



The Violet Showcase
3147 South Broadway
Englewood, Colorado 80113
(303) 761-1770
Open Mon. - Sat. 10 to 5
closed Sun. & Tues.

2011 VIOLET LIST

This year's Plant List has many different varieties for the African Violet enthusiast to try. Many of these varieties are new to the list this year. We hope that you will try a new one or try a classic.

We grow varieties created by different hybridizers. We ship starter plants in 2 1/4" pots. These starter plants will not be in bloom. We do not ship blooming violets.

This list cancels all earlier lists.

Those receiving this list during the late summer or early fall may see some variety names highlighted in color. A variety name that is highlighted in color is temporarily unavailable.

Shipping and ordering information is spread out among the violet descriptions and is also on p. 8. The number in front of each variety name is the number we have assigned to that variety. It is very helpful if you write in both the variety number and the variety name on the order blank in the space provided. The African Violet Society of America also assigns a number to a variety name if and when that variety is registered. Not all varieties are registered and newer varieties may simply not yet be registered. The number in parenthesis after the hybridizer's name is the official African Violet Society of America registration number. Some growers need to know whether or not a variety is registered with the society for purposes of entering the plant in a show.

Customers needing orders filled quickly should list numerous substitutes.

It is our goal to have sufficient stock of each variety on hand to fill all orders. We know that some varieties will be more in demand than others and we try to propagate accordingly. It is difficult to predict this demand, however. Therefore, please CHOOSE SEVERAL ACCEPTABLE SUBSTITUTES, or we will choose for you. We do not substitute willy-nilly, but only as is necessary. Should we be out of a starter plant of a variety you order we will send one of your listed substitutes.

We reserve the right to return orders which do not list substitutes.

We regret that we cannot respond to your letters or e-mail messages about violet growing problems. However, please feel free to call us during business hours. (303) 761-1770. WE ARE OPEN 10 AM to 5 PM (Mountain Time) Monday, and Wednesday thru Saturday.

We are closed on TUESDAYS, SUNDAYS, and major holidays.

GIFT CERTIFICATES are available for plants and/or supplies in any amount you wish. Tell us the amount, and the name and address of the recipient. Send payment with order.

Our plants grow on capillary matting under fluorescent lights in a soilless mix.

Our FAX machine is available 24 hours a day to receive your credit card orders.
The FAX phone number is **(303) 762-1808**.

Visit us on the web at: **www.violetshowcase.com**

For the first 3 months of shipping season (May, June, and July) we ship only "our choice" plant assortments. Shipping of assortment orders will continue all season.

"Customer Choice" orders where you choose which varieties you want us to send to you will be shipped August, Sept., and Oct. (as weather allows). For both types of plant orders the earlier you place your order the better we can serve you.

Our shipping season is May 1 through October 31 weather permitting. Orders are filled in order of receipt as stock allows. ORDER EARLY. Fall orders must be to us by October 1. We are at an elevation of 5,280 feet and winter can come early!

This list describes the varieties we are propagating this calendar year for shipping. It is not intended as advertising of what is out for sale in the shop on a daily basis year round. Customers who come into the shop are likely to see many varieties not on this list.

STANDARDS sized varieties with solid green leaf foliage

86 AUSTEN'S SMILE (Sorano), (9917)

Coral pink frilled, lightly fluted, single stars trimmed with dark raspberry red edging and lightly speckled with darker coral fantasy spots. Dark green, tailored, symmetrical foliage.

119 BLACK PEARL SPORT (E. Korshunova), (----) Very large, full double rounded blooms of blue and white presented

in clusters above medium green, standard sized, rounded, quilted foliage. A Russian variety.

126 BLUE MINK (Sorano), (8230) Single, dark blue lavender stick tite stars with lavender edges presented over medium green, tailored, pointed foliage.

133 CLASS ACT (Sorano), (—) Single light purple frilled pansies with varying amounts of dark purple fantasy speckling. Medium green, tailored, girl foliage.

89 CORAL KISS (Lyons), (6736) Beautiful, large bright coral pink, semi-double stars on large growing, dark green, tailored foliage with red reverse. Impressive color.



Starter Plants
\$5.00 each

*Starter plants and growing supplies **cannot** be shipped together in the same box. The plant packaging is too specialized.*

115 DELIGHTFUL (Swift), (8588) Semi-double bright purple frilled stars with white edges occasionally touched with green. Dark green, glossy, wavy, scalloped, red backed foliage.

72 FADED DENIM (Sorano), (—) Large, light blue semi double and double stars often with green petal tips. Medium green, quilted foliage.

116 FROSTY CHERRY (K. Morev), (—) Double white star shaped blooms marked with varying amounts of crimson red. Sometimes the crimson is mottled throughout the petals, sometimes it is all in the centers revealing white edges. Tailored, symmetrical, medium green foliage. This is a Russian variety.

134 GOLDEN AUTUMN (Sorano), (—) Single white fluted stars kissed with yellow. Rich green, tailored foliage.

118 LYON'S FINGER PAINTS (Sorano), (—) Single and semi-double white pansy shaped blooms with orchid patches on the lower petals and varying amount of orchid on the upper petals. Medium green, notched, symmetrical foliage.

124 LYON'S SASSY SADIE (Sorano), (10234) Very light maroon red, semi-double pansies edged with darker maroon red. Medium green, tailored, quilted foliage.

120 MOON GODDESS (Sorano), (-) Large, semi-double and double creamy white stars displayed on medium green, heart shaped, symmetrical foliage.

127 NESS' CHERRY SMOKE (Ness), (—) Semi-double and double white pansies beautifully edged with cherry red ruffles. Light green, quilted, tailored foliage. May perform better at the ends of your grow light tubes.

This photo shows our method of wrapping and packing starter plant orders. The plastic helps prevent the plants from drying out. The tubes (sleeves) help protect the plants from breakage.



We ship plant orders via Priority Mail only. Packing and shipping charges:
6 plants or fewer: \$11.00; 7 - 9 plants: \$13.00; 10 - 16 plants: \$20.00;
17 or more plants: \$32.00 We do not ship plants via United Parcel Service.

700 NESS' PUPPY PRINTS (D. Ness), (----) Semi-double purple blue pansies speckled with light pink fantasy markings. Very dark green, tailored, quilted, symmetrical, semi-miniature, foliage with red reverse. This variety grows more like a small standard for us than as a semi-miniature.

132 NESS' SNOWKIST HAVEN (Johnson), (----) Single, stick tite, white stars with frilled edges. Medium green, pointed, quilted, symmetrical foliage. This is a vintage variety.

104 PINK DUCHESS (Sorano), (9184) Semi double and double. large, bright pink stars with wide pinkish white edges. Light green, quilted, symmetrical foliage.

209 PLAYFUL SPECTRUM (Sorano), (—) Single and semi-double, fluted white stars marked with lavender pink on the outer petals and speckled and streaked with blue fantasy markings. Medium green, tailored foliage. Variable.

131 POWDER KEG (Sorano), (8547) Semi-double and double blood red stars with white edging held beautifully over large growing, dark green, tailored foliage with red reverse.

PRICES: **Starter Plants: \$ 5.00** each plus shipping.

If you order from this year's plant list or supply catalog you will receive next year's catalog/ list as soon as it is ready.

123 RED LANTERN (Sorano), (8550) Velvety, deep burgundy red, semi-double pansies with fluted white petal edges over dark green, tailored foliage.

93 ROCKIN' ROBIN (Sorano), (10241) Single, dark coral red pansy shaped blooms with frilled white edges. Medium green, notched, symmetrical foliage.

129 STAR ECLIPSE(T. Davis), (—) Medium blue single star shaped blooms set off with strong white centers and a halo of white around each slightly fluted petal. Tailored, quilted, symmetrical, medium green foliage.

121 SUNSET KISS (Sorano), (10249) Single, stick tite, dark mauve pink pansies with dark raspberry edges, surrounded by a thin white edges. Blue fantasy markings cover the face of each flower which is blushed with plum in the center. Standard, light green, quilted foliage.

114 TAFFETA PETTICOATS (Sorano), (8281) Large, deep rose pink single and semi-double stars with wide, lightly ruffled, white edges. Medium green, tailored, lightly quilted foliage.

The last date to order varieties on this list is October 1, 2011 for mail orders, and December 1, 2011 for in-store pick up orders. Not all varieties on this list will be offered again next year.

122 TROPIC HEAT (Sorano), (8284) Large, blood red, single and semi-double stars with lightly ruffled edges on dark green, tailored foliage. Limited numbers of starters.

130 TSARINA (unknown), (—) Very dark blue, double stars with heavily frilled green edges. Standard sized, dark green, serrated, symmetrical foliage with red reverse.

STANDARD sized varieties with variegated foliage

337 ACA'S TORNADO (J. Brownlie), (8472) Semi-double, rich, cranberry red star shaped blooms presented over dark green, tailored, quilted foliage beautifully variegated with white. Has show plant potential.

335 APACHE BRAVE (J. Munk), (—) Large, semi-double, dark blue purple frilled blooms over dark green, tailored, symmetrical foliage marked with creamy white and pink variegation. A vintage variety.

309 KATE'S RENDEZVOUS (Sorano), (9528) Single dark coral pink stick tite frilly star shaped blossoms. Dark green, tailored, quilted foliage variegated in ivory white mostly at the edges of the leaves.



It is the genetic nature of fantasy, and multicolored blossoms that they do not propagate 100% true. We grow from plants that are blooming as described, but cannot control the genetic nature of violets. Customers who hesitate to accept any risk, no matter how attractive the prize, should avoid ordering fantasy or multi-color blossomed varieties. Also, variegated foliage often does not appear as strongly, if at all, on plants grown in warm weather. Varieties described as having variegated foliage may not initially show much variegation.

336 LELA MARIE (I. Lineberg), (5668) Double, light pink pansies with frilled edges over dark green, ruffled, pointed leaves variegated with creamy white. A vintage variety.

338 PLAYFUL KISSES (DiCamillo/LLGH), (10239) Single and semi-double light coral pink pansies with varying amounts of red and blue fantasy speckling and darker upper

petals. Small standard sized dark green, ovate, quilted foliage variegated with creamy white.

333 SWIFTY MAGIC (Swift), (—) Double, light lavender orchid blooms banded in purple and trimmed with a thin white edge. Tailored, symmetrical, foliage variegated with creamy white. A vintage variety.

We do not have great numbers of starter plants of each variety available and ready to pack up and ship to you as soon as your order arrives. We put down batches of leaf cuttings of each variety on a regular basis. Therefore, each month a number of plants of each variety is produced. When we receive your order, if we happen to be out of shippable sized starter plants of a variety you want, we then put your name into the computer for the next available plant. This is our method of avoiding substitutions. Most often it works. Remember that a few varieties will be much more popular than we are able to anticipate due to shows, pictures in magazines and on-line etc. If we must substitute, you will receive a plant from your list of substitutions.

334 VOODOO MAGIC (Sorano), (—) Stick tite single coral pink pansies boldly marked with purple speckles and edged in white. Variable. Medium green, red backed foliage variegated in creamy white. A vintage variety.

TRAILING FOLIAGE (Standards and Miniatures)

Trailing violets grow in a branching manner, and have a different appearance than typical single crown violets. They develop multiple crowns (or stems) and each rosette of leaves will produce blooms. Many growers find them easier to grow than ordinary violets since one doesn't worry about such things as grooming out suckers. They do not trail down as much as a fern or an airplane plant, but will grow down over the side of the pot. Trailers can be grown either among your other violets, or as a pedestal or hanging plant. If a trailer does not produce as many



branches as you would like simply pinch out its center to encourage the growth of more stems.

405 FANCY TRAIL (Lyons GH), (3674) Double, bright pink blooms on medium green, trailing, standard sized foliage variegated with yellow. A vintage variety.

453 PIXIE BLUE (Lyon), (2598) Perky, single purplish-blue blooms with slightly deeper centers. Plain ovate, compact foliage. Miniature trailer. Super! Terrific for show. A vintage variety.

454 PIXIE SHOW-OFF (Sorano), (7982) Double white, pansy shaped blooms marked with blue. Semi-miniature, medium green, tailored, ovate, glossy, trailing foliage.

457 RAINBOW'S WEEPING CLOWN (Wasmund), (—) Lots of small single pink blooms splashed with purple blue fantasy markings over dark green, trailing, semi-miniature, serrated foliage with red reverse.

402 RAMBLIN' AMETHYST (E. Champion), (6187) Double lavender blooms with varying amounts of darker fantasy markings. Trailing, medium green, tailored foliage boldly marked with creamy yellow. The younger leaves will show the most variegation. A

There is a \$10 minimum order (not including pack/ship charges) for starter plant orders. "Customer choice" orders where you choose which varieties you want us to send to you will be shipped during August, September and October as weather allows.

On our website (www.violetshowcase.com) you may also find more varieties available for shipping . Click on [Violet Showcase Plant Offerings](#) and look for "Ready to Go" starter plants.

vintage variety.

403 RAMBLIN' SUNSHINE (Sorano), (7222) Double, dark red stars over standard sized trailing, ovate foliage marked with creamy yellow variegation. The variegation will be most dramatic on the young leaves.

458 ROB'S BOOLAROO (R. Robinson), (8053) Semi-double light pink pansies speckled with bright blue fantasy markings. Medium green, tailored and quilted, semi-miniature foliage.

455 ROB'S GALIWINKU (Robinson), (8059) Double reddish orchid blooms marked with dark blue fantasy splashes. Medium green, trailing, pointed, semi-miniature foliage.

452 ROB'S HUMPTY DOO (Robinson), (8456) Semi double white stick-tite pansies with wide, bright blue edges. Medium green, pointed, shiny, trailing semi-miniature foliage.

460 ROB'S LILLI PILLI (R. Robinson), (8063) Single and semi-double deep lavender pink pansies with dark blue fantasy streaks and splashes. Medium green, pointed, trailing, semi-miniature foliage. Starts blooming young.

461 ROB'S STICKY WICKET (R. Robinson), (6467) Semi-double light fuchsia pink blooms on vigorous, medium green, trailing, semi-miniature foliage.

If your plants appear to have been damaged in transit contact us. Give details of what you think caused the problem. We do not unconditionally guarantee to replace plants lost or damaged by carriers since they will not accept liability for live plant shipments. Lost or damaged plants or leaves will be replaced at our discretion on an individual basis.

456 YESTERDAY'S GARLAND (Jeff Smith), (8909) Semi-double lavender blue, ruffled pansies with variable thin raspberry edging. Dark green, trailing, pointed, hairy, red-backed, big semi-miniature foliage.

GESNERIADS

Violets are the best known member of the Gesneriad family. Listed below are some of the lesser known, but as easily grown members. Grow them right among your violets.

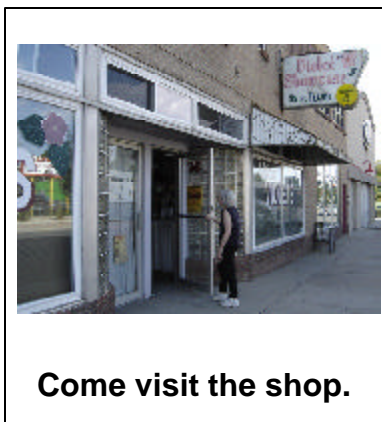


605 CODONANTHE CARNOSA (?), (—) Lots of small white trumpet shaped blooms on vining foliage with tiny green fleshy leaves. Blooms very freely for us and stays small.

610 COLUMNEA MIDNIGHT LANTERN (Sorano), (—) Large golden orange and yellow flowers with small dark, coppery red backed semi-trailing foliage.

601 NEMATANTHUS BLACK GOLD (?), (—) Cute little yellowish orange pouch shaped flowers that look like candy corn on very dark green, very shiny, waxy trailing foliage. Will take stronger light than violets will abide.

611 X-CODONANTHUS VISTA (Sorano), (—) This cross between two violet cousins (a codonanthe and a nematanthus) has small baby pink flowers with creamy gold



Come visit the shop.

faces. Small, glossy vining leaves marked with red on the reverse of each leaf. Nice compact habit.

Shows and Sales

We often participate in the Rocky Mountain African Violet Council Sales and Shows which are usually held at Tagawa Gardens in Centennial.

Commonly used violet terms

Chimeral - (or chimera) a blossom with pinwheel like stripes radiating out from the center. Does not

reproduce itself true from leaf cuttings.

Coral - an orange-red color either dark or pastel.

Crown Variegation - combinations of yellow, cream, and tan colors in the foliage which mark the younger, center leaves of such variegated varieties. The older leaves will tend to be more solid green. (Also known as Champion variegation.)

Double - blooms with two full layers of petals or more.

Fantasy - a bloom of one color splashed or dotted with a contrasting color.

Fluted - blossom petals which fold back on themselves to varying degrees along the length of the petal.

Fringed - Blossoms with heavily serrated, or ragged edges.

Geneva edged - blooms with white edges ranging from wide to narrow.

Girl foliage - a descriptive term for foliage which has a much lighter green colored section where the leaf joins the stem. Also, girl foliage often has scalloped edges.

Pansy - blooms with larger lower petals and smaller upper petals similar to a pansy.

Quilted - Leaf patterns with raised areas between the veins.

Red Reverse (or Red Backed) - foliage that has dark maroon coloring on the backs of the mature leaves.

Semi-double - blooms with more than the typical 5 petals, but less than a full second set. Usually appear with a center crest or tuft of petals.

Single - a bloom with 5 petal sections the top 2 usually being smaller than the lower three. Singles often drop off before they fade.

Star - a bloom with 5 equal sized petals. Can be single, semi-double, or double.

Stick-tite - blooms that appear single, but do not drop off as singles often do.

Symmetrical (or symmetry) - the spacing of the leaves to form a circular pattern of perfect overlapping.

Tailored - foliage that is flat or plain with little if any raised areas between the veins.

Tommie Lou Variegation - foliage marked with white or cream (and often pink) mostly around the leaf edges, although it can be spread evenly over each entire leaf depending upon conditions. Younger growth often shows the most intense coloration.

Variable - likely to change the way the flowers are marked (or colored) from blooming to blooming.

Vintage - having been introduced 25 or more years ago.

PRICES: **Starter Plants:\$ 5.00** each plus shipping.

If you order from this year's plant list or supply catalog you will receive next year's catalog/list as soon as it is ready.

Ordering & Shipping Information

The Violet Showcase has been growing, showing, and selling violets since 1969 as a full-time business. The plants are described as they have grown and bloomed FOR US. Some have performed slightly different from the official AVSA description.

Plants are shipped in 2 1/4" plastic pots with wicks. We know that our packing method is well designed to meet the rigors of shipment and thank all those of you who have written to us confirming this fact. You will be notified by phone or by mail as to when to expect delivery of your order. We ship on a schedule such that your order will reach you by the end of the week in which it is shipped (for contiguous 48 states). Orders go out on Mondays and/or Tuesdays. Packing and shipping charges are shown on page 3 and on the order blank which is in the middle of this booklet. Our shipping season is May 1 through October 31 weather permitting. Orders are filled in order of receipt as stock allows. **ORDER EARLY. Fall orders must be to us by October 1.** We are at an elevation of 5,280 feet and winter can come early!

It is our goal to have sufficient stock of each variety on hand to fill all orders. We know that some varieties will be more in demand than others and we try to propagate accordingly. It is difficult to predict this demand, however. Therefore, please **CHOOSE SEVERAL ACCEPTABLE SUBSTITUTES**, or we will choose for you. We do not substitute willy-nilly, but only as is necessary. Should we be out of a starter plant of a variety you order we will send one of your listed substitutes and, as our stock allows, a free leaf of the requested variety.

Orders listing or stating "no substitutions" may be returned to you.

For those wishing to visit the shop we are open daily from 10 AM to 5 PM; closed on Tuesdays and Sundays. Englewood is a suburb of Denver. If you want a specific variety, order it; don't expect to drop by the shop and find it. It may not be out for sale that day. If you wish to order from this list for pick up at the shop send in (or drop off) your order with payment (omit pack/ship charges, but include 7.85 percent sales tax). We will notify you when your order is ready to be picked up.

RETAIL ONLY - NO WHOLESALE.

PRICES: Starter Plants: \$5.00 each plus shipping

Our FAX machine is available 24 hours a day to receive your credit card orders.
The FAX phone number is (303) 762 - 1808.

Directions: Our shop is due south of downtown Denver. We are 10 blocks south of Evans Ave., and 4 1/2 blocks north of Hampden Ave. (which is Route 285). Our address is 3147 South Broadway which is on the west side of the street. As a landmark watch for the tall white steeple on the church in our block. Please see our web site www.violetshowcase.com for a link to a map of our area. **On Tuesdays + Sundays, and major holidays the shop is closed.**

**PLEASE DO NOT BRING PROBLEM PLANTS
INTO OUR SHOP FOR DIAGNOSIS!**

