

The Holly Farm

Growers of
IMPROVED VARIETIES OF HOLLY
(ILEX)



WHOLESALE PRICE LIST

Fall 1979



Spring 1980



American holly products, inc.

p.o. box 754 • millville, n.j. 08332 • (609) 825-4959

"THERE IS NO SUBSTITUTE FOR QUALITY"





The Holly Farm, a unique orchard, is the only one of its kind in the eastern United States. Its 4,400 mature holly trees produce thousands of pounds of cut holly boughs and approximately 300,000 offspring annually.

The orchard was planted in 1939 by Clarence R. Wolf, president of N. J. Silica Sand Co., to assure an ample supply of holly boughs to send his sand customers as a token of appreciation for their business at Christmas.

Following the death of Mr. Wolf, a group of local businessmen headed by Daniel G. Fenton formed American Holly Products, Inc. and purchased the orchard. It was opened to the public in 1971.

The commercial enterprise now distributes hundreds of thousands of holly plants annually throughout the country. Fenton, a nationally known horticulturist, serves as president of American Holly Products.



QUALITY CONTAINER GROWN HOLLIES

Females and Compatible Males in Variety

LONGSTALK HOLLY - Female (Ilex Pedunculosa)

—Long stemmed berries resemble cherries.

Evergreen spreading tree from Japan reaches 10 feet in height.

—Believed to be the hardiest of all hollies.

—Hardy to -30°F (Zone 3)

1G 12" - 15" \$4.25

2G 15" - 18" \$5.75

LONGSTALK HOLLY - Male (Ilex Pedunculosa)

—Leaf is very similar to female. Due to the flowering sequence of this rare Japanese species (very late) it will only pollinate Ilex Pedunculosa female.

—Rapid grower, spreading habit.

—Hardy to -30°F (Zone 3)

1G 12" - 15" \$4.25

2G 15" - 18" \$5.75

WINTERBERRY - Female (Ilex Verticillata)

—Deciduous shrub-type holly. Drops leaves in winter leaving a mass of bright red berries.

—Reaches 8 to 10 feet at maturity. Takes extremely heavy shearing for screens or hedges. Provides excellent color year round.

—Hardy to -20°F (Zone 4)

3G 24" - 30" \$6.50

WINTERBERRY - Male (Ilex Verticillata)

—Pollinates Ilex Verticillata Female and all Verticillata x Serrata hybrids.

—Reaches 8 to 10 feet at maturity.

—Hardy to -20°F (Zone 4)

1G 12" - 15" \$4.25

SAN JOSE' - Female (Aquifolium x Peryni)

—Red-fruited hybrid holly with glossy, dark-green leaves.

—Columnar grower reaches 14 feet at maturity.

—Hardy to -10°F (Zone 5)

2G 18" - 24" \$ 6.45

5G 30" - 36" \$11.75

7G 36" - 42" \$22.50

GABLE - Male (Aquifolium x Peryni)

—Glossy, green leaves and long blossoming period make Gable an old favorite. Pollinates all hybrid females listed.

—Broadly pyramidal with weeping branches.

Reaches 14 feet at maturity.

—Hardy to 0°F (Zone 6)

2G 15" - 18" \$6.25

BLUE ANGEL - Female (Ilex Rugosa x Aquifolium) pl. pat. 3662

- Red-fruited hybrid holly with crinkled blue-green leaves.
- Compact grower reaches 6 - 8 feet in height and breadth.
- Hardy to -20°F (Zone 4)

2G 12" - 15" \$ 6.40

5G 18" - 24" \$11.75

BLUE PRINCESS - Female (Ilex Rugosa x Aquifolium)

pl. pat. 3675

- Red-fruited hybrid holly with exceptionally heavy berry sets and dark, blue-green leaves.
- Rapid grower reaches 12 to 15 feet in height and over 10 feet in breadth.
- Hardy to -20°F (Zone 4)

2G 15" - 18" \$ 6.40

5G 18" - 24" \$11.50

BLUE PRINCE - Male (Ilex Rugosa x Aquifolium pl. pat. 3517)

- Dark, blue-green leaves. Flowers continuously all summer long. Pollinates all hybrid females listed.
- Rapid grower that takes heavy shearing. Good hedge material. Reaches an ultimate height of 15 feet and 10 feet in breadth.
- Hardy to -20°F (Zone 4)

2G 15" - 18" \$ 6.40

DR. KASSAB - Female (Ilex Cornuta x Pernyi)

- Red-fruited hybrid forms clusters of fruit close to the stem. Dark, glossy foliage.
- Broadly pyramidal in habit. Reaches 14 feet at maturity. Compact branching, takes heavy shearing.
- Hardy to 0°F (Zone 6)

2G 18" - 24" \$ 6.45

5G 24" - 30" \$11.00

7G 36" - 42" \$22.50

LYDIA MORRIS - Female (Ilex Cornuta x Pernyi)

- Red-fruited hybrid holly has small, spiny leaves. Berries form in clusters very close to the branch.
- Compact grower takes heavy shearing for hedges. Broadly pyramidal in habit. Reaches 14 feet at maturity.
- Hardy to 0°F (Zone 6)

2G 18" - 24" \$ 6.45

5G 24" - 30" \$11.00

7G 36" - 42" \$22.50

JOHN MORRIS - Male (Cornuta x Pernyi)

- Exceptionally glossy, dark-green leaves. Abundant producer of flowers, pollinates all hybrid females listed.
- Broadly pyramidal in habit. Reaches maturity at 14 feet.
- Hardy to 0°F (Zone 6)

2G 12" - 15" \$ 6.00

STEWARD'S SILVER CROWN - Female (Variegated *Ilex Opaca*)
Pl. Pat. 4367

- New release by American Holly Products, Inc.
- This plant took over 20 years to perfect and now patented, we are able to offer you this long awaited miracle of nature.
- Red-fruited American holly with a marginal variegation. Definitely a collectors item, this plant is an absolute must for all holly enthusiasts.
- Broadly pyramidal in habit. Reaches 18 to 20 feet in height at maturity. Takes heavy shearing for hedges or topiary.
- Hardy to 0°F (Zone 6)

1G 12" - 15" \$5.50
2G 18" - 21" \$7.50

AMERICAN HOLLY - Female (*Ilex Opaca* - Improved Varieties)

- Traditional, East-Coast Christmas holly.
- Red and Yellow fruited varieties available.
- Broadly pyramidal in habit. Reaches 18 to 20 feet at maturity.
- Takes heavy shearing for hedges or topiary effect.
- Hardy to 0°F (Zone 6)

2G 12" - 15" \$6.00

AMERICAN HOLLY - Male (*Ilex Opaca*-Improved Varieties)

- Dark green leaves and prolific flowering make these some of the best *Opaca* males. Pollinates only *Ilex Opaca* females.
- Broadly pyramidal in habit. Reaches 18 to 20 feet at maturity.
- Hardy to 0°F (Zone 6)

1G 10" - 12" \$4.25

DWARF SELECTIONS

GREEN DRAGON PLANT - Male (*Ilex John Nosal* x *Mariesii*)

- Male Japanese hybrid dwarf with contorted bonsai-like habit.
- Very slow-grower with beautiful small white flowers.
- Bright-green new growth contrasts with the dark foliage.
- Making it a perfect rock garden plant.
- Hardy to 0°F (Zone 6)

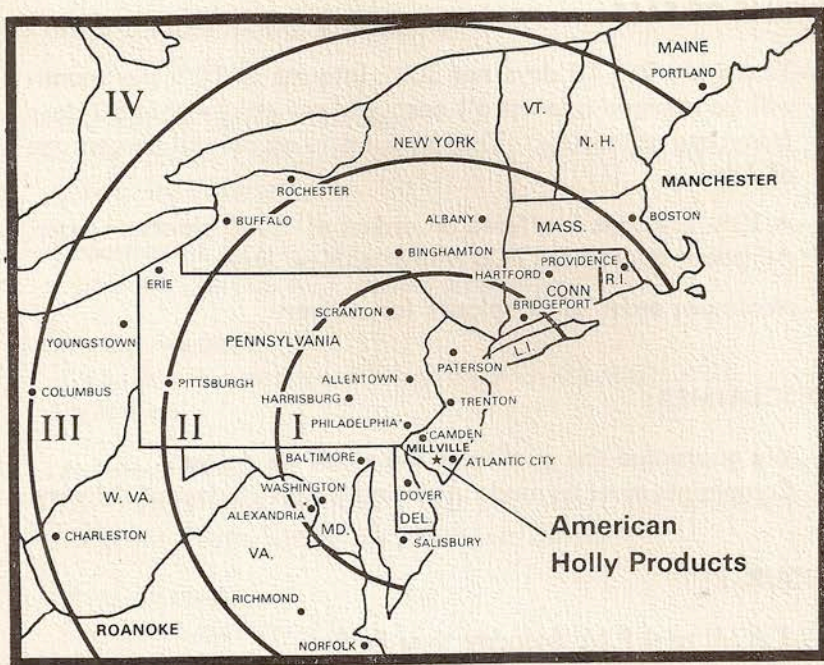
1G 6 yr. plant \$7.50
2G 8 yr. plant \$9.00

CORNUTA ROTUNDA - Female (*Ilex Cornuta*)

- Female Chinese holly that grows like a globe.
- Large, spiny leaves with limited berry sets.
- Slow grower reaches 4 feet in height and breadth.
- Hardy to 10°F (Zone 7)

3G 12" - 15" overall \$6.50

DELIVERY ZONES



	Delivery Area Zones			
Size of Container	I	II	III	IV
1-gallon	.25	.35	.45	.55
2-gallon	.40	.50	.60	.70
3-gallon	.50	.60	.70	.80
5-gallon	.75	1.00	1.25	1.50

TERMS:

Freight charges due upon receipt of stock. These are approximate rates and are subject to change without notice. For delivery information outside the zones outlined, please call - (609) 825-4959.

TERMS OF SALE:

- Terms are 2% 10 days net 30. Interest at $1\frac{1}{2}\%$ per month will be charged against all accounts not paid within 30 days from date of invoice. This amounts to an annual percentage of 18%.
- A 10% discount is offered on orders of 1,000 plants or more. All prices quoted are FOB Millville, New Jersey.
- Minimum order of 50 plants for delivery.

DISCLAIMER:

- We guarantee the quality of the stock we deliver. Complaints must be made in writing within 10 days of delivery.

HOURS:

- 8 A.M. to 4 P.M. Monday thru Friday.
 - 9 A.M. to 4 P.M. on Saturday during planting seasons.
- Phone (609) 825-4959

MEMBERSHIPS:

- Holly Society of America
- New Jersey Association of Nurserymen
- New Jersey Farm Bureau
- American Association of Nurserymen

WHERE QUALITY COUNTS

—**High Quality Plastic Containers**

(no cans to cut)

—**We use no Liquid Fertilizer**

(slow release Osmocote ^{OTM} in the mix makes roots reach out to seek nutrients)

—**Repotting of plants every season**

(from 4" pots up to 7 gallon containers)

—**Potting Medium**

(We use our custom made potting mix especially formulated for hollies)

—**Watering Program**

We irrigate every other day with pure water rich in minerals from our South Jersey underground springs)

—**Weed Control**

(Small but expertly efficient production crew keeps containers weeded by hand, with limited use of herbicides)

—**Finished Plants**

(Because we grow only holly, our plants receive exactly the right pruning in accordance to their natural habit of growth. No "leggy" growth to gain extra inches).

—**Hardy Selections**

(At the Holly Farm we offer the hardiest varieties available. This enables us to service New England as well as the Middle Atlantic and Southern regions).

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Ilex Specialties

FALL 1979 — SPRING 1980



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JOLLY HOLLY PLANTS —

4" pots and individually boxed in colorful cartons with complete instructions. Pot and plant approximately 12" in height. (may vary according to variety)

	Cases	Per Case	Per Plant
AMERICAN HOLLY (<i>Ilex Opaca</i>)	1 - 24	\$38.40	\$1.60
(Female plants berried in fall)	25 - 99	37.20	1.55
	100 plus	34.80	1.45
ENGLISH VARIEGATED	1 - 24	39.60	1.65
(<i>Ilex Aquifolium</i>)	25 - 99	38.40	1.60
	100 plus	36.00	1.50

THE BLUE HOLLIES (*Ilex Meserveae*)

Amazingly hardy blue hollies. Blue Angel pl. pat. #3662, Blue Princess pl. pat. 3675, Blue Prince pl. pat. 3517 (male)

	1 - 24	44.40	1.85
	25 - 99	43.20	1.80
	100 plus	42.00	1.75

STEWARD'S SILVER CROWN (Variegated *Ilex Opaca*)

pl. pat. #4367. New release by American Holly Products, Inc. This plant took over 20 years to perfect and now patented, we are able to offer you this long awaited miracle of nature. Red fruited American Holly with a marginal variegation. Hardy to -10°F (Zones 9 thru 5) (supply limited) packed in individual boxes — 24 per case — approximate weight 27 lbs. 4" pots — Height 8" - 10"

	1 - 24	48.00	2.00
	25 - 99	42.00	1.75
	100 plus	36.00	1.50

HYBRID COLLECTION —

The complete hybrid holly collection is composed of three female berry-producing hybrid hollies and one flowering male for pollination. Each collection is boxed in an attractive green and white see-thru gift box.

The female selection will be any three of the following:

Ilex Nellie R. Stevens Ilex San Jose' Ilex Dr. Kassab
Ilex Lydia Morris English Variegated (Ilex Aquifolium)

The male selection will be an aquipernyi male (Gable)

The male will pollinate all three females if placed within one-eighth of a mile from the females.

Cases	Per Case	Per Collection
1 - 24	39.00	6.50
25 - 99	37.50	6.25
100 plus	36.00	6.00

FRESH CUT HOLLY SPRAYS —

1/2 lb. door spray — 12 per case

Freshly cut American Holly with bright red berries pre-arranged and wire tied with a built-in hanger. Packaged in see-thru poly bags.

Approximate shipping weight - 11 lbs. per case.

Cases	Per Case	Per Spray
1 - 24	15.00	1.25
25 - 99	13.80	1.15
100 plus	12.00	1.00

BULK CUT HOLLY —

Packed in 10 lb. cartons — Weight approximately 13 lbs.
Freshly cut sprigs — 12" - 18" in length.

Cases	Per Case	Per Lb.
1 - 24	10.00	1.00
25 plus	9.00	.90

All Prices F.O.B. Millville, N. J. — Terms: 2% 10 Days Net 30
Prices subject to change without notice.