

FOR IMMEDIATE RELEASE

279**65

Springfield, Ill., March 9--A giant rose garden featuring more than 200 plants of the 1965 All-America "Mister Lincoln" rose will be an added attraction at the Illinois Pavilion at the New York World's Fair this spring and summer. This will be the public premiere of the new champion rose.

James A. Cassin, executive director of the pavilion, said the bushes are the gift of the Conard-Pyle Co. of West Grove, Pa., developers and distributors of the rose.

The unique and attractive garden design, which will flank the pavilion's entrance courtyard, is the work of Robert J. Zolly, 8118 S. Whipple, Chicago, a senior in the Landscape Architecture Department at the University of Illinois, Urbana.

He won in competition co-sponsored by the U. of I. and the Illinois Garden Club. Mrs. Olivia Hewitt of Libertyville is president of the club.

Prof. William Carnes, head of the department, said six students made professional submissions in the competition and, according to the judges, all were of excellent content. Zolly will receive an all-expense trip to New York as an award from the Garden Club.

Second and third places went respectively to: Joseph Porter of Tooele, Utah, and Gerald Plummer of Kittery, Maine. Judges included Dr. Joseph Howland, nationally known garden magazine editor, and Professors Walter Keith and William Nelson Jr., both of the University of Illinois faculty.

The new "Mister Lincoln" rose is deep red in color, produces large red blossoms throughout the summer and is said to be as full of "character" as the 16th President for whom it was named. The Illinois Pavilion at the fair presents a rare collection of Lincolniana including 42 documents in Lincoln's own handwriting.

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Flushing, N. Y.-- The first mass display of the new "Mister Lincoln" All-America rose will be presented next season at the Illinois "Land of Lincoln" Pavilion at the New York World's Fair, according to an announcement by James A. Cassin, executive director of the Pavilion.

Cassin said the dramatic Fairgrounds debut of the 1965 award winning hybrid will include two rose gardens in the Pavilion's entrance courtyard with an estimated 150 ^{growing} ~~growing~~ plants on public display.

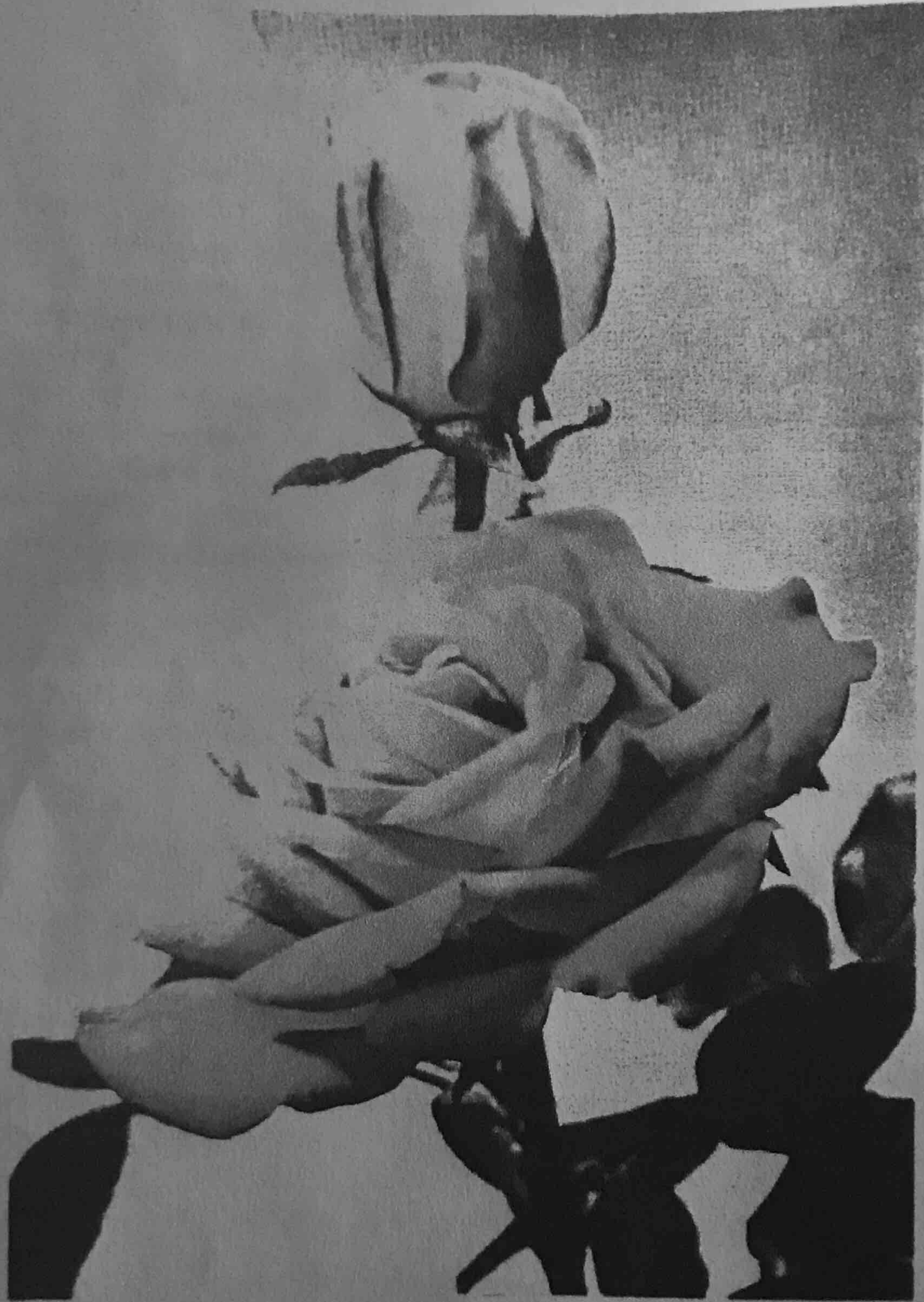
Graduate and upper class students of professional landscape architecture at the University of Illinois College of Fine and Applied Arts will compete for the honor of designing the rose gardens. The winner will receive a free trip to the Fair as an award from the Garden Club of Illinois Inc., Mrs. Edwin S. Hewitt of Libertyville, president.

The unique addition to the already popular Illinois Pavilion came about through the personal interest of ~~Kazza~~ Robert H. Rucker of Norman Okla., Chairman of Landscape Design for the National Council of State Garden Clubs, Inc.

Rucker planned the garden design of the Oklahoma Pavilion at the New York World's Fair, a nearby neighbor of the Illinois Exhibit. After one of his several visits to the "Land of Lincoln" Pavilion, Rucker wrote to Director Cassin:

"When I saw the inspiring way the Illinois Pavilion tells the Lincoln story, I could only think how well the magnificent, newly developed 'Mister Lincoln' rose would fit into the drama since it also reflects the beauty of soul and the strength and character of Abraham Lincoln."

(more)



Hybrid Tea Rose
MISTER LINCOLN
Plant Pat. 2370
PLATE NO. 2

All-America Award Winner for 1965

Description of Hybrid Tea Rose

MISTER LINCOLN

(Swim & Weeks)

Plant Pat. 2370

ALL-AMERICA AWARD WINNER FOR 1965

Mister Lincoln is a deep, rich velvety red with an underlying luminescence. It is a great rose and does honor to a very great American, Abraham Lincoln.

The gorgeous rich red blooms are ~~fully double~~, consisting of ~~40 or more large petals~~, each appearing to have been cut out from the same piece of velvet cloth. They are ~~large, often 6 inches~~ or more in diameter, and well formed, of a heavy, lasting texture and are produced freely all summer long.

They have a very strong and very pleasing ~~tea and damask mixed fragrance~~ a gently caressing bouquet that fills a room. The bud is ~~long, pointed, and becomes urn shaped~~ as the petals begin to curl back from their high center. The flowers come singly on long, strong stems . . . ideal for cutting. They last well in the home and reflect artificial light perfectly, for there is no underlying blue in the red.

With heavy, well-branched canes, ~~Mister Lincoln is a tall, strong, vigorous rose, like the rail splitter himself.~~ It is very disease resistant and hardy. The foliage is unusually large, glossy, dark green and plentiful.

In our opinion, this is not only the finest red hybrid tea rose yet created; it is one of the really great roses of all time, in any color. ~~Mister Lincoln is a living symbol of the Great Man: character, strength and beauty of soul!~~

(Condensed catalog description)

Deep, velvety red petals forming a fully double rose 6 inches across. Long, pointed buds open to artistically shaped flowers of 40 or more petals, one bloom to the stem. Held high on a tall plant. Dark green, glossy, plentiful foliage. Vigorous plant. Strong, pleasing tea and damask mixed fragrance. Perhaps the best red rose ever.

TYPE: Hybrid Tea - Everblooming

PLANT PAT. 2370

PARENTAGE: Chrysler Imperial x Charles Mallerin

COLOR: Deep, rich velvety red

BLOOMS: Very large and double

HEIGHT OF PLANT: Quite tall

FOLIAGE: Large, glossy, dark green

FRAGRANCE: Very strong, pleasing tea and damask

SPECIAL POINTS: Big, vigorous, hardy plant

ALL-AMERICA AWARD WINNER FOR 1965