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Wallace's 1929 Chrysanthemums
At Retail, Post-paid anywhere in United States

MISS CHICAGO
M. A. WALLACE
Rt. A, Box 1095 San Fernando (Los Angeles County) California
MAIL ORDER BUSINESS
Instructions to Purchasers

At prices given in this circular, all plants sent postpaid anywhere in the United States.

Remittances may be made any way most convenient.

No mail order accepted for an amount less than One Dollar.

No orders filled on Sundays.

Planting season from March 1st to July 1st.

A Chrysanthemum delights in cool weather and of course, transplants much easier when the weather is cool.

Where plants are listed so much for 10 plants, it does not mean 10 plants of an assortment, but means—not less than five plants of one variety.

My aim: Not the largest assortment, but the choicest.

Doubtless many varieties that have been introduced should have been pitched in the brush pile.

I frequently have inquiries about books on mum culture. "Chrysanthemum Culture," by A. Herington, is a good one; 160 pages; price $1.00. For sale by the publishers, Orange Judd Co., 15 E. 26th St., New York City.

My Mum business is strictly retail. In this age the wholesale and retail business is generally run separately. The wholesaler furnishes rooted cuttings only—by the 100 and 1000.

I am often asked the question, “What is a crown bud,” and “what is a terminal bud?” Smith, an authority on mums, says: “A crown bud is surrounded by vegetative shoots and not by other buds. A terminal bud is surrounded by other buds and not by vegetative shoots.”

M. A. WALLACE

Rt. A, Box 1095 San Fernando, Calif.

P. S. No “Clumps” or cuttings for sale.

“If you want plants early, order early.
First come first served.”
PRIDE OF RICHMOND—A pure bright pink of broad incurving form; a grand commercial, and also a fine Exhibition variety. The color has no touch of violet, and is the tone so much desired. The stem is stiff and holds the flower erect; the foliage is ornamental, stiff, glossy, and beautifully arranged. A very large, well filled flower, apparently without a fault. Scored 90 at Peoria. Bud, Sept. 30; blooms Nov. 10. Originator.

This is a fine pink, 6½ inches in diameter, broad flat flowers with quilled petals, and a strong straight wiry stem. Matures here in California Oct. 25. M. A. W.

GOLDEN CELEBRATION—Beautiful golden yellow flower, 7 inches in diameter, broad flat flower. Shaggy curly petals. A fine show flower. Strong straight stem and dark healthy foliage. Matures Nov. 10.

MRS. HENRY EVANS—This chrysanthemum might easily be described as a “Crimson Cactus Dahlia,” since its characteristics resemble this flower.


1928 INTRODUCTIONS
50c Each—10 for $4.00

FRANCINE (Exhibition)—A Vermont seedling with a strong stem. The upper surface of the petals is old-rose and as it is closely incurved the pinkish buff reverse is most prominent. Height medium; can be grown as large as the Turners. Select bud Aug. 15—Smith. Matures Nov. 8.

QUEEN MARIE (Exhibition) — A seedling from Vermont producing blooms 13 inches in diameter with petals spoon shape which at the ends are decidedly incurved or hooked over. Color a medium shade of lavender. Select buds Aug. 20. C. S. A. Certificate scoring 94 points.—Smith. Matures Oct. 28.

THE BRUCE (Exhibition) A beautiful combination of scarlet and bronze shadings. This variety when taken on earlier buds, produces quantities of petals, which are rather small. On later buds the petals are very much larger and more attractive; therefore we suggest taking the bud Aug. 20 and onward. — Totty. Maturity Nov. 10. The Bruce originated with James W. Byrne of the U. S. Dept. of Agriculture.

GOLDEN MEASURE — A fine commercial yellow of unusual size and quality. Incurred form and fine finish. We grow it from terminal bud for commercial cutting, but can be grown to exhibition size from late crown bud. Comes good either way. Grows 4 ft. from June planting. Scored 93 points by the C.S.A. Committee. Bauer & Steinkamp. Oct. 25. The G. M. is a grand big golden yellow mum. — M. A. W.

CRYSTAL DOME (Market) — This fine variety bears the distinction of having won the C.S.A. Silver cup in two successive years, having won in a large field of entries at Cincinnati in 1925 and again at Chattanooga in 1926. Incurved white of large size and fine finish. Should make a fine shipper.

SHOW CHRYSANTHEMUMS
25c Each — 10 for $2.00 (5 of One Variety at 10 rates)

CORP. J. FRED PIPER — A fine loosely incurved flower, light rich yellow, 5 to 6 inches in diameter. Low stocky plant. Matures Nov. 5.

MRS. WOODROW WILSON — Pure paper white, 6½ inches in diameter, with drooping petals. Stocky plant with a large leaf. Matures Oct. 15. Fine for either the market or show room.

LOUISA POCKETT — An Australian variety of mammoth size both in plant and flower. Bloom pure white, 8 inches in diameter. Matures Nov. 15. At the Pasadena flower show, October, 1925, Louisa Pocket took first premium on exhibit — flower 12 inches in diameter.


WILLIAM TURNER — Large incurved white. Fine when pampered and well fed. An aristocrat. This is the big fellow that takes the premiums at the flower shows. Nov. 10. Height 3 feet. Fine foliage and rigid stem. Grows 4 ft. from June planting. B. & S. Blooms here in California Oct. 20 and later. I consider this is the most valuable whit market mum I have seen for many years. The bloom opens out paper white, long stems and green leaves; reminding me of a great big white Peony. — M. A. W.

PINK POCKET (T. W. Pockett) (Exhibition) — Pink with silvery reverse. Largest and undoubtedly the best pink Japanese yet raised. Strong healthy growth and a rigid flower stem. Awarded the certificate by the Royal Horticultural Society, Melbourne Show, for the finest novelty shown. Thomas W. Pockett, of Australia, Originator. Blooms Nov. 1st.

THETA QUAY FRANKS Exhibition) — Clear lavender pink with silvery reverse. This flower is composed of an immense mass of petals, all of which are carefully reflexed, and show the color of the flowers to the best advantage. The habit of growth and the stem is ideal and it is altogether one of the most desirable pink varieties introduced in many years. Crown bud after Aug. 25. Matures Oct. 25. — Totty.

MISS MILLICENT ROGERS — Introduced by Chas. H. Totty Co., of New Jersey. The following is their description: "One of the most novel Chrysanthemums introduced in many years. Color, bronzy pink with gold shadings. The lower half of the flower is clear lavender and the upper half bronzy pink, very much like the Madam Butterfly Rose.

"The general effect is that of the reflexed type with in-curving tips. The extreme lower petals hang down about 6 inches below the stem. The very center of the flower is pure, clear gold with no shading whatever. Foliage right up to the flower, stiff stem, fine habit of growth. Height 4½ ft. Crown bud August 15th to 20th. Matures October 20."

LADY HOUPTON — Large incurved pink. A fine flower and good foliage. Three feet. Nov. 5.


YELLOW TURNER—A sport of Wm. Turner and very much like its father, only in color. A very delicate shade of canary yellow. Height 3 feet. Nov. 10.


MRS. F. E. LEWIS—"An exquisite deep crimson with an old-gold reverse. Petals are extremely wide and the wonderful combination of crimson and gold is strikingly attractive. In color, is far superior to Pockett's Crimson at its very best. Our finest red in twenty years of introducing novelties. Late crown bud the first week in September. Growth wonderfully strong and robust. Height 4 feet. Certificated 93 points." Matures Nov. 8.—Totty.

CINCINNATUS—"Winner of the silver trophy for the best seedling variety at the Cincinnati fall show in 1924. Pleasing shade of light lavender pink. Beautifully formed flower of large size. Strong stem with good foliage. Grows three feet from June planting. Fine for benches where headroom is limited. Take terminal bud. Blooms November 8th and later."—B. & S.

FANCY COMMERCIAL


SNOW WHITE—Pure white 5½ inches in diameter. Plant short and stocky with an abundance of large green leaves. Matures November 25 to December 5. A promising late market variety.


STEPHEN BROWN—Salmon with old-gold reverse. Very large broad petals, which are whorled and incurved, making a large solid flower. Matures Nov. 6.—Pockett.


JIMMIE WALKER—This is rather an artistic looking fellow, with shaggy curly locks; reflecting golden yellow, 5 inches in diameter; plant dwarf but robust and stocky. Matures Oct. 25—W.

EDGAR STILLMAN KELLEY—"In comparison with Betsy Ross is larger in size, stronger ingrowth, and of the purest, glistening white, 7½ inches in diameter, matures November 1st, select bud September 5th. C.S.A. Certificate."—Smith.


YELLOW POCKET—A light yellow sport of Louisa Pocket. Same size and shape. Matures Nov. 15 and later.

CELEBRATION—A sport of Eton. A tall growing plant with rigid stems. Light yellow bloom 6 inches in diameter. Matures Nov. 1st.

HARVARD—Japanese reflexed, very dark crimson. In perfection Nov. 15 and for the closing days of the foot ball season. Best bud Sept. 5.—J. J. Braun.

DECEMBER BEAUTY—“White with light pink shadings which are more pronounced at the center of the bloom. Best incurved form. Avoid early buds as the late ones give the best blooms. Height 3½ feet from June planting. Fully developed Dec. 10 to 15, continuing until Christmas and after from buds selected Sept. 30 to Oct. 10.”—Smith.

DISTINCTION—“Coming into bloom after the mid-season flood has passed, it should prove to be of more than ordinary value. Its round incurved bloom will ship and handle well. The plant grows very erect and the stem is rigid and clothed with good foliage. Blooms November 15th to 25th.

CORONNA—“This is one of our favorites for commercial planting. Every plant gives a good bloom from each shoot. Can be grown two or more blooms to the plant. Grows five feet from June planting. Strong stem clothed with abundant medium sized foliage. Deep golden yellow. Blooms November 15th to 25th.

WHITTIER—A beautiful light golden yellow. Large and finely incurved flower. Begins to mature about November 15 and lasts a long time. A good commercial variety. Some wholesale florists in the east claim Whittier will supercede Major Bonnaffon for market. Whittier is a much larger flower than the Bonnaffon and later.

CITRONELLE—“Its large size and general all-around excellence has made this variety a great favorite. Blooms October 20th. Clear lemon yellow. Strong upright growth. Three to four feet from June planting. Take terminal bud.”

THANKSGIVING PINK—“Best pink for November 20th and later. The very best pink to grow for Thanksgiving.”

QUAKER MAID (Market)—Plant tall grower and good foliage. Pink bud but a pure white flower 5 inches in diameter, matures Oct. 6. I am well pleased with Q. M. and I think she is a valuable girl.

YUKON—“This variety should prove a boon to the grower who ships his blooms to distant markets. Belongs to the closely incurved section. Bright clear yellow. Fine stem and foliage. An easy doer and grows five feet from early June planting. Blooms October 5th. Take terminal bud.”

OCTOBER ROSE—“Large incurved pink. Comes into flower October 10th and will overshadow all other pink varieties coming into bloom at the same time. It is as large as the best mid-season variety.”

ROSE GLOW—A stocky low growing variety. Dark green leaves. Color rich pink, 6 inches in diameter. Matures Oct. 10. A very choice variety. Introduced as a market mum, but plenty large for the show room. One of the finest pinks I have seen.—W.

DETROIT NEWS—A very pretty little bronze, 4 inches in diameter. Matures Oct. 20.

MRS. R. M. CALKINS—(Introduced by us 1926). A very bright yellow as intense as the variety Marigold, an improved Golden Chadwick and in comparison is brighter in color, has shorter outer petals and is more globular in form with a stronger and harder stem. Matures November 25 to 30. Select bud September 20. C.S.A. Certificate.—Smith.

WHITE CLIFTON—Large pure white incurved. A good market mum. Matures Nov. 1st.

ORANGE QUEEN—“A burnt orange in color, coming at Thanksgiving time, its color in keeping with the season. Loosely incurved form, maturing Nov. 20 from Sept. 10 buds.”—Smith.

GOLDEN OCTOBER—“A splendid yellow to follow Golden Glow. Blooms October 10th from terminal bud. Grows four feet from early June planting. Strong stem and abundant foliage. The color is a rich golden yellow.”—B. & S.
MISCELLANEOUS MARKET
20c Each—$1.50 per 10 (5 of One Variety at 10 rates)


MRS. O. H. KAHN—Large incurved bronze, with large leaves, plant medium size. A fine old show mum. October 15.


RICHMOND—Medium to large, incurved. Yellow. Plant rather sprawling in habit of growth. Foliage not very good. Some of the eastern growers consider the Richmond one of the best commercial varieties. October.


DECEMBER QUEEN—Large incurved, yellow. Good foliage. Matures about December 15. Height 5½ feet. A promising late variety and well worth planting.

COL. APPLETON—Large late incurved yellow. An old standard market variety.

GOLDEN GLOW—Originator says: “Bright yellow; good stem and foliage. Blooms may be had from August 15 to October 20, if planted in succession and first buds secured. Height 3½ feet.”

WHITE SEIDEWITZ—“A white sport from E. Seidewitz, and as it flowers at the same time is a valuable addition to the late-flowering section.” Height 5 feet.

STANDARD COMMERCIAL VARIETIES
12c Each—$1.00 per 10 (5 of One Variety at 10 rates)


EDWIN SEIDEWITZ—“A beautiful incurved, bright pink, maturing from Thanksgiving to early December. Height 5 feet.”

WHITE PERFECTION—A sport from Rose Perfection. Large incurved creamy white. In plant and leaf, quite similar to Rose Perfection. A good, sturdy variety and well worth careful testing. Matures Nov. 1. Standard.


BETSY ROSS—Large incurved white. A magnificent flower and good stem. One of the finest white mums I have seen. Matures about November 5. Height 4 feet. A good commercial variety.


FEATHERY, SPIDERY AND THREAD-LIKE VARIETIES
FREAKS AND ODDITIES
25c Each—10 for $2.00

AMATERASU (The Sun Goddess)—Medium tall grower. Light golden yellow bloom 6 inches in diameter, curly twisted petals. A beautiful show flower. The largest of the group.

FEATHERY, SPIDERY AND THREAD-LIKE VARIETIES
(continued)

BENTEN (Goddess of Beauty)—A tall growing plant; with good foliage. Quilled petals standing straight out from the center; color green gold at center with blood red tips. Very beautiful and unique.


ANEMONES, NOVELTIES
50c Each—10 for $3.50

The Anemone (A-nem-o-ne) flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or distinct color, and are grown in sprays for artistic floral arrangements.—Smith.

GOLDEN PHEASANT — Ray petals a beautiful "John Quill" yellow, incurved and cupped. Cushion a darker yellow. Flowers can be grown 3 to 5 inches in diameter when disbudded. Plant a strong grower. Matures Oct. 26 and later.

ADENLAIR—An exceptionally fine anemone for commercial growers, producing 4 blooms to the plant, 5 inches in diameter surrounded by two rows of guard petals. The predominating color is shell pink with a creamy cast at the center of cushion. Select buds Sept. 10. C.S.A. Certificate scoring 91 points.—Smith. Matures Nov. 15 to 20, here.

GOLDEN STATE—A self-colored yellow about the same shade as Florera, but is larger and has longer florets, 6 inches in diameter with 4½ inch cushion. C.S.A. Certificate. Matures Nov. 20.—Smith.

ANEMONES
20c Each


MAPLE LEAF—"Like the soft maple leaf the color is displayed in the various shades of red and yellow chang¬ing from day to day as development progresses. High rounded cushion. Two and one-half inches in diameter, two feet high. Being dwarf, is well adapted to specimen pot plants. Maturing Nov. 10."


SINGLES
25c Each—10 for $2.00

JEANNE SHELLY ADAMS — A beautiful clear pink, 2½ inches in di¬ameter, with white zone around the center. Medium tall. Matures Oct. 12.

MARGARET A. WANNER — Cad¬mium orange, suffused deep amber bronze, 2½ inches in diameter. Seed¬ling of Buckingham. A grand variety.

CAROLINE ROBBINS—2½ inches in diameter. When first opening the flowers are a deep mellow pink and gradually develop into lilac rose. The very broad petals much resemble a double cosmos. Fully matures Oct. 15.

ALICE HOWELL—Two inches in diameter. Comes out a bronze and changes to a light yellow. Low stocky grower. Matures Oct. 15.

ALBERT JESSURUM—Medium tall grower. Flowers 2½ inches in diameter, light yellow with reddish tips. Ma¬tures Nov. 1st.


IDA CATHERINE SKIFF — Single type 2½ inches in diameter. The flowers open up a bronze but change to a beautiful buff when fully matured. Plant medium tall. A very popular market variety here in Southern California. Matures Nov. 5.

IDA—Pure sea shell pink, a color that we have not had in singles up to the present time. The outer petals reflex and the inner petals are cup shaped around the bright yellow center. Nov. 10.


LAONA—Plant medium tall. Flowers 3½ inches in diameter, a refreshing pink color, reminding me something of a water lily. A choice variety. Matures Nov. 15 and later.

NACORA—Medium tall plant, reddish bronzy buds that open up a little yellow. Flower 3½ inches in diameter. A good companion to Laona. Matures Nov. 30.


POMPON—SPECIALS

ROSE CHARM—“Bright rose pink, especially valuable where a solid color effect is wanted. Fine sprays and strong growth giving a good yield. Blooms November 1st.”

PINK DOT—“Has made a hit this fall with its beautiful color, which as its name implies, is blush white with a crimson dot in the center. The sprays are ideal and the plant yields a heavy crop. Blooms October 25th.”

YELLOW-FELLOW—“A good variety to follow Nuggets. Produces fine sprays of clear yellow blooms. Blooms are of large pompom type. Each bloom is supported on a rigid stem and the sprays are not overcrowded. A strong grower, producing a large yield per square foot of bench space. One of our best. Blooms November 10th and later.”

YULETIDE—“The latest and best white pompom known at the present time. Color purest paper white.”

NUGGETS—“We consider this the very best yellow pompom to bloom the first week in November. Its bright yellow blooms produced in ideal sprays and its splendid growth and profusion of bloom make it the ideal variety for either cutting or pot plants.”


LILLIAN DOTY—A delicate pink. Medium tall. Flowers 2½ inches in diameter, button type.


NOVELTY POMPOMS


GOLDEN JAPAN—Light golden yellow 6/8 inch in diameter, very fine. I procured this variety from a Japanese flower grower here and as he did not know its name, I named it. Matures Nov. 15 to 20.
NOVELTY POMPOMS
(continued)

GOLDEN SCEPTER—A tall growing plant. Flower a bright golden yellow. Looks something like “Yellow Fellow.” Matures Nov. 15.

GOLD COIN—Low stocky growing plant. Light golden yellow 2½ inches in diameter, almost an anemone. Nov. 15th.

CHRISTMAS GOLD—On the order of “Golden Baby” but a much stronger grower. The little button flowers being a little larger and much brighter, set off by dark glossy foliage, makes an attractive spray. Its lasting qualities are exceptional.—Braun. Nov. 25.

POMPOMS—MISCELLANEOUS
15c Each—$1.20 per 10 (5 of One Variety at 10 rates)


MARY PICKFORD — Button type, creamy white, one inch in diameter. Round and delicate. Plant dwarf. Matures Nov. 1.

From Pleased Customers

Mayfield, Kentucky, May 7, 1928.

My Dear Mr. Wallace:

With all my heart I thank you for those lovely mum plants you so generously sent me with the little order I sent you. 'Twas such a special kindness and I would not be true to myself if I did not most deeply appreciate it. I had read longingly about Crystal Dome Corona and Golden Measure but they seemed beyond my purse, at present, after having lost all my plants last winter. The plants are all out and came in good condition with the exception of Distinction and Louisa Pickett. They were scalded and damaged some. I found a little eye there and buried the roots and hope they may revive. Thank you again and wish all good wishes to you. Very sincerely,

(MISS) M. E. W.
Ramona, Calif., June 10, 1928.

Mr. M. A. Wallace, Dear Sir:

The chrysanthemums ordered from you came in splendid condition and I think you were more than fair in sending me extra varieties. I sure will enjoy watching them grow and bloom, and will want to add to my collection next year.

Sincerely yours,
MRS.

Los Angeles, Calif., May 5, 1928.

M. A. Wallace, San Fernando, Calif., Dear Sir:

The "mums" were received in fine condition, planted right away and are making a splendid growth. All the plants lived.

MRS. C. H. L.

Redlands, Calif., June 7, 1928.

Dear Mr. Wallace:

I wish to thank you for the mums you sent me which were fine plants and arrived in excellent condition. I could not help but note your generosity in sending the extra plants, over and above my order. Thanking you again I am,

Sincerely yours,
E. R. F.

Portland, Oregon, June 28, 1928.

M. A. Wallace, Dear Sir:

I received the mum plants today. Thanks for same. These plants were all in fine shape. Please send me your fall catalogue as soon as it is out. Kindly mark the ones you consider the extra choice for market and show. Anything in new colors are the ones I am interested in. Thanking you, I remain,

F. R.
Wallace's Mums

M. A. WALLACE
Route A, Box 1095, San Fernando, California