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KATZENSTEIN & RUFF,
46 DRUID CIRCLE,
ATLANTA, GEORGIA.

MESSRS. OTTO KATZENSTEIN AND S. Z. RUFF ANNOUNCE THAT THEY HAVE FORMED A PARTNERSHIP FOR THE PURPOSE OF EXPLOITATION OF VERY EXTENSIVE FIELDS OF RHODODENDRON CATAWBIENSE AND KINDRED PLANTS WHICH THEY HAVE ACQUIRED. THEY WILL DO BUSINESS UNDER THE FIRM OF

KATZENSTEIN & RUFF,

WITH OFFICE AT ABOVE ADDRESS.

MR. KATZENSTEIN WAS, SINCE THEIR INCEPTION ABOUT EIGHT YEARS AGO AND UNTIL RECENTLY, MANAGER OF THE PINEHURST NURSERIES AT PINEHURST, N. C.

MR. RUFF ALSO IS A PLANTSMAN AND COLLECTOR, WITH EXTENSIVE PRACTICAL EXPERIENCE GAINED IN CHARGE OF LARGE PUBLIC AND PRIVATE PLANTINGS.

MR. KATZENSTEIN THANKS HIS MANY FRIENDS FOR THEIR NUMEROUS PROOFS OF CONFIDENCE SHOWN HIM DURING HIS FORMER CONNECTIONS AND TRUSTS THAT THEY WILL CONFER THEIR FAVORS IN FUTURE UPON THIS NEW ENTERPRISE, FURTHER ANNOUNCEMENT OF WHICH IS MADE ON THE FOLLOWING PAGES.

ATLANTA, GA., FEBRUARY, 1904.

Announcement.

In gorgeousness of its large trusses of exquisite flowers of lighter and darker pink shades and in the color of its large deep-green and persistent foliage, RHODODENDRON CATAWBIENSE is far superior to Rhododendron maximum and in hardiness it is at least its equal.

There are imported into this country considerable quantities of Rhododendrons, and a large percentage of these Rh. catawbiense. They come from Holland, Belgium and from England. Plants reared in this country now and in England are much to be preferred to those imported from Holland or Belgium. The latter are grown in such light and peaty soil that their transplanting to this country is almost invariably attended with large and often even entire loss within three years, whereas domestic and English plants continue with age to thrive and increase in size and beauty.

The plants which are growing in our fields, therefore, must not be compared or put in the same class with Dutch or Belgian stock, but they are fully equal to the best English imports. They grow in open fields, (with but an occasional and widely spaced tree between), in good loam of often a fairly gravelly composition, and naturally they form a grand system of fibrous roots, that holds well a substantial ball of earth.

THESE COLLECTED RHODODENDRON CATAWBIENSE TRANSPLANT WITH EVEN GREATER SUCCESS THAN THAT NOTABLE IN RHODODENDRON MAXIMUM, WHEN THE LATTER ARE COLLECTED, TRANSPORTED AND PLANTED WITH THE UTMOST INTELLIGENT CARE.

The wide range of territory at our disposal makes it unnecessary to resort to the digging of any specimens which might be growing in ledges, where the roots would have to be butchered to extricate the plants. Owing to this free development of the bushes, they are remarkably symmetrical and generally attain about the same diameter as height, with dense foliage to the ground.