved at the edges. And then there is a coppery orange suffusion about it that makes it appear more as a blend than a definite bicolor. This is another of the very latest varieties, extending the iris season after most others have passed by.

Each \$10.00

From **EDGAR BECK, Chattanooga, Tenn.**

MISS ANN. In 1941 we heard about the splendid seedlings raised by Mr. Beck, a Chattanooga amateur. Two of the finest ones were sent to us for trial and we selected this one for introduction. Most difficult to describe, it is a blend of pearly pink tones, a magnificent iris with very broad falls and huge standards, as nearly perfect in shape and style as one might wish for. It contains the fleeting tints found in an opal, but the blossoms are of thick substance and endured the pouring rain and heavy wind we experienced last season as though they were fashioned out of enamel. A beautiful and thoroughly fine iris.

Each \$10.00

and then there are these BRAND NEW VARIETIES,

selected from the cream of fine irises recently offered by other introducers, and which we list for the first time—

Berkeley Gold, a gorgeous rich yellow; **Capitola**, a bright red violet hybrid, something like Wm. Mohr; **Melitza**, pale flesh pink; **Edward Lapham**, a brilliant red, said to surpass Red Gleam; **Lady Naomi**, something different in color; **Southern Pacific**, a gigantic blue self; **Pink Ruffles**, clean pink of

Last year's annual catalog, learned by many to be the most attractive we ever published, can still be obtained if you have lost or misplaced your copy. The supply is limited. In the meantime, keep this list of 1942 prices for reference.

This is the first time that we have published our complete price list for the coming season so early in the year. We are doing so now to lessen the rush that always comes in June and early July . . . and by ordering now, you definitely make sure of two important things:

1. You will get your order filled completely, exactly as you want it. No second choices, no substitutions.
2. Delivery will be made right off the bat, in June, so that your plants will have all summer to grow for you.

Iris ARE ONE LUXURY YOU CAN STILL HAVE IN YOUR GARDEN

A glance at this list will convince you that prices of EVERYTHING have not soared upward! You can buy the novelties and rare varieties for much less than you could a year ago . . . check these prices against last year's catalog. Even many of the lower priced sorts have been further reduced.

Your special attention is invited to the new collection groups on the back of this folder.

A	
Alastor, very deep pink, hazel brown haft.	\$3.00
Aline, one of the bluest of blues.	.25
Allumeuse, mahogany falls, blue standards.	1.00
Amitola, dusty pink and yellow, huge.	.35
Amigo, blue standards, deep indigo falls.	1.00
Angelus, very late pink blend.	.75
Anitra, big domed light blue.	.35
Apricot, free flowering apricot self.	.75
Arctic, sensational creamy white and gold.	3.00
At Dawning, blend of pearly pink and rose.	.40
Aubanel, a shrimp-pink blend, very lovely.	1.00
Avondale, unusual fuchsia red, late.	.35
Aztec Copper, huge blend of violet and copper.	2.50
B	
Balmung, big yellow plicata, extra fine.	3.00
Bataan, 1942 introduction of coppery plum.	7.50
Bermuda Sand, a glorified Jean Cayeux.	1.50
Beverly, a new prolific flowering pink blend.	2.00
Birchbark, pure white, greenish glow in center.	1.00
Berkeley Gold, very new deep yellow.	5.00
Black Valor, deep blue-black, rather short.	1.00
Blue Danube, large flowered clean blue.	.50
Blue Diamond, glistening bright sky blue.	1.50
Blue Spire, giant light blue from California.	1.50
Bonanza, exceedingly deep yellow plicata.	.75
Bo Peep, sprightly creamy pink, very tall.	1.50
Brown Boy, an improved Radiant.	3.50
Brown Thrasher, new coppery brown self.	20.00
Brunhilde, uniform violet blue, blue beard.	.50
Buckskin, tall large flowered tan.	1.50
C	
Calcutta, odd cocoa-brown self.	1.00
California Gold, most popular yellow.	.25
California Peach, new blend of peach pink.	8.50
Capitola, bright reddish violet hybrid.	2.00
Caroline Burr, beautiful greenish cream.	10.00
Casque d'Or, old gold standards, blackish falls.	1.50
Carved Ivory, solid ivory self, fine form.	.50
Cheerio, most popular near red self.	.30
Charlotte Millet, peculiar shade of lilac.	2.00
Charm, late strawberry red, medium height.	.75
China Maid, exceptional pink blend.	1.00
Christabel, one of the very best reds.	.50
City of Lincoln, the very finest variegata.	1.50
Claret Velvet, deep ruby of plush-like quality.	2.00
Copper Lustre, copper blend, absolutely distinct.	.35
Corinthe, deep purple, white beard, late.	.75
Coronet, unusual biege and apricot.	.75
Cyrus the Great, blackish purple, very large.	.25
D	
Damarine, rich deep red, extra fine color.	2.00
Daybreak, truly an outstanding new pink.	7.50
Deep Velvet, the very finest deep purple.	4.00
Derrill Hart, extra large bronzy rose-crimson.	1.00
Destiny, rich blackish purple, extra quality.	.40
Directeur Pinelle, maroon purple, bronze cast.	.25
E	
E. B. Williamson, glowing copper-red blend.	.75
Elizabeth Ann, 4-foot pink, extra late.	2.50
Edward Lapham, said to be the reddest iris.	17.00
Elmohr, new violet-toned Wm. Mohr seedling.	17.00
Elsa Sass, delightful lemon-yellow self.	3.00
Eros, tall salmon pink, very popular.	.25
Ethel Peckham, well known red toned self.	.25
Ethiop Queen, almost solid black.	1.00
Evelyn Pullar, winter blooming in mild climates.	1.00
Exclusive, light powder blue, a fine iris.	.60

F	
Fair Elaine, two-toned yellow, prolific grower.	2.00
Far West, rare blend of salmon and pale buff.	.50
Fiesta, tints of orange and apricot, tall.	2.50
Flora Campbell, striking russet red, very rich.	2.00
Florentine, speckled plicata of blue and white.	2.00
Fortune, a new red-old-gold of great size.	5.00
Frank Adams, bicolor of rosy tan, soft red.	.75
G	
Gallant Leader, a giant in deep copper red.	1.50
Garden Magic, unsurpassed ruby red, late.	1.00
Glen Ellyn, old ivory washed with brown.	2.50
Gloriole, sparkling frosty blue.	.30
Glowport, deep wine red, fall bloomer.	.50
Golden Fleece, bright canary yellow and gold.	15.00
Golden Hind, deepest and richest pure yellow.	.35
Golden Light, free flowering cinnamon-gold.	.25
Golden Madonna, big ruffled creamy yellow.	3.00
Golden Majesty, solid yellow, runner-up for Dykes.	1.50
Golden Spike, new solid yellow, extra fine.	10.00
Golden Treasure, brilliant cream-orange.	.50
Good Cheer, orange yellow and striped brown.	.50
Grand Canyon, blend of coppery plum and bronze.	4.00
Great Lakes, Dykes Medal, 1942, a great blue.	1.75
Gudrun, huge cream white, golden center.	.25
Gypsy Barron, a brand new and different plicata.	15.00
H	
Happy Days, largest of all yellows, early.	.30
I	
Icy Blue, just a shade bluer than white, fine.	3.00
Indian Hills, lively shade of brilliant violet.	.40
Idanha, new bi-color of apricot and lilac pink.	4.00
Imperial Blush, lilac pink self, tall and fine.	.25
Incognito, swarthy deep violet black, tall.	1.00
Itasca, rich amethyst, small rhizomes.	.40
Iris City, amethyst purple, very tall.	.75
J	
Jasmania, big banana yellow.	.35
Jean Cayeux, pale coffee tan, always popular.	.25
Joycette, very late maroon red.	.25
Junaluska, a wonderful iris, bright copper red.	.40
K	
Kalinga, solid cream, good grower, free bloomer.	.35
Khorasan, blend of henna and old gold.	.50
L	
Late Sun, surprisingly fine golden yellow.	3.00
Lancaster, copper pink, very broad falls.	7.50
Lady Naomi, in our opinion the best plicata.	10.00
Lighthouse, bright rose and yellow blend.	.60
Lodestar, a late variegata, small but bright.	.40
Louvois, velvety brown in two shades, gorgeous.	1.00
M	
Marco Polo, excellent red, similar to Cheerio.	.25
Marquita, ivory yellow, falls veined maroon.	.40
Mary Geddes, salmon-orange effect, very good.	.25
Matula, brilliant rose, orange and buff.	1.50
Matterhorn, purest white, large and tall.	1.50
May Day, large apricot-salmon.	2.50
Mary E. Nicholls, ivory white and gold.	2.00
Marinella, new French yellow-crimson.	2.00
Meldoric, a well known velvety purple.	.25
Melitza, pale flesh colored, real novelty.	5.00
Midwest Gem, apricot yellow flushed pink.	.75
Ming Yellow, marvelous yellow without a fault.	2.00
Miss California, very tall lilac pink.	.60

Guaranteed against Redu

Missouri Night, inky purple overlaid brown.	
Missouri, famous blue Dykes Medal winner.	
Mme. Louis Aureau, rose toned early plicata.	
Modiste, uniform pale mauve, a distinct iris.	
Mohrson, large deep violet Wm. Mohr seedling.	
Monadnock, large rose red, very late.	
Morocco Rose, an excellent near pink, scarce.	
Mrs. Willard Jacques, buffy apricot pink.	
Mt. Washington, giant white, flaring falls.	
Mulberry Rose, well named excellent new in.	
N	
Narain, early pure indigo blue.	
Naranja, pronounced orange effect.	
Noontide, late large yellow, very tall.	
Noweta, ruffled creamy pink, very pink effect.	
Nylon, soft golden tan, a new one.	
O	
Old Parchment, ivory suffused tan, big flower.	
Ormaco, purplish bronze, new Ormohr seedling.	
Ormohr, huge seedling of Wm. Mohr.	
Orloff, sanded plicata, cinnamon and cream.	
Oyez, early oncocyclis hybrid.	
Ozone, rosy lavender with copper center.	
P	
Patricia, ruffled pure white, medium size.	
Pailaisse, supposed to be an improved Mar.	
Piute, very red for an iris, a fine flower.	
Pink Ruffles, like Noweta but entirely pink.	
Prairie Sunset, well named and truly striking.	
Prince of Orange, deep orange yellow self.	
R	
Radiant, golden bronze and copper red.	
Rebellion, dark blood red to maroon.	
Red Glean, our choice as the finest red iris.	
Rhapsody, violet purple to brown, extra late.	
Red Valor, rich dark red with broad falls.	
Red Radiance, prolific flowering deep red.	
Rosario, old rose shaded yellow.	
Roseland, pink and red effect, huge blooms.	
Rosy Wings, blend of rose and copper.	
Royal Coach, very yellow plicata.	
Ruth Pollock, a newer more yellow Tiffany.	
S	
Sable, a magnificent blue-black iris.	
Salar, creamy flesh, overlaid salmon.	
Sandalwood, fawn-brown blend, salmon effect.	
Sandia, smoky pink blend.	
Satsuma, pale brown-pink or biege, huge bloom.	
Seadeep, immense blue bi-color, very early.	
Setting Sun, tawny copper red.	
Shah Jehan, multi-colored oriental blend.	
Seduction, clean cut pink plicata.	
Shawano, huge deep yellow, falls striped.	
Shining Waters, flaring sky blue, very tall.	
Siegfried, creamy yellow stitched brown.	
Sierra Blue, stately clear blue, extra tall.	
Sierra Snow, excellent cool white, flaring.	
Sioux City, light heliotrope flushed pink.	
Smolder, rich but sombre blackish purple.	
Snoqualmie, an early deep cream, very late.	
Snow Flurry, most outstanding ruffled white.	
Southern Pacific, a new giant clear blue.	
Snowking, bold white with yellow veins.	
Spokan, rich chestnut and golden brown.	
Spring Idyl, milk white shading to orchid.	
Spun Gold, probably the best yellow to date.	
Stained Glass, copper-red self, glowing.	
Stella Polaris, tall and large cream white.	
Storm King, quite likely the best dark iris.	
T	
The Black Douglas, velvety and very dark.	
The Red Douglas, plush-like wine red, huge.	
Three Sisters, white standards, red falls.	
The Darb, gold and crimson bicolor.	
Titian Lady, white with red-gold beard.	
Tiffany, most popular plicata, extra fine.	
Tobacco Road, 1942 introduction, brown self.	
Token, standards rosy old gold, falls russet.	
V	
Treasure Island, uniform yellow, big flower.	
Velvet King, first class deep red, gold beard.	
Violet Symphony, light purple self, a winner.	
W	
Wabash, white standards, royal purple falls.	
Wm. Mohr, the favorite hybrid iris (\$2 per plant).	
Waverly, brilliant early large blue.	

(Detailed descriptions and colored pictures of most irises listed above will be found in our 1942 catalog. Ask for a copy if you do not have one—the supply is limited.)

COOLEY'S *Iris* GARDEN

LET US TELL YOU ABOUT THE *New things* WE HAVE IN STORE FOR YOUR 1943 GARDEN

Color!

If you want the 1943 color supplement to our iris catalog showing the new introductions in beautiful natural color, cut this out and mail now—

Sure,

I want the Special Color Section for 1943 and I enclose \$1.00 which is to be credited to me and deducted from any order I place with Cooley's Gardens during the coming season.

Name _____
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Everyone who places an order, selected from the opposite page, PRIOR TO APRIL 1st, will receive this color section.

this offer expires
APRIL 1, 1943

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MEXICO. Gay and brilliant, a blended bi-color of buff golden standards and broad plush-like falls of glowing red brown. Now there are many irises in this color combination, but this one is not the ordinary variegata type that you might expect. In the first place, it is a perfectly gigantic flower, with the falls slightly waved at the edges. And then there is a coppery orange suffusion about it that makes it appear more as a blend than a definite bicolor. This is another of the very latest varieties, extending the iris season after most others have passed by. **Each \$10.00**

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Berkeley Gold, a gorgeous rich yellow; **Capitola,** a bright red violet hybrid, something like Wm. Mohr; **Melitta,** pale flesh pink; **Edward Lapham,** a brilliant red, said to surpass Red Gleam; **Lady Naomi,** something different in plicatas; **Southern Pacific,** a gigantic blue self; **Pink Ruffles,** clean pink of the Noweta type; **Storm King,** a huge smooth blackish self, rivaling Sable; **Three Sisters,** a near combination of red and white; and **Elmohr,** the new Wm. Mohr seedling. Others, of course, but these are high spots in the list.

 

★ If your order is placed before **APRIL 1st**, you will receive the special color section described in this folder. All orders will be filed for shipment immediately after the blooming season.

Cooley's Gardens

Date.....

Ship to.....

Street or R.F.D.....

City.....State.....

Date wanted..... Amount enclosed.....

SUBSTITUTIONS will not be made unless you request. If supply of a variety you have ordered is exhausted, may we send you another, of equal or greater value? Please answer yes or no.....

[illegible]

One Plant	Three Plants	One Plant	Three Plants
\$ .25	\$ .60	\$ .50	\$1.25
.30	.75	.60	1.50
.35	.90	.75	2.00
.40	1.00	1.00	2.50

If your order is for a collection, and you wish to take advantage of the **FREE IRIS** for assuming express charges, check here ☐

[illegible]

ANNUAL \$5 COLLECTION

Your choice of 10 for \$5.00

Labeled and postpaid; one of a kind. In making up your selection, be sure to confine it to the groups as outlined.

Any 3 from this group

The Red Douglas
Allumnese
Birchbark
China Maid
Ethiop. Queen
Louvois
Modiste
Radiant

Any 4 from this group

Tiffany
Orloff
Mohrson
Midwest Gem
Angelus
Corinthe
E. B. Williamson
Frank Adams
Satsuma
Christabel
Miss California
Siegfried
Lighthouse

Any 3 from this group

Brunhilde
Sandalwood
Golden Treasure
Far West
Mrs. Willard Jacques
Junaluska
Seadeep
Glowport
Treasure Island

FREE! If you wish to assume the express charges, you may have the fine two-tone yellow, **Fair Elaine** without additional cost; or **Aztec Copper**, if you prefer.

ANNUAL BARGAIN FOR BEGINNERS

Any 10 for \$2.00

Your choice, one of a kind, labeled and postpaid.

Aline	Mary Geddes
California Gold	Naranja
Dir. Pinelle	Noweta
Ethel Peckham	Rosy Wings
Gloriole	Shah Jehan
Golden Light	Sierra Blue
Gudrun	Spoken
Happy Days	The Black Douglas
Imperial Blush	William Mohr
Jean Cayeux	Marco Polo
Joycette	

FREE! If you pay express, you may have **Copper Lustre, Junaluska** and **Treasure Island** free. Mention this if wanted.

★ ★

THE TEN-SPOT COLLECTION

Any 10 for \$10

Your choice, any 10, one of a kind, labeled and postpaid.

City of Lincoln	Stained Glass
Bo Peep	Ornohr
Bermuda Sand	Roseland
Casque d'Or	Buckskin
Gallant Leader	Sable
Golden Majesty	Shawano
Matula	Snoqualmie
Matterhorn	Token
Spring Idyl	Wabash

FREE! If you assume express we will include the excellent new red iris, **Red Gleam**.

ANOTHER BEGINNERS BARGAIN

Any 10 for \$2.75

Your choice, one of a kind, labeled and postpaid.

Amitola
Anitra
Avondale
Cheerio
Copper Lustre
Destiny
Marquita
Golden Hind
Itasca
Junaluska
Kalinga
Narcain
Rebellion
Sandalwood
Shining Waters
Snowking

FREE! If you pay express, the deep yellow **Golden Majesty**.

★ ★

NOVELTY COLLECTION

Any 5 for \$10

All 15 for \$26

One of a kind only.

Alastor	May Day
Arctic	Old Parchment
Aztec Copper	Prince of Orange
Balmung	Red Gleam
Elsa Sass	Ming Yellow
Florentine	Great Lakes
Icy Blue	Flora Campbell
Fair Elaine	