

HITS:

House, Interior, Tropical,
and Succulent Plants

A Modern Encyclopedia of Cultivars and Rare Taxa
for the Modern Indoor Garden

Laurence C. Hatch, Editor

For updates please visit www.cultivar.org

Mission Statement

Our objective is to create a modern encyclopedia of the cultivars of tropical interior landscape plants with a goal of 900-1100 electronic 8 x 10 inch PDF pages. We will be comprehensive and exhaustive in most genera and present the best, newest, and finest cultivars in larger genera (ie. Saintpaulia, Coleus) to serve as a valuable selection guide. The work be presented online as part of the New Ornamental Reference Library (NORL) in PDF ebook form, suitable for use on nearly any computer, laptop, netbook, iPad, iPhone, nook, Blackberry, Kindle, Droid, Palm, or other ebook reader. As many cultivars will be covered as time, editorial review, and photographic opportunities allow. We will include rare taxa of botanical or wild origin as photos and data become available. Our usual horto-botanical focus, the concept of fully integrating botany and horticulture pioneered by Liberty Hyde Bailey, is our motto. It has been over thirty years since A.B. Graf wrote his amazing *Exotica*, *Tropica*, and *Exotica Plant Manuals* and we desperately need an updated guide to the vast diversity of indoor and warm climate plant around the world. Frankly, the "complete house plant guides" on the market today completely fail to impress us.

As ever, the New Ornamentals Society will not attempt to reinvent existing excellence, fine works already established, and will refer/link users to the best new monographs, online websites, collector's sites, and catalogs that serve as valuable references. Where we can add to these resources, we will catalog and describe cultivars, sometimes in new ways and groupings, in highly useful detail. Because the society is devoted to cultivar and garden history, we will be presenting literature references and scans from non-copyrighted material which gives insight into older cultivars and their origins.

Contents - what will make HITS unique?

1. More detail. As with other components of the New Ornamentals Database (NOD) system we will present everything we can find from all available sources, linking the reader to expert's sites, online literature, and including as complete a plant description as we can. We are investing the time this takes.
2. "Live" high-res scans. As our budget permits, we're purchasing plants, scanning them in high resolution and providing them as "living herbarium vouchers" for current and future researchers.

Syngonium
'Holly M'
('Holly')



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PLECTRANTHUS OERTENDAHLII 'EMERALD LACE'
NOS 2010 INDOOR TRIALS
SEPTEMBER 29, 2010

SOURCE: PICKETT GREENHOUSES
ON EBAY.COM



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A.
raddianum
'Variegatum'



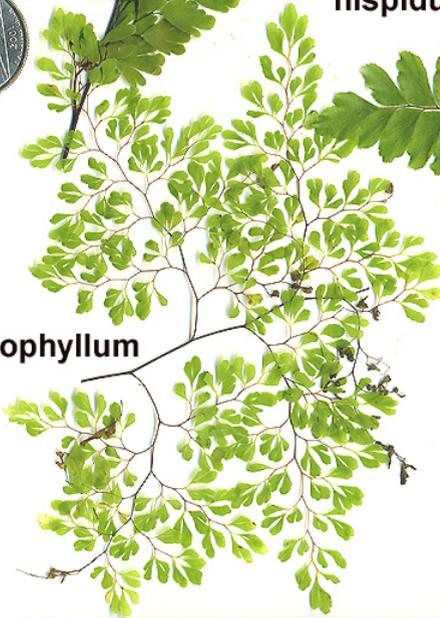
A.
raddianum
'Fritz-
Luthii'



A.
hispidulum



A.
raddianum
'Pacific
Maid'



A.
microphyllum



Indoor
Adiantum
Ferns

Hedera helix 'Filigran'
NOS Hedera Trials 2010
2 years outdoors





3. Large, high quality digital images. As typical of NOD files, HITS will have very large, high-res digital images shot over the years at many gardens and conservatories with 6.5-12.0 megapixel cameras. Most of these are presented in 800 to 1210 pixel wide detail, filling an entire laptop screen.





Acalypha wilkesiana 'Brazen' at Paul J. Ciener Botanic Gardens. Summer 2003.





Zamia splendens. Orchid House, Lewis Ginter Botanic Garden. The HITS series will focus on cultivars but rare and interesting species photos will be included from the large NOS archive. This is a one example of rich material available.



Begonia maculata 'Wrightii'. HITS is not like books of old with tiny or black and white images.



Haworthia 'Black Widow'.

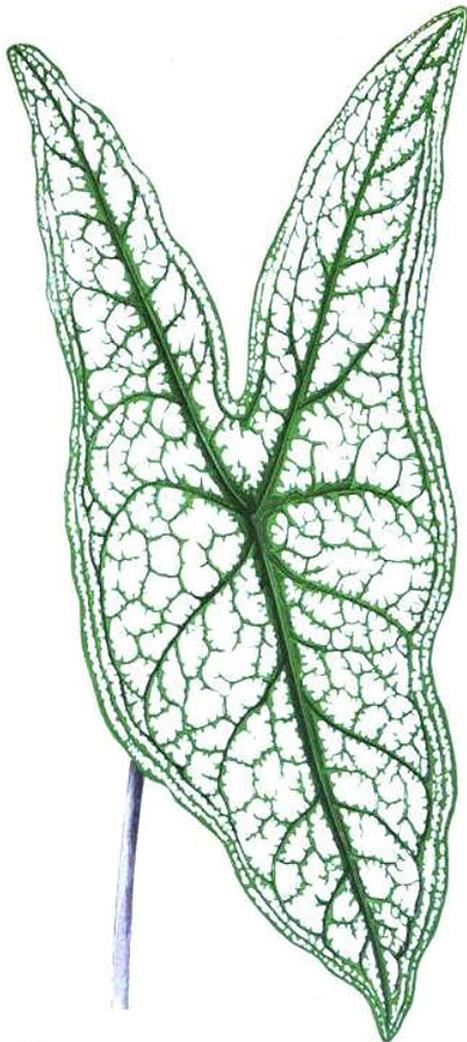




Stroemanthe sanguinea 'Triostar' ('Tricolor' hort.)

4. Taxonomist review. Unlike popular garden websites where errors persist, get repeated, altered into yet more misinformation, and unknown "experts" declare opinions with no evidence, we have true experts in genera verify names, identification, and literature references. Mr. Hatch, the General Editor, is a trained horticultural taxonomist with over 30 years of experience in ornamentals taxonomy. The society includes over 500 specialists in specific genera. HITS is about research, presenting conflicting and alternate taxonomic opinions, documentation with literature and web links, and no more "pooling of ignorance" like many garden websites that are more proud of their hit counter than their accuracy.

5. Historical context. Not only do we trace the early origins of cultivated varieties but in many cases we present old advertisements, nursery catalog pages, magazine articles, and realistic plates from material beyond the copyright. New cultivars are compared and contrasted with older cultivars whenever possible. These include some amazing, useful, and beautiful documents of both scientific and artistic value. And because of the society's INCA (Internet Nursery Catalog Archive), historical documents and images on the web now are being preserved in our digital vault for use by future researchers - we know that our current links are likely to expire and do so very quickly in days ahead. INCA already has over 8 gigabytes of valuable cultivar-related documents published from the time of Linnaeus to yesterday! Some examples of historical images follow.



Caladium 'Bella May' from Hibberd. Citation is provided in the final document.

THE PIERSON FERN (*Nephrolepis Piersoni*)

THE MOST VALUABLE NOVELTY INTRODUCED IN MANY YEARS



This wonderful new fern, which originated in our establishment, has attracted more attention and received more favorable comment than any other new plant that has ever been offered in this country.

AWARDED SIX GOLD MEDALS

The Massachusetts Horticultural Society—A rare distinction, having been awarded only a very few times in the history of the Society.
The Horticultural Society of New York—For the best horticultural novelty.
The Society of American Florists—The only gold medal ever awarded by the National Society.
The Pennsylvania Horticultural Society—Pronounced "the star of the show."
The Kansas City Flower Show—For the best new plant of sterling merit.
The Rhode Island Horticultural Society.
Chicago Horticultural Society—The judges recommended that it be given the highest award possible in the gift of the Society.

EXCEPTIONAL AWARDS

never before bestowed on any horticultural novelty in America, and an endorsement never before received by any other new plant.

Nephrolepis Piersoni originated from the Boston Fern, and has all its free-growing, hardy characteristics, but the Boston Fern cannot be compared to *Nephrolepis Piersoni* for beauty and general effectiveness. Every one who sees it is charmed with it. As some one has expressed it, "There is nothing like it in cultivation. In decorative effects it so far outdistances the original variety—the Boston Fern—that there is positively no comparison to be made." The accompanying illustration conveys but a slight idea of the grace and beauty of the leathery, plume-like fronds, which more nearly resemble the graceful ostrich plume than anything else in nature to which we can compare them. The fronds grow broad and heavy, measuring six inches across, increasing in beauty as they develop.

IT IS THE MOST NOTABLE INTRODUCTION IN DECORATIVE FERNS SINCE ADIANTUM FARLEYENSE and is the most valuable novelty introduced in many years. Reduced prices for fall and winter delivery.

Send for full description and prices.

Our large descriptive catalogue of everything necessary for large or small country places will be sent free to all readers of COUNTRY LIFE IN AMERICA—send for it.

F. R. PIERSON CO. Tarrytown-on-Hudson, NEW YORK

1903 ad for the original introduction of the Pierson Fern. Citation is provided in the final document.





Croton variegatus „Aigburth Gem“.

Originalaufnahme für die „Gartenwelt“ (Text Seite 529).

Codiaeum variegatum var. *pictum* 'Aigburth Gem'. *Gartenwelt* Volume 4. Earliest known published image of this cultivar of the *Interruptum* Group. In many genera we have gone back to include the earliest descriptions, illustrations, and photographs of a cultivar - and shared them - this way we learn "original intent" and how material has changed from the early years until today.

For example, did you know the modern 'Fluffy Ruffles' type of Boston fern was renamed because the old name 'Superbissima' was not selling very well? And that the original Boston fern did not actually originate in Boston but was purchased from another major eastern US city?



Plate from Hibberd's monograph on ivies, annotated to the cultivar names for clearer understanding.

HIT AND HITS

HIT stands for House, Interior, and Tropical Plants. We will add the S when Succulent and Cacti cultivars are added to the encyclopedia.

Chronology

1983 - Reference Guide to Ornamental Plant Cultivars by Larry Hatch published, available from major research and garden libraries. Numerous new cultivars described, literature citations on recently published new tropicals.

1984 - 1996 - over 1000 different interior plants offered in a dBase and PC-FILE compatible format, these searchable by criteria like habit, height, foliage color, leaf shape, genus, etc. Bibliographies of checklists were published by Harvard University in A Sourcebook of Cultivar Names (Arnoldia).

1996 - New Plant Page launched by the society on the internet as the first major website on new garden plants. The existing dBase files were converted into text documents and offered online by subscription. Some free links to new house plant cultivars were provided on the very popular New Plant Page, visited by over 2.1 million unique visitors a year.

2001 - IvyFile put online and offered as one of the most complete description and photographic guides to over 450 taxa of the genus Hedera. The society pioneered a number of "live herbarium" scan techniques to present foliage scans in vivid, true-to-life detail.

1996-2008 - cultivar compilations of major house/interior genera and their cultivars, presented in the online New Ornamentals Database (NOD). For other 80 genera, the files covered more cultivars than any other known reference. This material forms the basic of the first draft HIT documents and now covers over 120 genera.

2008 - MINIATURE SUCCULENTS project launched, a reference to indoor small succulents in the indoor landscape based on the author's 20 years experience in the field. Expected released in Fall 2010. Much of this material will be merged in 2013-4 to form the complete HITS reference.



MINIATURE SUCCULENTS:

Cultivation of a Small Indoor Botanical Garden and

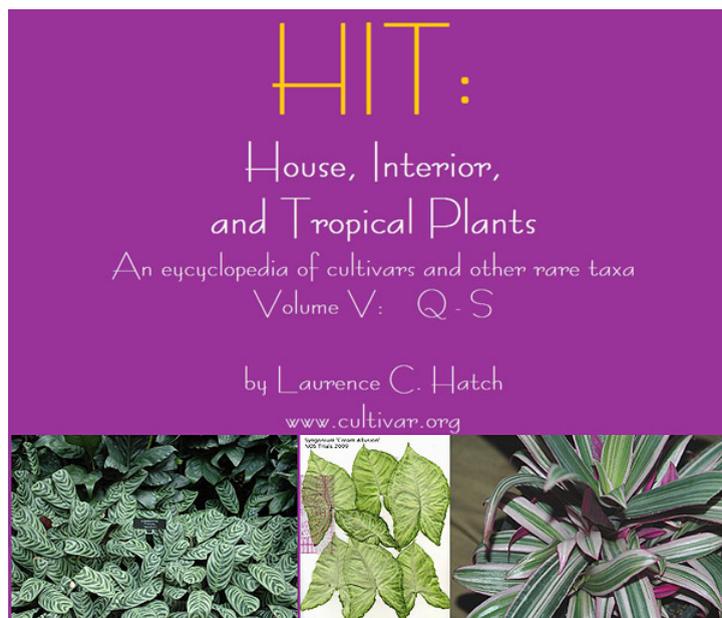
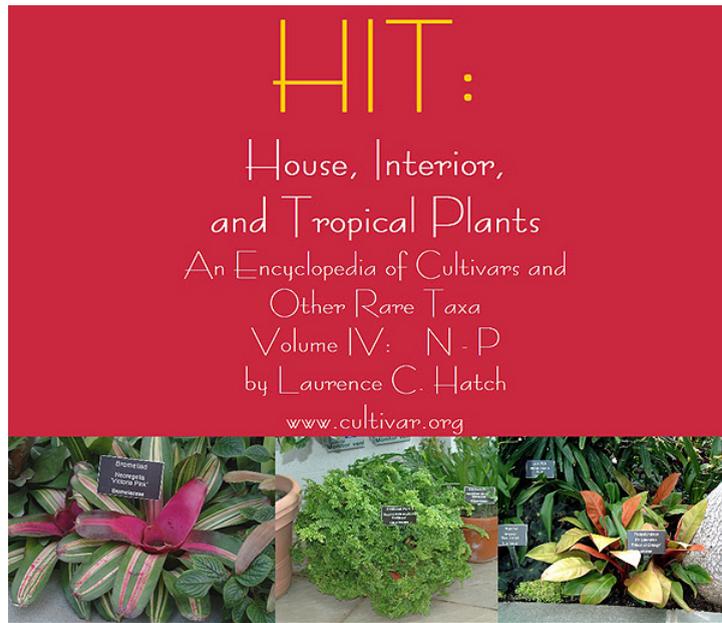
Curation of a Very Fun yet Elite Plant Collection under Artificial Lamps

By Laurence C. Hatch of www.cultivar.org



2009 - NOS Board of Directors proposed the HITS project given the need for this reference material and preliminary interest in expanding MINIATURE SUCCULENTS to include a full range of indoor genera.

2010 - First volumes of HIT (minus the succulents or HITS) released for review by society members.



- 2011 - additional HIT volumes to follow, as many as possible, all open to society members for review.
- 2012 - completion of first drafts of HIT volumes, final submissions from society members and experts.
- 2013 - presentation of HIT volumes for society members, NORL subscribers, and sale via TCR Press website to the general public. We expect over 400 megabytes of files to be offered.
- 2014 - addition of cacti and succulent cultivars, turning HIT into a larger HITS reference.
- 2015 - continued update of files, NORL subscribers receiving first access.

Samples - progress already online

- New Ornamentals Society members - over 360 pages of content is currently available from your secured, protected web page. All this material is available for your download as PDF and can be

kept in your permanent archives with no DRM, restrictions, expirations, etc. To subscribe as a NOS member please visit <http://stores.ebay.com/Hatchart>

- Non-society members: Our large encyclopedia of over 450 Hedera cultivars (IVYFILE) is a prototype document which will be a part of HITS as a 200+ page document. These two links are recommended. Visit cultivar.org if you want to download larger PDF versions
 - http://members.tripod.com/~Hatch_L/ivyfile1.html
 - http://members.tripod.com/~Hatch_L/ivyfile2.html

How to help

- How can I donate funds? - we use proceeds from the sale of the New Ornamentals Reference Library (NORL) licenses as a source of research funds. If you wish to subscribe for one or more users, we appreciate your support and will share everything our collective society has to offer, including new ebooks and some of the most complete plant files on earth. Please visit <http://stores.ebay.com/Hatchart>
- Plant originators/breeders/patent or licensing parties - we are looking for large, high-res JPEG images of your cultivars new and old. We prefer images sizeable to 1000-1210 pixels for a full-screen view but 700-900 pixel wide images will be considered. Your copyright statement and one link will be included.
- Plantsmen/nurseries/vendors/growers - if you wish to be linked to this future worldclass reference which will be an industry standard we hope for many years, we'd be interested in your high-res images in exchange for multiple live web links. If you can provide a large number of photos AND live plants in a single genus for our staff to photograph you may apply for "Preferred Link Status", meaning you will be the main source link recommended in the reference for a specific genus.
- Single genus collectors/monographers/taxonomists/experts - we are looking for experts who will proof-read our material prior to publication. We cannot pay for these services but upon completion of a specific review project, compensation in terms of full HITS online and download access will be provided with a signed agreement in place.
- Everyone and everything else - if you know of a new tropical, house, or interior plant we need to include let us know. Joining the New Ornamentals Society makes it easier for us to fund new work.

Contacts

- Please direct general communications to ornamentals@lycos.com and including the word HITS in the subject line. Please do not attach images or other files over 1MB in size.

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