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**Metzner Floral Company**



**PLANTS**  
**SEEDS**  
**BULBS**



**PRICE LIST, 1916**

*First Issue.*

**Mountain View, California**



Established 1911

# METZNER FLORAL COMPANY

Plants, Seeds, Bulbs

Original Novelties :

Gladioli                      Petunias  
Carnations              Pelargoniums  
Geraniums



NURSERY: ALVISO ROAD

MOUNTAIN VIEW

CALIFORNIA, U. S. A.

Our Nursery is located in the center of the famous Santa Clara Valley, on the line of the Southern Pacific Railroad, near Mountain View, about 37 miles south of San Francisco

## **SEEDS AND BULBS.**

Our offering of Seeds and Bulbs represents our own raising under the most favorable climatic conditions, and for vigor and productiveness we believe are unexcelled.

## **PLANTS.**

It is our purpose to offer to the Trade something better than now prevails; our range will of necessity be limited, but the Metzner quality will be high class in every respect and our descriptions without exaggeration or fictitious coloring; based only as we find them to grow under natural conditions in our Nursery.

## **OUR GERANIUMS, PELARGONIUMS, PETUNIAS, GLADIOLI,**

are not to be classed with the general run of present day varieties. We claim that in point of size of flowers, and general constitution, they are unexcelled.

## **COLORINGS.**

In this respect our range is extraordinary. Every shade and hue is to be found. Many of these unique and entirely new.

**INSTRUCTIONS** for ordering, terms, conditions, etc.

Place your orders early.

Write name and address distinctly, always give shipping instructions. It is a good plan to enclose a printed card unless using a printed letter-head when ordering.

Goods will be sent C. O. D. when desired if 25% of the purchase price accompanies order. No charge for packing, boxing, or delivery to Express or Freight Depot at Mountain View, Calif. Our terms are Net Cash.

Responsible Firms can arrange to have quantity orders charged on Open Account.

Remit by Post Office Money Orders, Express Money Orders, or Bank Drafts.

Do not send Personal Checks.

Owing to recent Postal Inspection laws which occasion delay in delivery, we recommend the shipment of plants by express.

**NON-WARRANTY.** We pride ourselves on the high class Plants, Bulbs or Seeds we offer to the trade. We take extra pains in filling orders and use every care to send plants absolutely healthy, true to name and color; however, we give no warranty, implied or expressed as to quality, productiveness, color or description when sending our Plants, Seeds, or Bulbs. All orders are accepted and filled subject to these conditions only.

**CLAIMS.** To receive consideration, all claims must be made immediately on receipt of goods.

We will gladly correct any loss caused by our neglect, but assume no responsibility for damage in transit.

**POLICY.** We want your orders, present and future. It will be our every effort to please and satisfy you, and you may rest assured of liberal treatment.

METZNER FLORAL COMPANY,

Mountain View, California.



## INTRODUCTORY

We undertook to issue a booklet, describing the marvelous display of seedling Gladioli, originating at our nursery, Mountain View, California, and which was awarded the Grand Prize at the Panama-Pacific International Exposition.

We find this cannot be done. Many rare varieties displayed, reproduce themselves slowly, and these bulbs, in quantity, can not be promised for several years.

It is not feasible from a commercial view, to continue the development of hundreds of seedlings even though showing extreme merit.

Gladioli experts and enthusiasts have repeatedly assured us that our strain, which we designate as "Metzner's Grand Prize Strain" is far in advance, in point of vigor, size and wonderful colorings, of the best varieties now generally offered for sale.

If you were not permitted to see our Exhibit at the Panama-Pacific International Exposition, picture if you can, GLADIOLI, standing, unsupported, from five to seven feet tall, many throwing three and four lateral shoots, producing flower spikes which could be cut over three feet in length, without touching the foliage.

Individual flowers, ranging from 4½ to 6½ inches in diameter, with 6 to 14 perfect flowers open at one time. An array of solid color tones or a blending of delicate tints, rivalling orchids in their richness. This is but a faint conception of the wonderful Gladioli display which won the admiration of thousands of flower lovers and brought us congratulations from Gladioli enthusiasts and specialists; a revelation to all as to the possibilities of this grand flower.

We know that buyers will obtain for their investment the World's best and latest in Gladioli, and whether for Home display or Commercial purpose, receive full value and satisfaction. As far as possible, we will send bulbs to conform to color taste, if so expressed when ordering, at all events the colors will be distinct and cover a broad range.



Our offering this season, must of necessity, be limited. Our bulbs are now in process of curing and can be delivered at once, or as requested.

Orders will be filled in rotation and early buyers will have the advantage of a broader range from which our selections are made.

To prospective buyers, who unfortunately could not see our display, we feel we can say in all sincerity and truthfulness, that its equal for quality and grandeur has never been displayed elsewhere, because its equal is not in existence.

You will be more than pleased with your investment and enjoy as thousands have the wondrous beauty of "Metzner's Grand Prize Gladioli," a demonstration of what can be accomplished in floral development.

Remember also our grand display of Giant Ruffled Single Petunias, our choice bedding Geraniums, Pelargoniums and Carnations which were awarded special medals. We produce and offer for sale only High Class Plants and Seeds, developed at our own nursery, and believe there are enough flower lovers who aim to cultivate the best that grows, to warrant us to continue doing so.

May we not enlist you on our roll of select customers?

Very sincerely,

METZNER FLORAL COMPANY,

Mountain View, California.

# GLADIOLI



To introduce this **NEW STRAIN** to Flower Lovers, we now offer for this season, in mixture only, strong, vigorous, selected bulbs as follows:

Metzner's Grand Prize Strain "Special Se-

|  |               |         |
|--|---------------|---------|
| lect" our named varieties only.....        | 1 doz. bulbs, | \$50.00 |
| Metzner's "Prize Winner" assortment.....   | 1 doz. bulbs, | 25.00   |
| Metzner's "Panama-Pacific" assortment..... | 1 doz. bulbs, | 10.00   |
| Metzner's "World's Fair" assortment.....   | 1 doz. bulbs, | 5.00    |
| Metzner's "Mountain View" assortment.....  | 1 doz. bulbs, | 2.50    |

Each assortment contains 12 distinctive colors.

We can also furnish small bulblets, which however, may not bloom the first season, on the basis of 50 bulblets at the same price as quoted above for mature bulbs by the dozen.

# 1916 Spring Greeting Sets



METZNER'S HYBRIDS.

ALL UNNAMED SEEDLINGS, FLOWERING SIZE.

SET No. 1.

SET No. 2

GOLDEN WEST SET.

PACIFIC SET

Light Pink

Cattleya Pink

Dark Pink

Nell Rose

Scarlet

Cherry

White

Ivory

Yellow

Lemon White

Pastel colors

Salmon

Fancy Novelty Color

Fancy Flaked

New Amaryllis type

New Amaryllis type

New Canna type

New Canna type

New Hummingbird type

New Hummingbird type.

10 bulbs to each set.

No two assortments alike.

Find a variety that pleases your fancy and give it a name.

Offer limited to about 50 sets; not more than two sets delivered  
to any one purchaser.

Price: \$1.00 per set of 10 bulbs.

# GLADIOLI

## Prize Contest Set



First offering of large flowering **NAMED VARIETIES**, small bulblets only. Quantity limited.

1. **DR. FREDERICK J. V. SKIFF.** Awarded Gold Medal at P. P. I. E. A delicate rose-pink, throat and lower petals a creamy yellow, feathered dark rose-pink. Somewhat like America. 5½ inch flowers, 5 to 6 feet spikes.
2. **POLAR STAR.** Awarded Gold Medal at P. P. I. E. Milk white, lower petals delicate primrose, with faintest spotting of lilac. 5 inch flowers, 5 to 6 feet spikes.
3. **CAPT. ASHER CARTER BAKER.** Awarded Silver Medal at P. P. I. E. Bright scarlet, lower petals feathered cardinal edged creamy yellow. 4½ inch flowers, 3 to 4 feet spikes.
4. **SIRIUS.** Light rose pink, lower petals primrose heavily feathered royal cherry.
5. **DARPIN.** Dark rose-pink, lower petals cream with darker rose pink feather.
6. **HARMONY.** Very light lilac pink, lower petals canary feathered dark pink.
7. **MAGNOLIA.** Lemon white, faintly flaked rose pink, lower petals canary, with narrow crimson feather.

8. **REDCOAT.** Light scarlet, lower petals canary feathered medium scarlet.
9. **SALMO.** Salmon, lower petals light canary heavily sprinkled and edged dark salmon.
10. **ROSEASH.** Medium old rose, lower petals canary sprinkled and spotted old rose, fluted petals.
11. **YELLOW JACKET.** Upper petals dark canary, lower petals golden yellow.
12. **ROSENEL.** Brilliant nell rose, lower petals dark garnet, creamy throat. Velvety texture.

Highly recommended to Amateur or Private growers.

Price: \$1.00 per set.

Every variety in the above assortment is worthy of a place at any flower show.

# Metzner's Giant Ruffled Petunias.



This strain awarded a "Gold Medal" at the **Panama-Pacific International Exposition.**

Flowers run from 4 to 6 inches in diameter.

**ALTA.** Light rose-pink, cream-white center, lightly veined dark maroon.

**EXCELSIOR.** Medium pink, cream-white center, heavily veined crimson.

**INTENSITY.** Dark rose-pink, center maroon, spotted cream, veined out to edges extra dark rose-pink.

**ARCADIA.** Light lilac, cream-white center, veined to light crimson outer edge, veined black to throat.

**EMPRESS.** Medium lilac, heavily veined crimson.

**IVANHOE.** Dark lilac, cream center veined crimson on outer edge and maroon center.

**AMAZON.** Light crimson, center cream-white, veined darkest maroon.

**EXPOSITION.** Medium crimson, veined dark crimson shading to purple, spotted cream.



**INVINCIBLE.** Dark crimson, black center.

**WESTERN STAR.** Old pink, creamy-yellow throat, veined chocolate, rich color combination.

**WELCOME.** Dark cherry, dark garnet center.

**WINNER.** Dark cherry, cream-white, heavily veined dark maroon.

**MAYFLOWER.** Mottled body, edged rose-pink, yellow centers.  
(Extra large size.)

**MYSTIC.** Cream-white ground, edge ½-inch dark crimson. Dark cream center.

**"PEERLESS."** Light lilac, veined crimson, center deep yellow.

**RUFFLED GEM.** Extra heavily ruffled, crimson, cream center, veined dark purple.

**RUFFLED DAISY.** Heavily ruffled, rose, cream center, veined dark rose pink.

Strong rooted plants, 25 cents each or \$2.50 per doz.

# Metzner's Extra Selected Carnations



**CHIEF DENNISON.** Bright scarlet, easily 4 inches in diameter.

Strong, vigorous grower, extra long stems, fine commercial variety. Calyx does not split.

Awarded Gold Medal at Panama-Pacific International Exposition.

25 cents each; \$2.50 per doz.

**CORONA.** A beautiful shade of light rose-pink. Blooms ball-shaped, 5 inches and more in diameter. Fine specimen or show plant.

25 cents each; \$2.50 per doz.

**WESTERN CHARMER.** Dark rose-pink, very free bloomer, non-splitting calyx. Choice commercial flower. Large size.

25 cents each; \$2.50 per doz.

**PORTOLA.** Light rose or baby-pink, extra fine in color and general habit. Medium size flower.

15 cents each; \$1.50 per doz.

**CHAMOISE.** Buff and salmon blended. Free bloomer. Medium size flower.

15 cents each; \$1.50 per doz.

**WHITE DOVE.** Free blooming, white, non-splitting, extra large blooms. A Commercial variety, large size flower.  
15 cents each; \$1.50 per doz.

**GOLDEN WEDDING.** Clear yellow, medium size flower. Non-splitting.  
20 cents each. \$2.00 per doz.

The above are all new varieties and are highly recommended for either commercial or private use.

# Pelargoniums



**BEAUTY OF MOUNTAIN VIEW.** Awarded GOLD MEDAL at Panama-Pacific International Exposition.

Extra large flowers, very free bloomer, rose-pink, white center, upper petals dark rose-pink with two dark brown spots.

25 cents each; \$2.50 per doz.

**"FIRST CALL."** Clear flesh-pink, with two red spots, large flower.

**CRESCENT.** A dark cherry, black spots in upper petals.

**DREAMLAND.** Light pink, two dark spots.

**BEACON.** Rose-pink, white center, two dark spots, large flower.

**CHALLENGE.** White, two scarlet spots, large bloom.

**DEFIANCE.** Flesh-pink, two darker spots.

**CONQUEROR,** Salmon, lighter center, red spots.

**ORIENT.** Dark red, black spots, excellent dark variety.

**PEERLESS.** Light lilac, two dark spots, extra fine.

**LEMOORE.** Old rose, lighter center, tall growing.

**RICHMOND.** Brilliant pink, two red spots, lighter center.

**CORNING.** Very light pink, fine veining, two dark spots; free bloomer.

**TRIUMPH.** Shrimp pink, mottled darker tones.

**"SILVER CREST."** White, five dark red spots, extra free blooming.

**"CUPID."** Light rose-pink, two blood red spots, dwarf variety.

**SEMINOLE.** Dark cardinal, finely veined, large flowering.

**CONTINENTAL.** Lilac, dark rose stripes, white center, medium habit.

**FOWLER.** Dark rose-pink, upper petals darker, two maroon spots, very free bloomer, dwarf habit.

**MILTON.** Light pink, overlaid red, large size, fine.

All varieties excepting "Beauty of Mountain View," at uniform price of 15 cents each or \$1.50 per doz.

# New Geraniums



Extra large flowers and trusses. Exceptionally fine for bedding purposes. Single Varieties.

**H. PLATH.** Vivid flame scarlet, a striking color, fine form and habit. Medium growth. Continuous bloomer. Awarded "GOLD MEDAL" at the Panama-Pacific International Exposition.

**GOVERNOR JOHNSON.** Orange scarlet, extra large trusses. Single flowers.  $2\frac{3}{4}$  inches in diameter. Awarded "SILVER MEDAL" at Panama-Pacific International Exposition.

**MARY GARDEN.** Delicate shade of salmon-pink, blending to light rose-pink. A very attractive color combination. Extra large trusses. Awarded "SILVER MEDAL" at Panama-Pacific International Exposition.

**J. STITT WILSON.** Brilliant orange flame scarlet, extra free blooming variety, fine trusses and large flowers. Awarded "BRONZE MEDAL" at Panama-Pacific International Exposition.

**RAMONA.** Bright Helen pink. Immense trusses.

**FLORENCE METZNER.** Dark cardinal, darker than Nutt. Fine large ball-shaped trusses.



- TALLAC.** Cherry crimson, grand bedding plant.
- MASCOT.** Bright cherry scarlet, extra large sized flowers and trusses.
- PALO ALTO.** Mahogany, shading to bright crimson. Medium sized flowers.
- LA PALOMA.** Pure white, very free bloomer, choice in every way.
- MAYOR ROLPH.** Pleasing cherry scarlet, good in form and color.
- TACOMA.** Deep salmon-pink, tall grower, medium sized flowers.
- HAWAII.** Fiery orange-scarlet; a bed of these attracts immediate attention.
- ROSEA.** Bright coral-pink, extra large flowers and trusses. Show variety.
- MT. SHASTA.** Snow white. The largest white in flower and truss.
- OROSI.** Rose-pink, strong grower, fine color.
- CAMEO.** Extra rich shade of salmon or coral, dwarf habit; fine for pot or window culture.
- ESPARTO.** Rich rose-pink (semi-double) large flower and trusses.
- JACK LONDON.** Shaded scarlet, very large flowers and truss. Vigorous habit.
- MT. HAMILTON.** Apple blossom pink, small flower but large truss. Free bloomer.

10 cents each; \$1.00 per doz.; \$7.50 per 100.

# Giant Pansies



One of our special features.

This giant strain which we have been developing and improving for several years, contains an endless variety of extra choice colorings in plain and ruffled petals.

Under proper treatment this highly bred strain will produce many flowers four inches in diameter.

Strong plants in choice collection graded as follows:

|                              |        |          |          |
|------------------------------|--------|----------|----------|
| Per dozen .....              | \$1.00 | 75 cents | 50 cents |
| Small plants, per dozen..... |        | 50 cents | 25 cents |

Seed—50 cents and 25 cents per packet.

# Seeds

CHOICE SEED FROM PLANTS, OUR OWN RAISING OR  
HYBRIDS.

|                         | Prize Winners.     | Extra Select.     |
|-------------------------|--------------------|-------------------|
| PANSY SEED .....        | 50 cents per pkt.  | 25 cents per pkt. |
| GIANT PETUNIA SEED....  | 50 cents per pkt.  | 25 cents per pkt. |
| GERANIUM SEED.....      | 50 cents per pkt.  | 25 cents per pkt. |
| DAHLIA SEED.....        | 50 cents per pkt.  | 25 cents per pkt. |
| GLADIOLI SEED.....      | 50 cents per pkt.  | 25 cents per pkt. |
| VERBENAS .....          | Selected Varieties | 25 cents per pkt. |
| SALPIGLOSSIS .....      | Selected Varieties | 25 cents per pkt. |
| NEMESIAS .....          | Selected Varieties | 25 cents per pkt. |
| SNAPDRAGON .....        | Selected Varieties | 25 cents per pkt. |
| GERBERAS .....          | Selected Varieties | 25 cents per pkt. |
| PRIMULA MALACOIDES..... |                    | 25 cents per pkt. |
| CANNA .....             |                    | 25 cents per pkt. |

# Plants and Bulbs

We grow a general collection of plants and bulbs, embracing Roses, Penstemons, Salvias, Fuchsias, Stocks, Wallflowers, Shasta Daisies, Gerberas or African Daisies, Statice, Cinerarias, Tritomas, Calla Lilies, Cyclamen, Gloxinias, Calceolarias, Tuberous Begonias, Dahlias.

All high class selected strains which we offer at prices usually charged for ordinary varieties.

Indicate what you want, we are quite sure we can please you. We want your future business in this line.

METZNER FLORAL CO.

Mountain View,  
California.



