Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.61

1913.10.1

HYBRID DELPHINIUMS

The tall stately spikes of Perennial Delphiniums, one of the most popular and satisfactory garden flowers. Excellent for cut flowers and cuttings. lengthens its blooming period to late September. Colors vary from pale sky-blue to deep mauve or blue.

LIBRARY
RECEIVED
★ FEB 10 1932 ★
U. S. Department of Agriculture

William C. Moore & Company

The House of "SQUARE DEAL" Nursery Stock

NEWARK, NEW YORK STATE

FRUIT *and* FLOWERS

for

City, Farm and Suburban Homes

Listing a comprehensive selection of practical items
for the home grounds.

Roses
Perennials

Trees
Evergreens

Hedges
Fruit

Healthy, hardy stock and fair dealings are the principles on which this
business was founded.

We feel especially grateful for the confidence and support of those whom
we have numbered as our regular customers since we started—also to the
thousands whom we have had the pleasure of serving year after year.

INDEX

ROSES

Mme. Butterfly	3
Sensation	3
Sunburst	4
Mme. Caroline Testout	4
Souv. de Claudius Pernet	4
J. J. L. Mock	5
Red Radiance	5
Flower of Fairfield	6
Gardenia Climber	6
Crimson Rambler	6
Paul's Scarlet Climber	7
Dorothy Perkins Climber	7
American Beauty Rose	7
Columbia	32
Kaiserin Auguste Viktoria	32
Etoile de France	32
Los Angeles	32
Francis Scott Key	32
Etoile de Hollande	32

PERENNIALS

Delphinium	1
Foxglove	8
Golden Glow	8
Liatris	8
Painted Daisy	8
Columbine	9
Stokesia	9
Canterbury Bells	9
Oriental Poppy	10
Hardy Primrose	10
Shasta Daisy	10
Chinese Lantern Plant	10
Gaillardia	11
Tritoma	11
Hibiscus	11
Gypsophila	11
Peonies—White, Pink, Red	14

PHLOX

Rijnstroom	12
Bridesmaid	12
Champs Elysee	12
Von Lassburg	12

Jules Sandeau	12
Beacon	12

LILIES

Auratum	13
Rubrum	13
Regal	13
Madonna	13

EVERGREENS

Pyramidalls	15
Globosa	15
American Arbor-Vitae	15
Norway Spruce	15
Juniper Pfitzeriana	15

FLOWERING TREES

Bechtel's Crab	16
Mountain Ash	16
Prunus Triloba	16

ORNAMENTAL TREES

Catalpa Bungei	17
Silver Maple	17
American Elm	17
Prunus pissardi	17

FLOWERING SHRUBS

Honeysuckle	18
Syringa, Virginal	18
Shrub Planting	18
Althaea	19
Butterfly Bush	19
Red-Leaved Barberry	19
Snowberry	19
Hydrangea P. G.	20
Golden Elder	20
Flowering Almond	20
Forsythia	20
Weigela Eva Rathke	20
Deutzia, Pride of Rochester	21
Lilac	21
Spirea Anthony Waterer	21
Spirea, Thunberg's	21
Spirea Billardi	21
Korean Spirea	22

Beauty Bush	22
Spirea Van Houttei	22

VINES

Wisteria	23
Matrimony	23
Clematis Paniculata	23
Honeysuckle	23
Silver Lace Vine	23

HEDGES

Barberry	24
Privet	24

GRAPES

Concord	25
Salem	25
Niagara	25

PEACHES

Rochester	26
Elberta	26
Carman	26

APPLES

Baldwin	27
Delicious	27
Grimes Golden	27

PEARS

Seckel	28
Bartlett	28
Clapp's Favorite	28

PLUMS

Bradshaw	29
Italian Prune	29
Abundance	29

CHERRIES

Black Tartarian	30
Montmorency	30

BERRIES

Latham	31
Eldorado	31
Cumberland	31

The ROSES — *For Exquisite Grace and Beauty*

Madame Butterfly

A symphony of white, bright pink, apricot and gold; compared with Ophelia, this derivation is fuller petaled, more prolific, and of greater color appeal. The buds are rich Indian-red, yellow at the base.

A truly beautiful Rose and should be planted in every garden.

Mme. Butterfly.

Sensation Rose

Color an intense, rich, dazzling crimson-scarlet; buds long and well-shaped; flowers good-sized, full, and of delicious fragrance. One of the best of the brighter colored Roses.

Sensation Rose,
Cuts well,
retains fragrance.

The ROSES

Souvenir de Claudius Pernet Rose

A real sensation. This new yellow has sprung into immediate popularity. A clear, shining sunflower-yellow, without a trace of orange-yellow as found in other roses. The plant grows fully, produces flowers liberally and has attractive shiny green foliage.

We Offer Vigorous Budded Rose Bushes

No puny little specimens, but Roses that bloom year after year.

Sunburst Rose

Long lovely buds, which open to large perfectly formed and double flowers of sulphur-yellow makes this one of the most attractive varieties in its color class. Strong plants of spreading habit, quite hardy, but in common with the majority of yellow roses, appreciates protection in cold climates.

We recommend this fine Rose for every garden.

Sunburst.

Mme. Caroline Testout Rose

Blooms all summer on strong, vigorous plants. The large, rounded flowers are bright satiny rose, with darker center, and edges of petals bordered with soft carmine-pink.

Madame Caroline Testout Rose.

Souvenir de Claudius Pernet Rose.

The ROSES

Jonkheer J. L. Mock

This Rose won the grand prize at the International Rose Show held in Paris. Of lovely imperial pink, the flowers are large, produced freely and are highly perfumed.

Jonkheer J. L. Mock Rose.

Red Radiance

The color is a splendid even shade of clear red without a trace of any other color, retaining its vividness for an unusually long time after being out. It is a remarkable bloomer, being constantly in flower from early spring to freezing weather. This Rose is popular in every garden.

STRONG FIELD-GROWN TWO-YEAR PLANTS

Every bush has bloomed in the nursery.

Enjoy a Rose Garden

Mass plantings always
make a beautiful
display

Red Radiance Rose.

America's Finest Climbing Roses

Flower of Fairfield. The glory of every home garden.

Crimson Rambler Rose.

Gardenia. A favorite yellow climber.

Grow More Roses!

You'll Never Regret It

One of the glories of owning a rose garden is the continued joy one gets from caring for and watching these colorful gifts of nature.

All the varieties of Roses offered in this book are practical selections that will, when planted in the spring, commence to bloom in June and follow through 'til frost.

American Beauty Climbing Rose.

Dorothy Perkins. A wonderful pink variety.

Paul's Scarlet. A new hardy Climbing Rose.

ALL OUR ROSES ARE SPECIALLY
SELECTED STRONG GROWING VA-
RIETIES THAT "TAKE HOLD"
QUICKLY IN NEW LOCATIONS.

Digitalis (Foxglove).
Blooms June-July.
Grows 3-4 feet high.

Rudbeckia (Golden Glow).
Grows 5 feet high.
Blooms July-September.

Pyrethrum (Painted Daisy).
Grows 2-3 feet high.
Blooms July-August.

Liatris (Gay Feather).
Grows 4-5 feet high.
Blooms July-September.

Strong Vigorous Plants

Once planted
will grow year
after year and
give a wealth
of satisfaction

Hardy Perennials

*for the Garden
Beautiful*

The judicious selection of perennials will yield a constant supply of flowers for table and house decoration.

For Best Results

Several plants of each variety should be planted in clusters or massed together.

Aquilegia (Columbine).
Grows 2 feet high. Blooms May-June.

Stokesia Cyanea (Cornflower Aster).
Grows 18" to 24" high.
Blooms July-October.

Campanula (Canterbury Bells).
Grows 2 feet high. Blooms July-August.

Old Fashioned

Oriental Poppy.
Grows 6" to
12" high.
Blooms
April-May.

Hardy Primrose. Grows 6 to 12 inches. Blooms April.

Shasta Daisy.
Grows 2-3 feet high.
Blooms July-September.

Chinese Lantern Plant.
Grows 2 feet high. Blooms August,
followed by orange-red seed pods.

Hardy Perennials

Gaillardia blooms May-November.
Grows 2 feet high.

Perennials can be planted almost anywhere in beds, borders or by themselves, as a foreground for shrubbery and rockeries

Tritoma (Red Hot Poker).
Grows 2-3 ft.
Blooms August-September.

Gypsophila.
Grows 2 feet high.
Blooms June-August.

Hibiscus (Mallow).
Blooms July-August.
Grows 4-5 feet high.

PHLOX

Blossoms from August Until Fall
Excellent for Cut Flowers

Rijnstroom.

Bridesmaid.

Beacon.

One of the very best bedding-plants. Good in beds, borders, along paths, and in clumps in shrubbery. These fine varieties are selected for your garden as an outstanding color combination. They will thrive everywhere, get stronger each year, and have no insect enemies. They have a long blooming season and are decorative both in the garden and for cut flowers in the house.

Best results can be obtained by planting in groups of three or more of a variety.

Champs Elysee.

F. G. Von Lassburg.

Jules Sandeau.

Auratum (Gold-Banded Japan Lily). For Spring planting.

Lilium Rubrum. For Spring planting only.

**Garden Lilies—Always plant
3 or more of a variety for
best results**

Regal Lily. Blooms July. Grows 3 to 4 feet.
For Fall or Spring planting.

Lilium Candidum (Madonna Lily).
For Fall planting only.

PEONIES

The Peony is a noble flower, with a wealth of gorgeous color combinations, and perfection of bloom. It is perfectly hardy without protection. It is not troubled with insects, pests or disease and once planted takes care of itself, increasing in size and beauty each year. No other flower is better adapted for large, showy bouquets.

All our Peonies are carefully selected as first-class specimens of unusual merit.

Peonies should be planted in every garden. For beauty and grandeur they rival the Rose.

Plant Peonies in groups of not less than three of a color for massed effects.

No. 1, White Peony. No. 2, Pink Peony. No. 3, Red Peony.

Evergreens for Beauty

Their deep rich tones enhance the beauty of your summer garden and furnish the winter's solitary bit of cheer.

Every Evergreen before leaving our nursery, is balled and burlapped around the roots.

AMERICAN ARBOR-VITAE

A beautiful native tree commonly known as White Cedar, is especially valuable for foundation planting, for hedges or screening sections of the home grounds.

PYRAMIDAL ARBOR-VITAE

A tall slender column of dark green, resembling Irish Juniper in growth, which retains its color throughout the long winter months.

GLOBE ARBOR-VITAE

A distinct globe-shaped hardy specimen. Fine for entrance and in front of windows. Dwarf habit; grows round like a ball.

Pyramidal Arbor-Vitae.

Globe Arbor-Vitae.

American Arbor-Vitae.

NORWAY SPRUCE.

An elegant tree, extremely hardy and lofty. Rapid grower. Fine as a specimen for the lawn, or planted in groups.

JUNIPER PFTIZERIANA.

Very picturesque, plumelike branches, of distinct steely blue-green, with irregular habit of growth. Especially useful as foundation planting, or beside the steps.

Ornamental Flowering Trees for the Lawn

Bechtel's Crab. Height 15 feet. Blooms May.

Bechtel's Flowering Crab

This is the popular native American tree everyone loves. Has a double, large pink and fragrant flower. Blooms in May, growing to an ultimate height of 15 feet.

Prunus Triloba (Double-Flowering Plum)

A charming tree of vigorous growth. Very early in the spring, before its leaves appear, the whole tree is decked in a fleecy cloud of very double light pink blossoms. Its effect on a still leafless landscape is magnificent. Blooms in May and grows to an ultimate height of 15 to 20 feet. Very hardy and grows everywhere satisfactorily.

Prunus Pissardi (Red Foliage) (Purple-leaf Plum)

Foliage is a beautiful reddish purple, and in May tree is covered with a gorgeous mass of pink blossoms. No other red-leaved tree or shrub retains its color like this variety. For best results, plant a clump of three trees. Contrast is unusually effective on a green lawn or planted among other flowering shrubs. Ultimate height 10 to 12 feet.

**Strong, Sturdy Specimens Ready to
Take Hold Quickly in New
Locations**

Prunus Triloba (Pink Double Flowering Plum).
Ultimate height 15 to 20 feet. Blooms May.

MOUNTAIN ASH.

Grows 20 to 30 feet in height. Has white flowers in May or June followed by scarlet berries until Christmas.

Ornamental Trees

Shade trees are the most important items of planting and the most difficult to alter if incorrectly planted.

Try to frame the house between the trees, so as not to obstruct the view of the house from the street.

CATALPA BUNGEI (Umbrella Tree)
Grows 6-8 feet high. Large leaves and umbrella shape. Plant in pairs, one on either side of the walk. Fine for border plantings or along driveways in private estates.

AMERICAN ELM.
Grows 60 to 80 feet in height. Large spreading top; a fine street tree.

SILVER MAPLE.
Grows 40 to 50 feet high. Its silvery gray bark is attractive in summer and winter. Its leaves are deeply cut, a soft, light green above, and with a silvery sheen beneath, taking on golden tones in the Autumn.

Prunus Pissardi (Red Foliage).

FLOWERING SHRUBS *For the Garden Beautiful*

Honeysuckle. (Red Tartarian).
Grows 6-8 feet high. Blooms May.

Syringa, Virginal. (Double Flowering).
Ultimate height 5 feet. Flowers twice a season.

New homes nowadays generally get attractive plantings. Folks realize they are as essential to appearance as draperies and curtains inside. Yet many older homes remain unattractive because of the lack of a simple inexpensive planting.

Red-Leaved Japanese Barberry.
Grows 3 to 4 feet high.

Buddleia (Butterfly Bush).
Ultimate height 5 feet. Blooms June-September.

Althea, Rose of Sharon.
Ultimate height, 4 to 6 feet.
Blooms August-September.

Snowberry.
Ultimate height 5 feet. Blooms in July.
Berries in Fall.

Practical Flowering Shrubs

Weigela Eva Rathke. Blooms June.
Ultimate height, 5 to 6 feet.

Hydrangea P. G. White, fading to pink.
Ultimate height, 3 to 5 feet.
Blooms August-September.

Best results are obtained by planting in groups providing blooming shrubs from April until frost.

Golden Elder.
Blooms June.
Grows 5-7 feet.

Almond Double Flowering Pink.
Blooms May.
Grows 5 feet high.

Forsythia (Golden Bell).
Blooms April.
Grows 7 feet high.

THESE shrubs are the most popular and effective varieties to transform your back yard into a charming and restful outdoor living room, the very shrubs that screen the bareness of your home's foundation will lend charm to the front entrance and provide pretty borders and accent corners to the yard.

Spiraea, Thunbergi. Ultimate height, 3 to 4 feet.
Blossoms white. Blooms May.

Spiraea Anthony Waterer.
Blooms July. Ultimate height 3 feet.

Lilac, Purple.
Blooms May-June.
Ultimate height 8 feet.

Spiraea Billardii.
Blooms July.
Ultimate height 5 feet.

Deutzia, Pride of Rochester.
Ultimate height, 3 to 5 feet.
Blooms June.

Plant a Group of Flowering Shrubs

To hide the bare foundation wall of the house—to provide screens for the garage or hide an ugly building or to frame the rear garden, nothing is quite so satisfying as to plant a group of these fine flowering shrubs.

Spirea Van Houttei

Fine for planting singly or in groups, or for hedging.

Ultimate height, 8 feet. Blooms in May.

New Korean Spirea. Blooms May.

Korean Spirea (*Spirea Trichocarpa*)

This splendid new shrub is enthusiastically acclaimed the finest spirea yet discovered. It is strong-growing, attaining a height when matured of 4-6 feet, forming a large globe-shaped bush, which is covered with large, round clusters of white flowers.

Two New Shrubs from China

Beauty Bush

(*Kolkwitzia
Amabilis*)

Blooms June-July. This extremely handsome shrub discovered in central Asia, is one of the finest new varieties we have seen. It attains a height of 6-9 feet, is perfectly hardy and the long, arching branches are covered with clusters of small tubular or trumpet-shaped flowers borne in such profusion that the bush is one cloud of delicate pink with the gracefully drooping branches.

Every shrub is strong rooted and ready for transplanting.

Beauty
Bush.

VINES

That Cling and Creep

Wisteria.
The aristocrat of the vines.
Blooms May.

Honeysuckle.
An old favorite.
Blooms June-September.

**Matrimony
Vine.**
Blooms
June-
September.

Clematis Paniculata.
A splendid climbing vine.
Blooms September-October.

Silver Lace Vine. Blooms August.

Climbing vines add color
and an air of coziness to the
porch and transform un-
sightly fences and buildings
into things of beauty.

Living Hedges for Permanency

A Barberry Thunbergi hedge fence. Compared with a wire or wood fence, costs less, requires no painting, no repairs, provides food and nesting places for birds, and grows more beautiful and valuable every year.

Thunberg's Barberry

The best of all hedges for low, informal effects, growing to three or four feet. It stands shearing well, however, and may be made a very beautiful formal hedge. Also makes a tight, but low defensive hedge. The foliage is very fine, in the autumn taking on gorgeous coloring and the berries are red and attractive. For formal hedges plant one foot apart. For informal hedge plant two feet apart.

Use Amoor Hardy Privet where winters are severe.
Use California Privet where winters are milder.

Privet

A popular plant for hedges. It is upright and stiff in habit of growth. Foliage oval and dark green. When untrimmed will attain a height of six to ten feet. It is most attractive when trimmed to a lower height. May be planted in single rows, one or two feet apart, and trimmed to any shape desired.

The most beautiful hedges are planted in two rows eight to twelve inches apart. The plants twelve to eighteen inches apart are staggered.

Privet Hedge.

*Plant
Grape Vines
for Arbors,
Fences and
Pergolas*

For a variety of this
delicious fruit we
advise planting in
groups of not less
than 3 of a variety

Concord
Grape.

Niagara
Grape.

Salem
Grape.

Grow Peaches for Eating and Canning

Plant one each of
these three varieties
for best results

Rochester Peach

Freestone. Ripens 2 weeks ahead
of Early Crawford. Hardy and out-
standing in flavor and appearance.

Carman Peach

White; nearly freestone. Rip-
ens August. Juicy, tender and
sweet.

Elberta Peach

Yellow freestone. Ripens
September. A valuable asset
to every fruit garden.

Home Garden Apple Group

Delicious Apple

Large, conical shape. Sells at high prices.
In season November-May.

All Our Trees Are
Strong and Vigor-
ous Rooted

Grimes Golden Apple.

McIntosh Red Apple

In season November to April. A very hardy variety, deep red color. The flesh is very tender and delicious.

These Fine Apple Trees

will give you an abundance of fresh fruit and are the best varieties for your garden.

Plant 3 trees or more for best results.

PEARS

Three trees
that will
produce
abundantly

Plant
in groups of
three for best
results

Seckel Pear.
Ripens September-October.
Fine for canning and pickling.

Clapp's Favorite Pear.
Ripens August-September.
Rich and delicate; produces the
finest of Pears.

Bartlett Pear.
An old favorite.
Ripens August-September.
Very juicy; excellent flavor.

Bradshaw Plums

Semi-freestone.
Ripe midseason.
Fruit is large and
juicy, tender, sweet
and fine for eating
and canning.

Italian Prune (Or Fellenberg)

It is fine for eating, stewing or
cured. Season late and short. Keeps
and ships well. Hardy and pro-
ductive.

PLUMS

should be planted
together for polleni-
zation purposes—
two or three differ-
ent varieties

For best results, we
recommend three
varieties shown
on this page

Abundance Plums

Ripens August or early September.
Juicy, sweet, bears very regularly and
heavily. Semi-freestone.

CHERRIES for The Home Garden

Two Fine Cherry Trees

for the Fruit Garden

Every home owner should have a few trees for his own back yard. Excellent for shade and do well when grown near the house.

Strong, Vigorous
Trees

Schmidt's Bigarreau

Ripens middle of July. A large, sweet cherry; very good; especially good flavor. Very dark in color with dark flesh.

Large Montmorency

Ripens late June. The leading sour cherry, unexcelled for pies and canning. Of dwarf growing habit. Medium to heavy bearer. Bears unusually young.

Berries

For Your
Garden

Latham Red Raspberries

Considered one of the best Raspberries. Heavy bearer, large, round and beautiful red color. A quick seller on the market.

Berries take
very little room
in the garden.

Plant a half
dozen of each
for best results.

Enjoy the
ripened fruit for
eating and can-
ning.

Eldorado Blackberries

Large full clusters of evenly
ripened fruit. Very productive.

Cumberland Black Raspberries

Early, good size, firm berries.
Dependable and popular.

Rose Beauty Group

Will Bloom From Summer Until Frost

No. 6.

EVERY rose on this page has already bloomed in the nursery row. We recommend these six fine Hybrid Tea Roses as outstanding in loveliness and satisfaction.

Rose Beauty Group

1. *Columbia.*
2. *Kaiserin Auguste Viktoria.*
3. *Etoile de France.*
4. *Los Angeles.*
5. *Francis Scott Key.*
6. *Etoile de Hollande.*

Enjoy the beauty of a select Rose Group. Once planted these thrifty and hardy Roses will give an abundance of flowers and a wealth of satisfaction year after year.