

# EXOTICS



# ROEHRS

LEE FALCON - PRINTING  
RUTHERFORD, N. J.

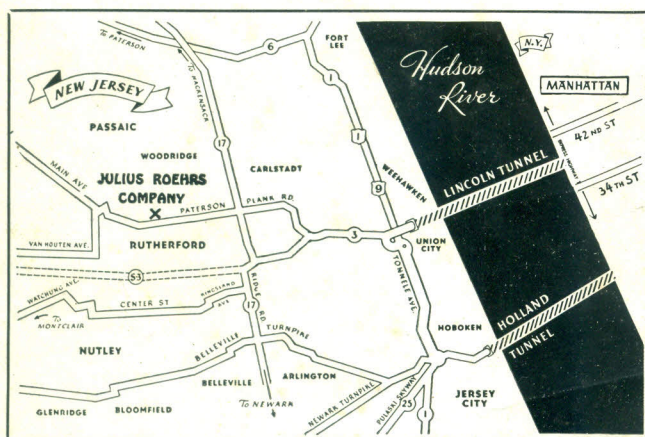


# Treasure Hunt

In our 120 greenhouses, exclusively devoted to Potted Plants, are probably grown the largest assortment of ornamental plants under glass in America, most of which are distributed through Retail Florists.

For over 75 years we have collected from all parts of the world a Treasure in Exotic Plants which has become world-famous. However, many Flower Shops do not have the facilities to feature some of these rarer plants because of their perishable nature, and it is the purpose of this list to keep them available to the Plant Fancier if they cannot be obtained from your neighborhood florist.

A visit to our greenhouse-ranges can be compared to a Treasure Hunt where at every turn one may find some rare exotic Gem. Plant Lovers are cordially invited to wander leisurely from house to house, any day. However, for the protection of our Wholesale customers, sales of plants can be made from this list only.



**VISITORS:** We are located on the old Paterson Road, 10 miles from New York City, and can be reached from Manhattan in several ways: By car via Lincoln Tunnel and Highway #3; Erie Railroad at Chambers Street; Inter-City Express Bus at 43rd Street, East of Times Square; Bus #3 from Weehawken (42nd Street Ferry) passes Nursery.

**ORDERS:** Because of limited Mother Stock in some species, orders are accepted with the understanding that they will be shipped out only if and when saleable plants are available beyond needed Propagating Stock. We try to avoid shipping during cold weather. Minimum order \$3.00; otherwise packing charge of 50c.

**TERMS:** Cash with order; prices include packing; transportation Express collect. Claims for damage in transit must be filed with carrier. We will exercise all care to ship safest way, but because of the tender nature of many Exotic Plants, we cannot assume responsibility for their safe arrival and future growth.

MARCH 1, 1947

**JULIUS ROEHRS COMPANY RUTHERFORD, N. J., U. S. A.**

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## Bromeliads

Companions of Orchids in the tropical forests of Central and South America, the Bromeliaceae or "Pineapple" family is a large group of Epiphytes and Terrestrials which include some of the most fascinating and striking known ornamentals, that will lend themselves admirably as houseplants.

Some Bromeliads have plain foliage but a showy inflorescence, which may—as in some Aechmeas or Vriesias—keep for several months; others are distinguished by spectacular coloring or bizarre design of their foliage.

Notwithstanding their beautiful colors and designs, this group of plants is amongst the easiest to grow. This is because they are allied to Succulents, inasmuch as they hold their water supply within a natural vase-like center cup, formed by their leaves. Their root system, particularly in the epiphytic varieties, serves—mainly in the older plants—primarily as a means of attaching themselves to trees or other convenient hosts. In fact, it has been found that as long as Bromeliads receive their food and water through their center funnel—they can get along for a long time without any roots at all. Bromeliads are therefore ideally suited for house decoration, locations in unfavorable corners, hanging pots, branches of trees, wall pieces, Dishgardens, and table adornment. In Europe, Bromeliads have thus been used for decoration for a hundred years.

## BROMELIADS



B2

B4

B6

**AECHMEA calyculata** (Brazil), bush like spike of yellow bracts, deep green foliage, medium plant 2.50.

**AECHMEA caudata variegata** [B4], beautiful ivory white leaves transversed by rich green stripes; flower trusses with yellow bracts, medium plant 7.50.

**AECHMEA fasciata** [B6] (Brazil) (Billb. Rhodocyanea), attractive ornamental plant, green, richly tigered silver; strong spikes of long-lasting rose-pink bracts with blue flowers 3.50 to 7.50.

**AECHMEA fulgens**, gray foliage; red berry-cluster inflorescence, medium plant 3.00.

**AECHMEA fulgens discolor** [B38] (Brazil), silvery green foliage, with purple and silver reverse; produces beautiful spikes of red berries tipped with violet flowers, winter blooming, medium plant 3.50, larger 5.00.

**AECHMEA miniata discolor** (Brazil), bronzy-green with purple reverse; blue flowers borne on red berried-spike, 3.00 to 5.00.

**AECHMEA Orlandiana** [B10] (Brazil), bizarre chocolate cross-bands on bright green foliage, dark teeth; scarlet bracts with yellow flower, 3.00, 4.00, 6.00.

**AECHMEA Racinae** (Christmas Jewels), friendly shiny green strap-like leaves, striking orange-red berry-like pendant inflorescence with yellow black petals, 2.50 to 3.50.

**AECHMEA weilbachia** [B14] (Brazil), foliage copper and green; red bracts with delicate orchid flower, 3.50 to 5.00.

**ANANAS porteanus** (Philippines), white and red center stripes, medium plant 5.00.

**ANANAS sativus** (Brazil), silvery Pineapple Plant, green foliage, medium plant 3.00.



B8

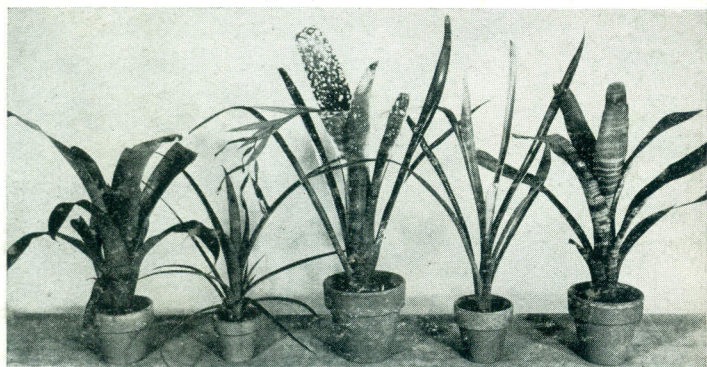
B10

B12

B-14



## BROMELIADS



B16

B18

B20

B22

B24

**ANANAS sativus variegatus** [B36], rose and yellow variegated Pineapple, red edged; magnificent; medium plant 20.00.

**BILLBERGIA Amoena** [B24] (Brazil), fluted bronzy gray with pronounced silver crossbands; blue pendant flowers and red bracts, 1.50 to 3.00.

**BILLBERGIA distachia** [B22], tall narrow foliage, gray green, 1.00 to 1.50.

**BILLBERGIA Euphemiae Alberti** [B16] (Brazil), broad leaves, green with purple, powdered white; medium plant 1.50.

**BILLBERGIA macrocalyx**, stiff gray-green tubes with silver bands, medium plant 1.25.

**BILLBERGIA Meyer** [B12] (Brazil), tall slender bronzy-gray foliage with gray blotches and bands, tips gracefully curled; greenish spidery bracts, medium plant 2.00.

**BILLBERGIA nutans** [B18] (Brazil), Queens Tears, narrow bronzy silver foliage; rose bracts with greenish flower, edged purple, 50c to 1.00.

**BILLBERGIA pallescens** (Brazil), medium broad gray-green leaves, upper parts of which bend decidedly away from closed tube, 1.00 to 1.50.

**BILLBERGIA pyramidalis** (Peru), vase shaped medium olive green foliage; red bracts in truss form with blue flower, 1.50 to 2.50.

**BILLBERGIA Saundersii** (Brazil), foliage green, diffused with pink, ivory blotches; flower with dark red bracts; tubular, 2.00 to 3.00.

**BILLBERGIA Saundersii Hybrids** [B20], Rainbow Plant, bronzy or variegated bayonet-like foliage; crimson bracts with pendant red and indigo flowers, 1.50 to 2.00.

**BILLBERGIA thyrsoides** (Brazil), broad foliage of friendly green; red bracts with blue flowers; robust, 1.50 to 3.00.

**BILLBERGIA quintitissima**, hard foliage of tubular growth; tall and narrow, dark green, 1.00 to 1.50.

**BILLBERGIA zebrina** (Brazil), tall fluted gray foliage, with silver zebra bands on outside, black thorns, 2.00 to 3.50.

**BILTANTHUS beuckeri** [B30] (Billbergia and Cryptanthus hybrid), green mottled bronze, narrow pointed foliage, 1.00 to 1.50.

**CRYPTANTHUS acaulis** (Brazil), small rosettes, gray green, dusted silver, 35c to 50.

**CRYPTANTHUS acaulis ruber** (Brazil), small rosettes, dark bronzy dusted beige, 35c to 50c.

**CRYPTANTHUS acaulis discolor** (Brazil), heavy silvery leaf to 10" long, 3.50.

**CRYPTANTHUS bivittatus** (Brazil), large type, two pale green transverse bands on pinkish bronze leaf, 1.50.

## BROMELIADS



B26

B28

B30

B32

**CRYPTANTHUS beuckeri** (S. Brazil), spoon-shaped, dark green leaves, marbled pale green, 1.25.

**CRYPTANTHUS osyanus** (Brazil), broad pink and copper foliage, mottled warm green, 1.50.

**CRYPTANTHUS roseus pictus** [B32], reddish star with rose stripes, 50c to 1.00.

**CRYPTANTHUS terminalis** [B26], upright and glowing bronzy green, 75c.

**CRYPTANTHUS zonatus zebrinus** [B28], brown or bronze with tan tiger banding; strikingly beautiful, 1.50 to 3.00.

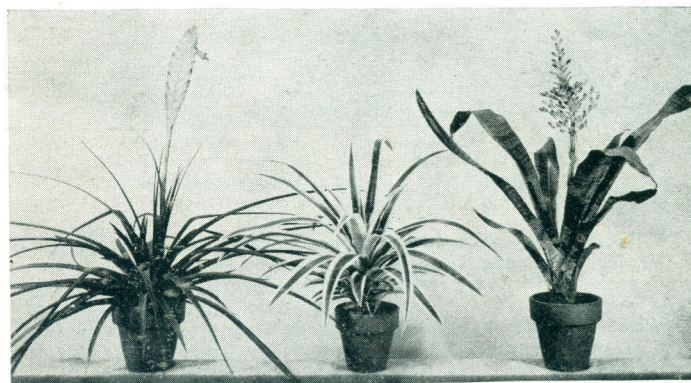
**CRYPTANTHUS rubescens**, dark brown, broad leaved dusted silver; 1.00.

**DYCKIA Sulphurea** (Brazil), hard shiny stars with silver underneath, dwarf habit, 50c to 1.00.

**GUZMANIA Musaica**, Pea green foliage marked dark green above, maroon beneath, Col.

**GUZMANIA Zahni** (Colombia), slender strap-shaped light-green leaf with transverse maroon pencil stripes; bracts dark orange, 25.00.

**HECHTIA Glomerata** (Mexico), sharp recurved green and silver leaves, very thorny, 1.50.



B34

B36

B38

**NEOREGELIA Carolinae** (Brazil), strap shaped metallic leaves, reddish brown center cup, medium plant 2.50.

**NEOREGELIA Marechali** (Brazil), broad flat metallic leaves centered around cup of brilliant crimson, medium plant 5.00.

**NEOREGELIA marmorata** (Brazil), bold growth of olive green leaves blotched maroon, red foliage tips, 2.50 to 5.00.

**NEOREGELIA princeps** (Brazil), flat metallic leaf turning to maroon at center of plant, medium plant 3.50.



## BROMELIADS

**NEOREGELIA spectabilis** [B2] (Brazil), Fingernail Plant; elegantly shaped plant with metallic green leaves, maroon reverse and symmetrical gray cross bands; pronounced red foliage tips, 3.50 to 5.00.

**NEOREGELIA tristis** (Brazil), gray with chocolate markings and red tips, dwarf habit, small plant 3.50.

**NIDULARIUM amazonicum** [B8] (Brazil), showy specimen of robust growth, large flat foliage from metallic purple to almost black, 7.50 to 20.00.

**NIDULARIUM fulgens** [B42] (Brazil), pea-green with dark markings, toothed and very showy, 5.00 to 10.00.

**NIDULARIUM innocentii** (Brazil), green with pinkish purple underside of broad leaves, 3.50.

**NIDULARIUM purpurescens**, broad foliage, metallic green diffused with purple, shiny maroon reverse, 2.50 to 5.00.

**NIDULARIUM Striatum**, stocky rosette with broad lettuce-green leaves, transversed with unequal ivory stripes, Col.

**PUYA alpestris**, light green, tapering, shiny recurving leaves, 1.00.

**TILLANDSIA Lindeniana** [B34] (Peru), narrow green and brown rounded foliage, with large blue flower petals on arrow-like spikes, 20.00.



B40

B42

B44

**VRIESIA bromeloides**, bright green bayonet-shaped, 2.50.

**VRIESIA Carinata** (Brazil), dainty dwarf growing plant with pale green foliage; feathered crimson bracts, yellow changing to greenish yellow toward ends, 3.50 to 5.00.

**VRIESIA erecta**, broad light green foliage, strong spike bears purple bracts with yellow edging and yellow flowers, 7.50 to 15.00.

**VRIESIA Favorita** [B44], tall flower spiked with maroon feather bracts and yellow flowers, 5.00 to 10.00.

**VRIESIA guttata** (Brazil), bluish green with maroon spots, Col.

**VRIESIA hieroglyphica**, Col.

**VRIESIA Incurvata** (Brazil), arrow shaped bracts, orange red with green ends, 5.00 to 7.50.

**VRIESIA magnifica** [B40], light green foliage, carmine bracts, feathered yellow with brown dots, 5.00 to 7.50.

**VRIESIA Poelmani**, tall spike of loosely feathered light red bracts, edged yellow, 5.00 to 7.50.

**VRIESIA splendens** (Guiana), foliage green with strong blackish cross bands, Col.



## CULTURE OF BROMELIADS

Bromeliads can get along in almost any climatic condition, from near freezing to highest room temperature. They prefer filtered sunlight, especially the highly colored types. For a growing medium, almost any light and porous material rich in humus will be found satisfactory, and peatmoss or leaf-mold with broken pots, sand, charcoal and some rough manure added, or Orchid fibre (*Osmunda*) will be ideal. Plants should be kept moist but not wet, and fresh water should be permitted to stand in their funnels. Occasional feeding with cowmanure or liquid fertilizer will prove beneficial. Scale may develop, but sponging with soap and nicotine followed by forceful syringing with water, will keep them clean.

Bromeliads are relatively little known, but it is safe to predict that on better acquaintance they will make one of our most satisfactory as well as attractive house plants.

ROEHRS Delivery Wagons Fifty Years Ago

