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Richard

DIENER

Nursery



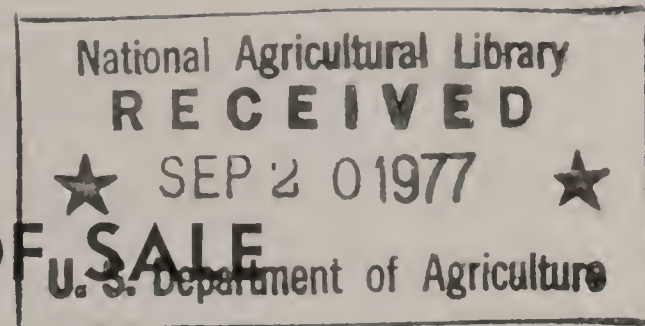
Amaryllis

1939

O X N A R D

C A L I F O R N I A





CONDITIONS AND TERMS OF SALE

SPECIAL NOTICE—To prevent any delay in filling your order, items selected from this catalog should be addressed to

RICHARD DIENER NURSERY,
Oxnard, California, U. S. A.

Foreign Customers: Foreign customers **MUST** remit by bank draft or Express Money Order. Personal checks and Postal Money Orders are **NOT ACCEPTABLE**.

Canadian Customers: In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Prices: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

Guarantee: We exercise every care to ship only first-class stock but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by us.

To satisfy our customers in every way has been our first aim. Bulbs found not true to name should be retained by the customer and we shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from us, please do not hesitate to do so and we shall correct any error. We do not consider our transaction complete until you are absolutely satisfied.

Postage: For airmail orders, add 12c for postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

Terms: Cash with Order. Remit by bank draft, express or postal money orders. Canadian customers please remit by postal money orders. Do not remit by personal checks. Positively no C. O. D. orders accepted.

Unused U. S. postage stamps accepted up to the amount of fifty cents.

Write your address plainly. We had orders last year which we were unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

Order Early: An order sheet and addressed reply envelope are inclosed for your convenience. Place your orders early so that you will not be disappointed in your selection. All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks, please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case please repeat the order so an immediate replacement of goods can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

Substitution: In the latter part of the season we may be out of some varieties, so please give your second choice. In case no substitution is desired please so advise in your order.

Packing: Through years of experience we have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging them in transit, either by frost or moisture.

To visitors: The nursery is open week days from 7:00 a. m. to 5:00 p. m., but is closed on Sundays and holidays.

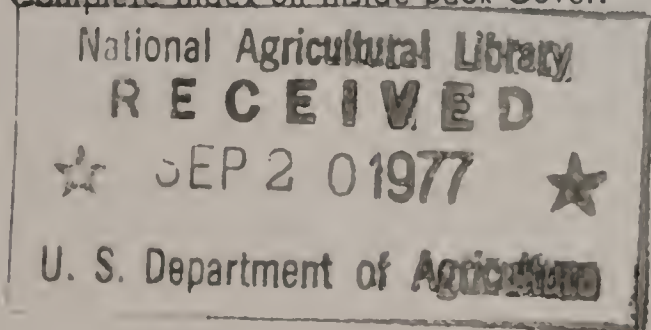
Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura county, on the Coast Route of the Southern Pacific Railroad and on the Roosevelt Coast Highway. It is a city of about 7000 people and has a temperate climate, averaging 70 degrees the year 'round. Oxnard, "The Petunia City," is one of the nicest, cleanest little towns in California.

NOTICE: Please keep this catalog and read it over carefully. It contains answers to most of the questions usually asked by customers. In the future when such questions are asked we shall refer customers to our catalog. These inquiries usually come in during the busy season and it is almost impossible to answer them all.

We issue only one catalog in which we list both wholesale and retail prices.

OUR NURSERY IS POSITIVELY CLOSED ON SUNDAYS AND HOLIDAYS.

Complete Index on Inside Back Cover.



| | Trade Pkg. | Sample Pkg. | | Trade Pkg. | Sample Pkg. |
|--|---------------|----------------|--|---------------|----------------|
| No. 45. SANTA BARBARA, Single. — Clean flame rose without a trace of purple. Very large flowers and continually in bloom. It is a first-class pot and bedding variety. This being a new variety will perhaps come about 60% true, but all others will be fine stock. \$.50 6 packets \$2.50. (No quantity packets sold.) | | | No. 9. PEARL OF KENTFIELD. —Flesh Pink Frilled with golden yellow center. Four-inch flowers, dwarf growing. This is a specially fine variety for four to five inch pots or window boxes. (The variety Theodosia is the same. Introducer of Theodosia did not know of the existence of Pearl of Kentfield, originated by Mr. Diener five years before.)..... | \$.50 | \$.25 |
| No. 1. PINK (Ruffled Monster). — Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence | .50 | \$.25 | No. 10. SALMON ROSE (Ruffled Monster). —Light veined center, five to six inches in diameter. (1934 novelty.) A very beautiful Petunia..... | .50 | .25 |
| No. 2. FLESH PINK (Ruffled Monster). —Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which we listed before was red and was very similar to No. 5. We shall have only No. 5 in that color henceforth). | .50 | .25 | No. 11. DIENER'S BLUE. —We especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average three to three and one-half inches. The color is a deep, silky blue and is one of the most favored varieties..... | .25 | .10 |
| No. 3. VARIEGATED (Ruffled Monster). —Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter..... | .50 | .25 | No. 12. COPPERY PINK and WHITE VARIEGATED (Ruffled Monster) with golden yellow center. Flowers 5 to 6 inches in diameter..... | .50 | .25 |
| No. 4. WHITE WITH YELLOW CENTER (Ruffled Monster) | .50 | .25 | No. 13. HELIOTROPE (Ruffled Monster). —A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine..... | .50 | .25 |
| No. 5. RED, DARK VEINED WITH COAL BLACK CENTER (Ruffled Monster). —Six to eight inches in diameter. This is a gem in Petunias and is a great favorite with all flower lovers. Be sure to try a package..... | .50 | .25 | No. 14. DIENER'S PINK GLORY. —Pure flame rose pink, without a trace of purple. Flowers three to four inches in diameter, and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers..... | .25 | .10 |
| No. 6. PALE LILAC PINK (Ruffled Monster). —Heavily ruffled with strongly veined center. Flowers four to five inches in diameter..... | .50 | .25 | | | |
| No. 7. RED AND WHITE VARIEGATED (Ruffled Monster). —Large golden yellow center. Flowers four to five inches in diameter. One of the most admired of our collection of Petunias and very true to type. Try it..... | .50 | .25 | | | |
| No. 8. RUFFLED MONSTERS (Mixed). —This mixture contains all Ruffled Monsters mentioned above, as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order.. | .50 | .25 | | | |



No. 9. "PEARL OF KENTFIELD"

Redwood City, California, July 19, 1938.
Richard Diener Nursery, Oxnard, California.
Gentlemen: We had wonderful luck with all the seed we bought last winter. Our customers were very pleased with double Petunias and Pelargoniums especially. Sincerely,
GERTRUDE HOOFT.

| | Trade Pkg. | Sample Pkg. |
|--|---------------|----------------|
| No. 15. PURPLE AND WHITE .—Especially adapted to window boxes or hanging baskets | \$.50 | \$.25 |
| No. 16. WHITE BEAUTY .—Single, heavily fringed, about four inches. Snow white, semi-dwarf..... | .25 | .10 |
| No. 17. PALE SULPHUR YELLOW .—Flowers single with heavily frilled edges | .25 | .10 |
| No. 19. GIANT PINK GLORY .—An improvement on Pink Glory. Same coloring as No. 14, but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence..... | .50 | .25 |
| No. 20. MAUVE (Ruffled Monster) .—Center heavily veined with royal purple. One of our most exquisite and most popular varieties. Average flowers five inches across. Very fragrant | .50 | .25 |
| No. 21. STEEL BLUE .—Darker veined center with ruffled edges. About four inches across and comes 90 per cent true. One of the easiest sellers in 2½ to 3-inch pots..... | .25 | .10 |
| No. 22. ROSE COLOR .—An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of six to seven inches. Flowers two inches in diameter..... | .25 | .10 |
| No. 23. PALE AMARANTH PINK .—Like Rosy Morn, but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely | .25 | .10 |
| No. 27. PINK PERFECTION (Single) .—A beautiful new salmon pink. Flowers four inches, frilled. A ranky grower for boxes and baskets..... | .25 | .10 |
| No. 30. FLAMING VELVET .—Brilliant velvety mahogany red, of medium size flowers. A very outstanding novelty | .25 | .10 |

No. 31. A Rainbow Mixture with flowers from small to medium and is ideal for bedding or border purposes. The seeds may be sprinkled out right where you want them to grow and the only attention they require is to keep them free of weeds. Here in this country this Petunia mixture is grown in vacant lots and for miles along the highways, where they have no water during the summer, yet they are always in flower and attract the attention of every traveler.

Trade Packet 25c

¼ oz. \$2.50 ½ oz. \$5.00 1 oz. \$10.00

| | Trade Pkg. | Sample Pkg. |
|--|---------------|----------------|
| No. 41. COPPER RED (Ruffled Monster) .—Smoky center, five to six inches in diameter. After years of crossing we have removed all the bad habits that it had at first and it now is one of the most beautiful flowers in existence. It made a decided hit at the World's Fair at Chicago in 1934 and will be in great demand for some time to come | \$.50 | \$.25 |



RUFFLED MONSTER PETUNIA No. 7

Cleveland Heights, Ohio, June 5, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I had very good success with the Petunia seeds ordered for Spring, also the Pansy plants from your seed last year are wonderful.

Yours very truly,

H. M. JOHNSTON.



DIENER'S RUFFLED MONSTER PETUNIAS IN 3-INCH POTS. TWELVE WEEKS AFTER SOWING.

| | Trade Pkg. | Sample Pkg. |
|---|---------------|----------------|
| No. 46. DEEP VELVETY VIOLET (Single). —Flowers 4 to 5 inches. A 1932 novelty. Exceptionally beautiful | \$.50 | \$.25 |
| No. 47. JUMBO MIXTURE OF RUFFLED MONSTER PETUNIAS.—A selection of only the very largest and most outstanding colors of these giant Petunias | 1.00 | |
| (6 packages) | 5.00 | |
| No. 51. STEEL BLUE & WHITE VARIEGATED.—Edges of petals heavily ruffled. Four inches in size..... | .25 | .10 |
| No. 52. LAVENDER WITH WHITE CENTER.—Four inches in size..... | .25 | .10 |

McRae, Georgia, November 24, 1936.

Richard Diener Nursery, Oxnard, California.

Gentlemen: In looking over your attractive 1937 catalogue, I noticed my letter which I wrote you in February, 1936, wherein I sort of "bragged" about my 4-inch No. 42 Petunia plants. Now I really am going to brag. The final results were terrific. I was awarded a blue ribbon by my garden club and the sweepstakes at the Annual Flower Show held here in May. Without a doubt they were considered the most outstanding flower and really caused quite a sensation. Everybody wanted to know where I purchased the seeds and how I grew them. I told them they were your seeds and followed your instructions which are in detail in your catalogue.

If more seed houses took the trouble to tell flower lovers just how to grow plants as you do we would all be successful. I also had very lovely double Shasta Daisies.

You deserve a great deal of credit and thanks for your effort in helping people with your detailed instructions on planting. I, for one, will buy whatever seeds you have and suggest the same to my friends. Yours very truly,

ANNA L. CRIDER.

DOUBLE PETUNIAS

Note: All of our double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings. The slowest and poorest seedlings will turn out the best doubles.

| | Trade Pkg. | Sample Pkg. |
|--|---------------|----------------|
| No. 25. COPPER RED DOUBLE.—A fine new color which attracts immediate attention. About four inches in diameter | \$1.00 | \$.50 |
| No. 26. GREEN EDGED DOUBLE.—This type comes in all colors but all have a seam around the petals which is grass green. Mr. Diener worked on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. The Green Edged variety was a sensation at the World's Fair at Chicago in 1934. It will attract attention everywhere.... | 1.00 | .50 |
| No. 28. DOUBLE LAVENDER BLUE.—Broad petals. Flowers four to five inches in size. Very free blooming.. | 1.00 | .50 |
| No. 29. PURPLE DOUBLE.—Medium size | 1.00 | .50 |
| No. 40. MADONNA.—Double frilled, snow white. About four inches in diameter. Semi-dwarf growth..... | 1.00 | .50 |

West Philadelphia, Penna., June 14, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Your Petunias are unquestionably the most beautiful we have ever seen—or raised. Yours very truly,
A. DONAGHY, JR.

| | Trade Pkg. | Sample Pkg. |
|--|---------------|----------------|
| No. 38. DOUBLE RUFFLED MONSTERS MIXED. —This is a mixture of the same colors as the single Ruffled Monsters but double. These have now reached perfection. After years of crossing and testing the size is enormous, reaching over nine inches in some instances. The percentage of doubles is very high. No matter what other varieties of double petunias there are on the market, including the 100% double from foreign countries, you will find by comparison that ours excel in growth, color and size, so buy American seeds and keep the money in this country..... | \$1.00 | \$.50 |
| 1000 seeds | 1.50 | |

| | | |
|--|------|-----|
| No. 33. (Our 1937 Novelty) DOUBLE DAINTY LADY (Yellow). —Is of the same color as Dainty Lady Single, and is the first yellow double. We have produced double yellow Petunias by the thousands the last few years, and some were very yellow and large size, but they would not bring seed. This variety offered here is seed bearing. Seeds limited, no more than 2 trade packets to a customer | 1.00 | .50 |
|--|------|-----|

| | | |
|--|------|-----|
| No. 42. LARGE DOUBLE FRILLED MIXED. —After years of crossing and selection Mr. Diener produced this double strain, which stands highest today commercially. The color plate in this catalog will give you an idea of its average. In 2½ and 3-inch pots they commence flowering when only three to four inches high. These pictures of plants in pots in our catalog are actually growing. If the soil is not rich enough, many of the flowers may appear almost single when raised in small pots, but when you see the same plants after being transplanted into the open, the flowers will be large and double. The amount of doubles is 75 per cent and the single types therefrom are all heavily frilled and eagerly sought by the public..... | 1.00 | .50 |
| 1000 seeds | 1.50 | |

| | | |
|---|--------|--------|
| No. 44. DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED. —Of the fluffy ruffled type. Flowers four to five inches across. Of dwarf, compact growth and flowers sell at sight. It is the grandest combination of colors yet produced in Petunias..... | \$1.00 | \$.50 |
|---|--------|--------|

| | | |
|---|------|-----|
| No. 50. DOUBLE DARK CRIMSON. —Heavily fringed fluffy ruffles. About four inches in size. One of the darkest red double Petunias..... | 1.00 | .50 |
|---|------|-----|

| | | |
|--|------|-----|
| No. 53. DOUBLE LAVENDER. —Deeper lavender veined in center of petals. Edges of petals heavily ruffled. About four inches in size. A beautiful variety | 1.00 | .50 |
|--|------|-----|

SOWING OF PETUNIA SEEDS

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean, white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere, sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass, place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three or four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds should be sown out four months before they are marketable.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also, you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only the fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings—a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seeds occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seeds.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

Bar Harbor, Maine, February 8, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: We were very much pleased with the plants raised from your Petunia seed last season. We received first prize in the double Petunia class with some gorgeous immense blooms of your salmon double for Mrs. William Procter at the Mt. Desert Island Garden Club Exhibition. We also captured the novelty Petunia class in the Seal Harbor Show with an 8-inch pot of Green Edged Double. Many of our patrons were much pleased with their window boxes which we planted with your mixed doubles.

Sincerely,
GEORGE RENWICK,
 Bonnie Brae Farm.

Delhi, New York, March 9, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Two years ago I sent for some of your Petunia seeds and I had very good success with them. They were the most beautiful single ruffled Petunias I ever saw. Everybody was amazed at the size and we won first prize at our Flower Show.

The package had more seeds than I needed for one year, so I kept them over and they came as good the next year.

Yours truly,

MRS. J. WALTER RINGHOLM.

HANDLING OF YOUNG PETUNIA PLANTS WHEN GROWING IN 3-INCH POTS FOR THE MARKET

In order to have large flowers and brilliant colors in three-inch pots, a good soil is absolutely essential for the young plants.

Following Are Directions for Preparing the Best Soil: It is best to use an even mixture of leaf mould and old, rotten manure (four or five years old or from the hot bed). However, if no old manure is available, leaf mould will do. To a cubic yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. It is best to let this soil lie in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using, but which is not absolutely necessary.

Do not add anything else, as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used, plants will be spindly, flowers small and colors bleached out. This has been the cause of many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

Our Petunias should not be pinched back when young, as they are naturally stocky and of dwarf growth, which we have accomplished by years of careful selection in that direction.

We receive thousands of questions from customers every season in regard to growing and cultivating Petunias best, and so we have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked us are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to us. (See the book page at the end of catalog.)

HEMEROCALLIS

(Day Lily) (Hardy)

We are now offering seeds of our new hybrids. Some of the flowers reach 9 inches in diameter. Colors from pale yellow to deep orange and they represent the highest perfection in Day Lilies today. They are very free-flowering. Sow out like Pansy seeds.

25 seeds 50c

75 seeds \$1.00

Westerly, Rhode Island, January 1, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: The Freesia seeds I bought from you are now in full bloom in the greenhouse and they sure are a handsome sight.

Sincerely yours,

WM. H. CRANDALL.

* * *

Winnipeg, Manitoba, Canada, April 5, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I enclose twenty-five cents in U. S. stamps for which I would like one package Cucumber seed "Sensation" at your very earliest convenience.

We have grown this Cucumber for two seasons and like it very much. Last year was very hot and dry, but "Sensation" was TOPS as usual.

Yours very truly,

C. H. TAYLOR.

FREESIA SEEDS

A mixture of Diener's own hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and we believe there is nothing better in existence. We are increasing the stock from some of the finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early, many will flower five to six months after sowing.

Pkg. 25c 1/2 oz. 50c 1 oz. \$1.00 1 lb. \$15.00

Directions for Sowing: Sow the seeds right out in the open in subtropical and tropical localities. Put them in rows, twelve inches apart and about three seeds to the inch in the row. Cover the seeds with a good, rich soil one-quarter inch deep. In cold climates, sow them out in boxes or seed pans, placing the seeds about one inch apart and one-fourth inch deep. Leave them there until the leaves have dried up, say about five or six months, and by that time they will have formed nice bulbs, which will bring large flower spikes the following winter.

GERANIUM SEEDS

(From our new Hybrids)

We have a great many new hybrids which will be put on the market later. The flowers are twice and more in size than the varieties now. The clusters are much larger as well. The colors are mostly flame red. There won't be two alike and every one is new.

Package 50c

6 packages \$2.00

1 oz. (about 3600 seeds) \$25.00

Bemidji, Minnesota, February 5, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: We have been using your Petunia seed for three years now and think there is nothing like them. With our limited space we have not been able to supply all our customers.

We have supplied Douglas Lodge at Itasca State Park with Petunias for the past three years and their Petunia beds are beautiful every summer.

We are in northern Minnesota and thought you would be interested in knowing how successful we had been in growing your Petunias.

Yours sincerely,

DUANE'S, The Home of Flowers.

* * *

Wellfleet, Massachusetts, March, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: This is my third order for seeds with which I have had unusual success; in particular I wish to speak of the Pepper Tomato. In a small way the seeds have been planted in hotbeds and from a surplus of plants in the first year (1935) I distributed a large number to my neighbors. Such was their success that last year, as early as March and April, I was asked by those who had tried the first transplanting to reserve sufficient quantities for their use. I had to limit the supply to meet all the demands. It proved to be an unusually dry and hot season with a severe, long drouth in July. I did not lose a single plant and we all had a bounteous yield. The red sandy soil of Cape Cod seems to be well adapted to vigorous growth of these vegetables.

Sincerely,

CLARENCE W. RYDER.



No. 6. GIANT VENUS PELARGONIUM

PELARGONIUMS

(Lady Washingtons)

Diener's Newest Everflowering Hybrids

These new Pelargoniums, all our own creations, are second and third generation crosses from Eastergreeting. The flowers are over twice larger than the Eastergreeting type and flower the whole year around, which makes them all the more valuable. The plants are of semi-dwarf growth and in flowering resemble Azaleas. For those who grow pot plants or for bedding these are very valuable and easy sellers in any size, as they flower from cuttings and keep on flowering continually.

Through the introduction of these new varieties Pelargoniums will take on a new popularity, as the colors and size are so unusual and appealing.

No bulb or plant orders filled for less than \$1.00. Shipment will be made by Railway Express Agency, charges "Collect."

No less than 4 cuttings of any one variety of Pelargoniums.

No. 1. SANTA MONICA.—La France pink with large, deep red spots in the center of two upper petals. Surrounded by rose pink. Single flowers are three inches in diameter. A beauty.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 2. DIENER'S GIANT.—Spinel pink. Two upper petals have large, blood red spots in center. Surrounded by rose pink. Single flowers four inches in diameter. A silver dollar will not cover a single flower petal. Unquestionably the largest Pelargonium in existence.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c
Unrooted cuttings.....\$5.00 per 100

No. 3. RUTH W. McAFEE.—Begonia rose with salmon sheen. Deep red spots in center of two upper petals. Three inches in diameter. One of the most beautiful Pelargoniums.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c
Unrooted cuttings.....\$5.00 per 100

No. 4. BEVERLY HILLS.—Amaranth pink or orchid color. Two upper petals have blood red spots. Three inches in diameter. Flowers have fringed edges. A very outstanding variety.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

Guatemala City, Central America, January 18, 1937.
Richard Diener Nursery, Oxnard, California.

Gentlemen: I enclose a mail money order for \$6.50—the order being \$6.25 and 25 cents postage.

I have from your nursery some Pelargoniums (the whole collection). It is just starting to bloom and I am delighted with it. Thanking you in advance, I am,

Yours very truly,

ELISA Y DE HERRERA.

No. 5. MRS. MARY BARD.—Snow white with a few mallow purple stripes in center of flower. Two and one-half inches in diameter.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 6. GIANT VENUS.—Bright rose pink with a maroon spot in the center of all five petals. Plants of dwarf habit. Flowers 3½ inches in diameter. A very beautiful variety.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c
Unrooted cuttings.....\$5.00 per 100

No. 7. GLENDALE.—Tyrian rose with blood red spots in center of all five petals. Flowers 3½ inches in diameter. An outstanding variety.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 8. GOLETA.—Deep rose color with maroon spots in two upper petals which are surrounded by strawberry pink. Three inches in diameter.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 9. PIRU.—Rose color with center of two upper petals deep blood red surrounded by strawberry pink. Single flowers 3½ inches in diameter.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 10. SAN DIEGO.—Mallow purple. Maroon spots in all five petals. Flowers 2½ inches in diameter with heavily frilled edges. An exceptional variety.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 11. PASADENA.—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 12. VERA N. WATT.—Deep rose pink with blood red spots in two upper petals surrounded by strawberry pink. Single flowers 2½ inches in diameter and ruffled. A beauty.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 14. SANTA BARBARA.—Rose red with blood red spots in two upper petals. Flowers 3 inches in diameter and ruffled. Plants of dwarf growth.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c

No. 15. PASO ROBLES.—Carmine. Deep blood red spots in center of two upper petals. Small red spot in three lower petals. Flowers 3 inches in diameter. A very free flowering variety.

Young rooted plants.....25c each
Unrooted cuttings.....4 for 25c



PELARGONIUM CUTTINGS IN 3-INCH POTS

No. 16. MRS. F. BACHLER.—Deep rose-red, center of upper petals blood-red. Flowers 3 inches in diameter. Always in flower. An outstanding, beautiful variety.

Young rooted plants.....25c each
 Unrooted cuttings.....4 for 25c
 Unrooted cuttings.....\$5.00 per 100

No. 17. THERESE.—Light Mallow-purple; upper petals Dahlia-purple center. Flowers 3 inches in diameter.

Young rooted plants.....25c each
 Unrooted cuttings.....4 for 25c
 Unrooted cuttings.....\$5.00 per 100

COLLECTION of 15 varieties—

Rooted plants\$3.50

Note: Should we be sold out of rooted cuttings during the season we shall send unrooted cuttings in a greater quantity, 3 unrooted cuttings in place of 1 rooted plant.

NEW PELARGONIUMS

No. 18. ELENORE ROBER.—1938 Novelty. Begonia Rose, two maroon spots in upper petals. Large flowers and a very showy variety.

Young rooted plants from 3-inch pots
 \$1.00 each \$10.00 per dozen

No. 22. LOIS MacKAY.—Tyrian pink, large, upper petals strongly veined with bordeaux. Fine, healthy grower and a very fine 1938 novelty.

Young rooted plants
 \$1.00 each \$10.00 per dozen

No. 25. PEGGY CRADDOCK.—An exceptionally fine variety of healthy growth. Flowers three inches in diameter. La France pink with Vandyke red spot in center of each petal and stripes of the Vandyke red running from spots towards the center.

\$1.00 each \$10.00 per dozen

No. 27. A new variety of exceptional merit. Flowers three inches in diameter. Tyrian pink, a little lighter in center. Blood red spots in the two upper petals. A very healthy grower of medium height.

\$1.00 each \$10.00 per dozen

No. 36. A very outstanding variety, of exceptional growth and very fine for massing. Flowers three inches in diameter. Pale Rosolane purple with Auricula purple spots in all five petals.

\$1.00 each \$10.00 per dozen

THE FANTASY DAHLIAS

This new type Dahlia is one of our own creations. Mr. Diener worked on it for the last ten years. They come in every color imaginable and each plant brings flowers of a different color, but each petal of the flowers has a white stripe running full length of the petal with the sides of the petals being colored. Seedlings flower from 2½ to 3 months after sowing. If you are a fancier of Dahlias, you will agree with us that they are something outstanding and beautiful.

Trade packet 25c 6 packets \$1.00



POMPON DAHLIA

POMPON DAHLIA.—Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from our strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and roadstands.

25 seeds 25c 50 seeds 50c 100 seeds \$1.00
 1000 seeds \$5.00

FANCY SELECTED DAHLIAS.—Of all large flowering types, including Chrysanthemum Dahlia.

25 seeds \$1.00 50 seeds \$2.00 100 seeds \$4.00
 1000 seeds \$20.00

DIRECTIONS FOR SOWING DAHLIA SEEDS

Sandy leaf mould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for two or three months or until ready to go into the open. Plant in the full sun and stake early.

Every seed is hand picked and will grow if handled correctly.



CACTUS DAHLIA TYPE

DAHLIA SEEDS

For years we have raised the finest dahlia seeds that can be produced and many of the new varieties that are on the market now came from our seeds. We have given up the dahlia bulb sales as the demand has been so low. In the future we will list only the seeds of the fancy varieties.

Every seedling raised from these seeds is new and different as they never come the same as the parent plant, and if you have anything outstanding you may make a named variety out of it. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred dahlia plants may be grown, and if you want some real fun watch a bunch of high-class dahlia seedlings coming into flower. One must have only the best seeds as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at time of planting.

We do not raise any cut flowers in dahlias; everything is grown for seeds only.

Seeds of the Chrysanthemum type are much thinner than the others and do not come as fast as the other types, so give them time, just keep the seed pans in a warm location as every seed of all varieties are hand selected. Every kernel will grow if handled right.

CHRYSANTHEMUM DAHLIA SEED (Mixed)

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took years to perfect this type.

Seeds from the Finest Selected, Separately Grown:
25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00



DIENER'S GIANT DOUBLE HYBRID DAHLIAS

This mixture contains only the largest and most perfect Dahlias the world has ever seen. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower.

This is confirmed by testimonials from everywhere.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00

CACTUS DAHLIA SEEDS (Mixed).—This is a mixture of many very fine Cactus Dahlias.

25 seeds 25c 50 seeds 50c 100 seeds \$1.00



SNOW-WHITE DAHLIAS (All Types Mixed).—This is a mixture of all types of snow-white Dahlias, most of large size, some measuring over a foot in diameter on perfect wire-like, but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 seeds 50c 50 seeds \$1.00 100 seeds \$2.00

MINIATURE DAHLIAS.—A new type of very dwarf dahlias in all colors; many of cactus type, three to four inches in diameter and from two to three feet tall. They are greatly free flowering and fine for cut flowers as they are good keepers. Double.

25 seeds 50c 50 seeds \$1.00 100 seeds \$2.00
1000 seeds \$10.00

AMARYLLIS

(Diener's Everflowering Mammoth Hybrids)

Quite a bit of time has been given to the development and improvement of Amaryllis. We have been able to produce large flowers, faster and healthier growing plants than have heretofore been obtainable. It has also been possible to develop these flowers to the point where they will bloom several times a year. You may contrast this with the older varieties which are slow growing and bloom but once a year.

Some years ago it was found some of our seedlings had flowered not only in the period of February to May but again during the summer. These were used for further breeding, and the present stock has been entirely made up from those seedlings which had flowered more than once during the year. The next development was for size. This spring some of our blooms measured sixteen inches across the flower. Many of our bulbs are flowering as much as three and even four times a year. If you should be a visitor in our nursery any time during the year you may see Amaryllis in flower. The main flowering season is still from February to May. We have over 100,000 flowering sized bulbs growing, which continually develop the year round. These bulbs can be shipped any time during the year.

In cold climates where there are no greenhouses or facilities to keep them growing, the bulbs may be dried up in the fall and repotted in good rich soil about the end of November or first part of December. They should then be put in a window where they may get some sunlight and be free from frost. By keeping them in a living-room of average warmth, they should flower during the winter within five or six weeks after planting. Our Amaryllis may be considered an entirely different strain from the average variety on the market. It grows faster, flowers more often and brings larger flowers.

Where the ground does not freeze, our Amaryllis may be planted in the open. It is best to plant them on the south side of the house, although they will grow in the shade of a tree where the climate generally is quite warm. Our variety differs from the pink or Belladonna variety (which grows with the bulb under the ground) in that our bulbs are above the ground with only the roots in the soil. A well-fertilized soil and plenty of water are essential in raising large flowers.

Few people realize that our Amaryllis are so easy to grow. They may be grown out-

side during the summer and taken indoors during the winter. It is a tremendous joy to flower lovers to bring into bloom during the winter an Amaryllis with a flower 8 to 10 inches in diameter.

Due to our large stock, we are in a position to make our prices especially low. Extra fine bulbs may be had for as little as one dollar each. There are many special fancy and rare varieties that sell at slightly higher prices.

The Equestris Hybrids are nearly the same size as the Mammoth Hybrids. Their colors run more to the various shades of pink and orange with some salmon



AMARYLLIS
Diener's Everflowering Mammoth Hybrid

and copper colors. All these colors may be found in the seeds. Bulbs of the copper and salmon shades are not available except during the months of March and April. At the present time our marked stock of these colors has been entirely exhausted, and it will not be until the spring flowering that we will again be in a position to set aside additional stock.

In seeds you will find the greatest variety of colors, and as our type grows much easier and flowers much earlier than the old types you can raise a bunch of seedlings with very little trouble. Under favorable conditions the seedlings will start flowering from 15 to 20 months from sowing. At the Annual National Amaryllis show of the American Amaryllis Society, April 3, 1934, at Orlando, Florida, a few dozen flowers sent from here arrived in fair condition. They were awarded a first-class certificate and were a sensation of the show. We have some very outstanding specimens, but so far, with the exception of a few, none has been named. All go into the seed mixture, so you will find the very best ones therein.

The Amaryllis Society held a flower show in conjunction with the Los Angeles County Fair at Pomona September 22, 1938, and both Mr. Diener's Giant Mammoth Everflowering Hybrids and Equestris Hybrids took first prize. Many visitors were surprised to see such a display of large Amaryllis flowers at this time of the year, as the flowering season for most Amaryllis is during March and April. However, our hybrid Amaryllis flower several times during the year, so discard your old type of Amaryllis and get these new hybrids.

Directions for Planting: Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower.

DIENER'S EVERFLOWERING MAMMOTH HYBRID AMARYLLIS

No bulb or plant orders filled for less than \$1.00. Shipment will be made by Railway Express Agency, charges "Collect."

| Flowering Size Bulbs | Per | |
|---------------------------------------|-------|----------|
| | Each | Hundred |
| 6 to 7 inches in circumference..... | \$.25 | \$ 25.00 |
| 8 to 10 inches in circumference..... | .50 | 50.00 |
| 10 to 12 inches in circumference..... | .75 | 75.00 |
| 12 to 14 inches in circumference..... | 1.00 | 100.00 |

SEEDS: 20 seeds 50c 100 seeds \$1.50
1000 seeds \$10.00

Dallas, Oregon, November 5, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Last Spring I placed an order with you for flower seed and plants. I had fairly good success with the seed; but it is of the Amaryllis you sent me that I wish to speak. It proved to be the most gorgeous thing in the way of a flower that I have ever seen. Very respectfully,

R. R. TURNER.

DIENER'S AMARYLLIS EQUESTRIS HYBRIDS

Flowering Size Bulbs

| | Per | |
|---------------------------------------|-------|---------|
| | Each | Hundred |
| 6 to 7 inches in circumference..... | \$.25 | \$25.00 |
| 8 to 10 inches in circumference..... | .50 | 50.00 |
| 10 to 12 inches in circumference..... | .75 | 75.00 |

SEEDS: 20 seeds 50c 100 seeds \$1.50
1000 seeds \$10.00

AMARYLLIS SEEDS

Directions for Sowing: Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil, just sufficient to hold down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three-inch pot or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

20 seeds 50c 100 seeds \$1.50 1000 seeds \$10.00

CENTAUREA CYANUS (Double)

(Corn Flower or Bachelor's Button)

This old-fashioned hardy annual is still a great favorite for cutting purposes. Seeds may be sown either in the autumn or spring. Height 2-3 feet. Finest mixed. Packet.....\$.20

CENTAUREA IMPERIALIS

(Royal Sweet Sultan)

This is the variety so popular in the florist's store. The plants are of spreading habit, very fine for cut flowers and flowers the entire summer. A hardy annual. Sow in autumn or early spring. Height 3-4 feet. Mixed. Packet.....\$.20

CENTAUREA MOSCHATA

(Hardy Annual)

Finest mixed, very desirable for cut flowers. Packet.....\$.20

Randle, Washington, October 30, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: The Equestris Amaryllis received from you has attracted quite a bit of attention. I have several dozen young plants grown from seed taken from one of the three blossoms.

Have had wonderful results from Dahlia and Shasta Daisy seed. The Shasta Daisies nearly all proving up this same season.

Sincerely,

FLOYD L. MAGILL.

WATSONIA SEED, MIXED

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Ours are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter. Sow out like Gladiolus seeds.

Sample pkg. 50c Trade pkg. \$1.00
(Larger amounts on request)

WATSONIA BULBS

Fancy mixed varieties.
\$5.00 per hundred

NEW CYNOGLOSSUM AMABILIS, IMPROVED

"Chinese Forget-me-not"

Trade pkg. 25c 6 pkgs. \$1.00

SCABIOSA

(Grandiflora Fl. Pleno) (Annual Double Sweet
Scabiosa)

This is a mixture of the largest and finest double Scabiosa with strong, straight stems, three to four feet long. It is an unexcelled summer cut flower, which is sown right where you want it, best in rows.

All colors Mixed.....Package 10c 6 packages 50c

LEPTOSYNE MARITIMA

(Sea Dahlia)

A Dahlia species growing wild along the ocean of Southern California, with yellow flowers like Marguerites. Flowers are single and three to four inches in diameter with eighteen-inch long stems. These seedlings flower when two months old, bringing an abundance of blooms. They should make fine cut flowers when under glass.

Package 15c 4 packages 50c

Detroit, Michigan, March 22, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I thoroughly enjoy raising your seeds and the Petunias are unbeatable. I have several plants from last year's Shastas (Giant Doubles) and also Amaryllis plants from which we expect some thrills in our neighbourhood.

I may also say that your delivery is marvelous for distance. For the few years that I have bought your seed I can count the days and reach forth my hand to the mail man on the morning of the tenth day without disappointment.

Yours truly,
WILLIAM P. PATERSON.

SHASTA DAISIES

For the last ten years the Shasta Daisies have had special attention and the results are very gratifying. We believe we have at present the largest and finest double and single Shasta Daisies in existence, all of our own production. The majority of them are of the much preferred Chiffon type, which has made a sensation with our customers.

Many people do not realize that such great advancement has been made with this wonderful flower. You should grow all you can, as plants and flowers sell easily. If you have had seed from us several years ago, the varieties we had then have all been discarded. The seeds now are all from the latest improved varieties.

DIENER'S NEW GIANT DOUBLE EVERFLOWERING SHASTA DAISY, "G. MARCONI"

Of all the thousands of Shasta Daisies we have raised the last few years, this variety is the most highly perfected in size, shape and growth. We believe it is an excellent winter variety for greenhouse growing in cold climates for cut flowers. For this purpose we would recommend the young rooted cuttings out of 2½-inch pots.

Seeds sold in 25 seed packets only.

Packet 50c 6 packets \$2.50

Plant Cuttings from the Original Plants

\$1.00 each \$10.00 per doz.

No bulb or plant orders filled for less than \$1.00. Shipment will be made by Railway Express Agency, charges "Collect."

Directions for Sowing: Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover them, and keep moist. Shade the seed bed with either cheesecloth or muslin until they are up. When large enough to handle, plant them in the open in well fertilized ground twelve to fifteen inches apart. In localities where it is very cold it is advisable to cover them with straw or leaves during the cold weather. In the second year the flowers reach perfection.

Newark, New Jersey, August 27, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I am writing you to tell you I never saw nicer Single Ruffled Petunias or larger Pansies than those I have growing here from seeds purchased from you this year.

Flower growers may think your prices are a little high, but the fertility of all your seeds and the most beautiful flowers they produce cannot be surpassed by any others, and in the long run your seeds are much cheaper than other seedmen's seeds.

I shall hereafter get my various kinds of seed from the Richard Diener Nursery. I planted 1 small packet of your Shasta Daisy, G. Marconi, and I believe every seed came up and I have lovely plants from them now which will make large plants next year. I want to thank you for sending me such good quality seed.

Yours truly,
JOE KUNKEL.



DIENER'S NEW ALL-DOUBLE SHASTA DAISY SEEDS

DIENER'S ALL-DOUBLE SHASTA DAISY MIXED

Packet 50c 6 packets \$2.00

DIENER'S NEW SINGLE BROAD PETALED SHASTA DAISY

Long stems, flowers 8 inches in diameter, early flowering.

Packet 25c 6 packets \$1.00

SHASTA DAISIES

All varieties, single, semi-double and double mixed.

Packet 25c 6 packets \$1.00

DIENER'S SINGLE BROAD PETALED SHASTA DAISY

Flowers 6 to 7 inches in diameter.

Packet 25c 6 packets \$1.00

DIENER'S FANCY CHIFFON SHASTA DAISY

Packet 50c

Prices on larger quantities on request.

Plant Cuttings from the Original Plants

25c each \$2.50 dozen

GAILLARDIA GRANDIFLORA

(Blanket Flower) "Oxnard Gem"

Golden orange seam, maroon red center, 3½-inch flowers on long stems. An unusually fine Gaillardia for cut flowers and bedding.

Package 15c

4 packages 50c

Armstrong, B. C., Canada, January 6, 1938.
Richard Diener Nursery, Oxnard, California.

Gentlemen: Three years in the Spring I purchased a \$1.00 packet of Double Shasta Daisy seed from you. I believe every seed grew. I was late in planting the seed and getting the plants transplanted, so only a few bloomed. I did not lose any of the plants nor did I give them any winter protection.

The plants were good and bushy. They have bloomed now for two summers. The blooms are magnificent. I have splendid doubles, semi-doubles and singles. The double ones are the outstanding ones. We have always had single ones, but far inferior to your singles. Many a person has come to see them, especially the double ones. They all exclaim in wonder when they see them. They are really grand and I am certainly proud of them. I always say where I obtained the seed.

Yours sincerely,

MRS. SARAH EMPEY.

DELPHINIUM (Cardinale)

A native California perennial, yet in the semi-wild stage. Grows two to three feet and much higher under favorable conditions. Flowers scarlet, borne on long stems. This Delphinium is easily raised from seed and is best sown out in the fall.

Package 50c

6 packages \$2.50

DIENER'S DELPHINIUM HYBRID PERENNIALS

"Dreams of Beauty"

These Delphinium have been favorites with our customers for many years. They have done well in the tropics as well as in Alaska and all over the United States. They are very hardy against fungus diseases and mildew affects them very little, as for years we have destroyed all plants that show any mildew. They are immensely free flowering; as soon as one set of stems has finished flowering, it is replaced with another set, and this is repeated during the whole growing season. The flowers are single semi-double and double and the colors run from sky blue through all intermediate shades to the deepest indigo blue and many have pinkish frillings. All colorings are truly exquisite and the sizes of the single flowers are the very largest; they have willowy flexible stems with very long closely set spire-like spikes. The many testimonials, freely given to us, are enough proof of their popularity.

Sample pkg. 50c Trade pkg. \$1.00 1/2 oz. \$2.50
 1 oz. \$5.00 1 pound \$60.00

Directions for Sowing: Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times each day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition should you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with air-slacked lime. Keep the young seedlings shaded with cheesecloth.

Marion, Virginia, June 22, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: The Dream of Beauty I ordered from you last year were very good. I especially liked a blue with pink splotches and a bee not unlike a real bee laden with pollen. It was exquisite.

Yours very truly,

GRACE HOUSTON.

* * *

Boscobel, Wisconsin, October 11, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I had a wonderful display of Pansies from your Mastodon seed; all sizes and colors. The most beautiful display I ever had.

Have some 75 choice Shasta Daisy plants to winter over for next year. Had some fine Dahlias from your best seed.

Yours,

A. J. SEEMANN.



FLOWER SPIKES, FOUR FEET HIGH
 Cut from Six Months' Old Seedlings

So. Springfield, Pennsylvania, January 3, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Enclosed you will please find my order for Petunia seed for which I am enclosing P. O. Money Order. I wish to state that I had the best of luck with the seed purchased from you last year. I am sure the seeds germinated one hundred per cent and the blooms were simply magnificent. The attention attracted to them in my beds here were comparable to my Dahlia garden and I assure you that was something worth while. Hoping to receive same in the near future and that results will be the same as last season, I am,

Very truly,

ROBERTS DAHLIA GARDENS.

MASTODON PANSIES

JUMBO MIXED (New).—These Pansies will bring gigantic flowers without any special effort, measuring up to 4¼ inches in diameter. They have a wide range of colors in all shades of the rainbow.

Pkg. 25c 1/32 oz. 85c 1/16 oz. \$1.25 1/8 oz. \$2.25
1/4 oz. \$4.25 1/2 oz. \$8.25 1 oz. \$16.00

SEA BLUE (New).—The most beautiful shade of blue we have ever seen. Very large.

Pkg. 25c 1/16 oz. 75c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

MIRACLE MIXED.—Finest types of our strains, latest novelties.

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

MASTERPIECE MIXED.—Long stems. Best for cut flowers.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.50 1/4 oz. \$2.75
1/2 oz. \$5.25 1 oz. \$10.00

GREENHOUSE SPECIAL or Mastodon ACES MIXED.—Fine market strain.

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50
1/2 oz. \$2.75 1 oz. \$5.00

GOLDEN GATE.—A monster golden yellow.

MLLE. IRENE.—A henna red type, new to Pansies.

ISABELLE.—A ruffled bronze and yellow.

Price of each of the three above varieties:

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

PANAMA PACIFIC.—A large yellow.

PARISIAN YELLOW.—A pure yellow.

BRONZE.—Very large. Many shades.

BLACK.—Nearly all jet black.

GRAND DUKE MICHEL.—The largest all-white Pansy.

MADAME STEELE.—Elks' purple; immense blooms; a perfect self.

PRINCE HENRY.—A splendid dark blue.

IMPROVED BEACONSFIELD.—A fine bluish purple with a distinct lavender tinge.

ADONIS.—Light blue and lavender shades.

Price of each of the nine varieties named is:

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.75
1/2 oz. \$2.75 1 oz. \$5.00

Other prices: Your choice of any of the above 17 varieties at:

5 packages, assorted colors.....\$1.00
All 17 varieties (1 pkg. each)..... 4.00

"400" MIXED.—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

PANSY SEED

The foregoing list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones we offer here and you will be surprised at their size and wonderful colors.

How to Sow Pansy Seeds: Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheescloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.



FUCHSIA SEED

(Lady's Ear-Drops)

Single and double mixed, from Mr. Diener's own New Fuchsia Hybrids. They are mostly double and of largest size, with corollas differing in color from that of the sepals. They do best in shade and rich heavy soil. For pot plants and bedding.

Sow the seed in boxes or seed pans, in sandy leaf mould, cover to the thickness of the seed, cover the boxes or pans with glass and keep moist in a shady place. As soon as the young seedlings are up, transplant in 2½-inch pots and when well rooted put in 4- or 5-inch pots. When handled right seedlings will flower when 3 to 4 months old.

Packet (25 seeds) 50c 75 seeds \$1.00

AQUILEGIA—COLUMBINE

Long spurred, finest colors, mixed.

Package 25c

Worthington, Ohio, January 5, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Just a word about my success with your Petunias last year. They were the finest colors and plant shapes that I have ever grown. Sold readily ahead of anything else in stock and at double the price. Could have sold thousands more had I grown them. When a customer sees them they are sold. I am behind your seed—100 per cent.

Respectfully yours,
PLAINVIEW GARDENS,
J. W. McCray.

SWEET PEAS

(Early or Winter-Flowering)

- | | Per Pkg. |
|--|---------------------------|
| No. 3. ANNIE LAURIE.—Pure rose pink, large flowers | \$.25 |
| No. 4. BURPEE'S SALMON.—Beautiful rich salmon, large blooms. Vines bloom profusely. (35 seeds)..... | .25 3 packets..... .65 |
| No. 6. BURPEE'S ORANGE.—Bright orange, large flowers and extremely popular..... | .25 |
| No. 10. SNOWSTORM IMPROVED. — Unusually large white flowers. Long, strong stems.... | .25 |
| No. 12. BURPEE'S LAVENDER.—Lovely light Wisteria-lavender. An appealing rich yet soft tone, large flowers..... | .25 |
| No. 14. BLUE JACKET.—Rich, dark navy blue. Large, elegantly waved blooms..... | .25 |
| No. 15. FELICE GUNTHER.—Clear, true Cambridge-blue. Long stems and vigorous growth. (35 seeds)..... | .25 3 packets..... .65 |
| No. 17. MAROON PRINCE.—Deep reddish maroon. Large flowering, long stemmed, free blooming | .25 |
| No. 19. FIRE KING.—Brilliant fire-red. An unusually rich color and large flowers..... | .25 |
| No. 21. ORIENTAL.—Pleasing true cream color on long, strong stems..... | .25 |
| No. 22. CANARY BIRD.—Cream or primrose. Large flowers of fine form and elegantly placed | .25 |
| No. 33. GRENADIER.—An outstanding Sweet Pea on account of its rich color, brilliant Poppy-scarlet. Spikes are elegant and long stemmed. Always in demand..... | .25 |
| Above Sweet Pea seeds in separate colors—per ounce, \$1.00. | |
| LADY RUFFLES IMPROVED.—Beautiful soft pink on white ground. Winner of gold medal of Scottish National Sweet Pea Society..... | .25 |
| BURPEE BLUE (Ruffled).—Distinct deep blue, bright and clear; uniform throughout. Flowers are large, beautifully waved, heavily ruffled and duplexed. Long stems. Vigorous; free blooming | .25 |
| ABUNDANCE (Multiflora).—A most appropriate name for this “many flowered” Sweet Pea—six flowers to the stem is the rule, but seven and eight are not uncommon. The color is a deep mauve | .25 |
| FINEST MIXTURE.—This includes the many named varieties of early flowering Sweet Peas. The different colors are properly blended to produce a most harmonious and pleasing effect | .25 |



ANNIE LAURIE

MIXTURE. Per ounce 75c Per pound \$10.00

Directions for Sowing: In order to get best results with Sweet Peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall, and train them over this. The seeds should be planted very shallow.

RUST-PROOF SNAPDRAGONS

1935 Novelty
("All Colors Mixed")

Snapdragons have been badly affected by rust which has killed the plants and made them unsightly. For the past several years several growers have worked on them for rust-resisting qualities and the ones we offer here are fairly rust-proof, that is, 75 per cent.

Package 25c 6 packages \$1.00

THALICTRUM DIPTEROCARPUM

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade pkg. 25c 6 pkgs. \$1.00 ½ oz. \$1.75
1 oz. \$3.50

STATICE SINUATA

(Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing we have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Statice is a perennial in localities where only light frost occurs but will not stand heavy freezing.

Directions for Sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they are. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds up with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

| | | | |
|-----------------|----------|--------------|--------------|
| White | Pkg. 25c | ¼ lb. \$1.00 | 1 lb. \$4.00 |
| Deep Blue | Pkg. 25c | ¼ lb. 1.00 | 1 lb. 4.00 |
| Blue | Pkg. 25c | ¼ lb. 1.00 | 1 lb. 4.00 |
| Yellow | Pkg. 25c | ¼ lb. 1.00 | 1 lb. 4.00 |
| Pink | Pkg. 25c | ¼ lb. 1.00 | 1 lb. 4.00 |
| Mixed | Pkg. 25c | ¼ lb. 1.00 | 1 lb. 4.00 |

(Larger amounts on request.)

Pastel Shades Mixed: This is a mixture of all the most modern shades of Statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

| | | |
|-------------|--------------|--------------|
| Package 25c | ¼ lb. \$1.00 | 1 lb. \$4.00 |
|-------------|--------------|--------------|

Port Washington, Ohio, March 9, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: "Permanent Wave"—a white Dahlia I grew from your seed several years ago—is the finest cut flower white I have ever seen. Has often held up nice for 6 or 7 days.

Yours truly, W. F. HINES.

Gainesville, Florida, February 16, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: In June, 1936, I purchased 1/16 oz. of your mixed single Gerbera seed. I planted the first seed bed of 125 seeds in the third week of June and got 98 plants from this. I planted two more seed beds in July and both gave over 70% germination. However, that is not the point that I considered unusual, but the point is that the first bloom appeared in September, 1936, and these plants continued to produce bloom, there being nine perfect bloom picked on Christmas Day, 1936.

The growing of flowers is but a hobby with me, but a commercial grower of Gerbera in Clermont, Florida, was amazed and I believe rather skeptical when I told him of this, as he does not expect bloom in less than two years after planting the seed.

Yours truly, WM. N. RYERSON.



GIANT IMPERIAL STRAIN OF LARKSPUR

LARKSPUR (Annual)

Giant Imperial (Improved Upright or Mammoth Column)

The Giant Imperial strain of Larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

| | | |
|--|------------|-----|
| Miss California, deep pink on salmon.. | Package \$ | .10 |
| Carmine King, deep carmine rose..... | " | .10 |
| Exquisite Pink Improved | " | .10 |
| Exquisite Rose | " | .10 |
| Peach Blossom | " | .10 |
| Blue Spire | " | .10 |
| Lilac Spire | " | .10 |
| White Spire | " | .10 |
| Daintiness, delicate lavender..... | " | .10 |
| Gloria | " | .10 |
| Mixed | " | .10 |

| | |
|-----------|--------------|
| ½ oz. 50c | 1 oz. \$1.00 |
|-----------|--------------|

Roanoke, Virginia, August 3, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Some time ago I saw some unusually large Pansies and the party who had them advised me that they had purchased the seeds from you. Will you please quote me a price on your giant Pansy seeds.

Yours very truly,
MRS. R. B. MOSS.



CONWAY GIANT

PHYLLO CACTUS, MAMMOTH FLOWERING THORNLESS

These giant flowering Cacti are some of the easiest plants to raise in the windows. They like leaf mould soil mixed with a little white sand and Vigoro fertilizer. They should be watered only when the soil in the pot becomes dry. They flower mostly in the spring. The kinds offered here are the finest to be had. A great many crosses have been made and we have many thousands of seedlings growing. The list of these Cacti will be increased many fold by the superior varieties from these new crosses.

No. 1. **EPIPHYLLUM CRENATUM**.—White, large.

No. 2. **CONWAY GIANT**.—Bright red with purple center, 10 to 12 inches in diameter.

No. 3. **EPIPHYLLUM ALBUM SUPERPUM**.—Large, white.

No. 4. **GLORIA**.—Bright red, very broad petals, 10 to 12 inches in diameter.

No. 5. **ARGUS**.—Salmon pink, 9 inches in diameter.

No. 6. **ADONIS**.—Large, pink.

No. 7. **MAGENTA**.—Rodamine purple, 9 inches in diameter.

25c each out of 3-inch pots

Collection of the above varieties, \$1.50

No bulb or plant orders filled for less than \$1.00. Shipment will be made by Railway Express Agency, charges "Collect."

GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

The sales of our Gerbera seed have been very pleasing, but the double strain has not produced enough seed to fill the orders that we had on hand, therefore we are filling the orders in rotation as fast as the seeds ripen.

It is predicted that these new Gerberas will be in every garden in the near future. They are even successful in the far north where the temperature goes below zero. If they are covered just before the frosts start, with 12 to 15 inches of sawdust, pine needles, straw, or leaves, they will come through the winter in perfect shape. Many of our customers have reported that they were successful with this method last winter.

During the growing season Gerberas will stand plenty of water, more so than the old type. They should be in a location where there is good drainage so that the soil may not become water-logged. Where there is little or no rain, and irrigation is used, give them plenty of water. We have discovered that to bring the seeds up easily, when they are sowed in furrows, they should be covered with clean sand and no dirt. With this method of handling, the seeds come through easily. When dirt covering is used it is impossible to cover them evenly and many are smothered trying to get through. There is very little loss when a sand covering is used.

All colors mixed (single)

Pkg. 25c 1/16 oz. (about 500 seeds) 75c 1/8 oz. \$1.25
1/4 oz. \$2.00 1/2 oz. \$3.50 1 oz. \$7.00

In separate colors of Pink in all variations,
Red, Yellow and White.

Double Variety. All colors mixed.

Pkt. (about 20 seeds) 50c 6 pkts. \$2.50
(Not sold in quantity)

New Single Garnet Variety

About 25 seeds 25c 6 pkts. \$1.25
(Not sold in quantity)

Directions for Sowing Gerbera Jamesoni: In those parts of the country where only light frosts are liable to occur, it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board, then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and then cover with fine white sand, just enough to hold the seeds down. In using a sand covering every seed will come up easily and surely, while in the old way of covering with the same soil many seeds were smothered trying to get through. Water and cover with a frame made of cheesecloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist. They should be kept in the place where sown without transplanting for at least four months, then they should be planted in the open fifteen inches apart and in rows two feet apart. It is very essential in transplanting the plants that only the roots are in the ground, the heart must be even with the top of the ground. If they are planted too deep it is hard for them to do well.

When you raise the young plants under glass and you intend to plant them out in the open, you should put them

in a cold frame for about two weeks and shade them with muslin or double thickness of cheesecloth. In this way the plants will be well hardened off and will not be burned by the sun when put out in the open. As Gerberas make very long roots if they are raised under glass they are best raised in solid benches and not in pots. It is our experience that they do not do well in pots, meaning for flower raising. But if planted out like Carnations or Roses they will do fine. They should have plenty of light.

In regard to fertilizer, fresh manure is poison to Gerberas; the best thing we have found is Vigoro; this is a well-balanced fertilizer and it should be worked in between the plants, at the rate of two pounds to one hundred square feet outdoors. The effect of the Vigoro will be noticed in the deep green foliage and the rich colors of the flowers in about two or three weeks. Gerberas are perennials and the plants can be divided after two or three years. All seeds that we send out are perfectly fresh, as we harvest the seeds the year around, summer and winter. So you will always get fresh seed. Gerbera seeds that are over six months old are practically worthless, as they will not germinate.

IVY LEAF NASTURTIUM

This Nasturtium is of dwarf compact growth. It has deep green heavily veined leaves, and a deep flaming blood-red flower. A novelty that has been admired by many of our visitors, and should be in every garden.

Package 25c 6 Packages \$1.00

NEW MIXED COLORS IN DOUBLE NASTURTIUMS

Giant, double, fragrant, new colors in many soft shades to deep brilliant red. These have long stems and are excellent for cutting as well as for garden decoration. Don't fail to have them in your garden for the summer to come.

All New Colors, Mixed Package 25c 6 pkgs. \$1.00

NEW DOUBLE SWEET-SCENTED NASTURTIUM

"Golden Gleam"

An outstanding novelty. The color is golden yellow. The flowers have stems six inches in length which makes it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented.

Package 15c 6 packages 75c

ZEPHYRANTHUS HYBRID SEED

Zephyranthus are bulbous plants, resembling Freesias, but belong to the Amaryllis family, and flower during the late Summer. They are white, pink, yellow and all intermediate shades. These seeds come from crosses that we have made, and almost every seedling is different. Sow out like Amaryllis.

Package 25c 6 packages \$1.00

ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection. No matter how small the garden, it is not complete without these wonderful flowers. In window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

Directions for Sowing: Sow them out in a sandy leaf mould soil in pots or boxes. It is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

DOUBLE GIANT DAHLIA FLOWERED ZINNIA

LUMINOSA

This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmon.....Package \$.15

OLD GOLD

Glowing, burnished deep and lighter shades of old goldPackage \$.15

EXQUISITE

By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color, light rose with center a deep rose..Package \$.15

ORIOLE

We consider this the most beautiful of its class. It is an immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Package \$.15

ILLUMINATION

Similar to Exquisite, but a striking self-color of deep rosePackage \$.15

CRIMSON MONARCH

By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary meritPackage \$.15

GOLDEN DAWN

A beautiful golden yellow of immense size and good form. Very attractive.....Package \$.15

CANARY BIRD

A delicate shade of primrose, very large and holds its color well until out of bloom..Package \$.15

DREAM

A fine, deep lavender, turning to purple, a new desirable shade in Zinnias.....Package \$.15

PURPLE PRINCE

A fine, deep purple, large and well formed.

Package \$.15

POLAR BEAR

A very large pure white, the best white yet seen in Zinnias. True Dahlia form.....Package \$.15

SPECIAL GOLD MEDAL MIXTURE

A well-blended mixture containing all the above noveltiesPackage \$.15

Quantity prices are as follows:

1/8 oz. 30c 1/4 oz. 50c 1/2 oz. 85c 1 oz. \$1.60



ZINNIA FANTASY, Finest Mixed

Most distinctive and best selling new Zinnia on the market. As different from the ordinary stiff, formal Zinnias as one could imagine. The delicate, lacy-petaled flowers lend an air of friendly informality to the garden or flower arrangement. Ideal for decorative use. Wide color range, including red, yellow and orange as well as pastel shades..Package \$.25

TRACHELIUM COERULEUM

A plant on the order of the hydrangea, for pot plants and outdoors. Has large clusters of heliotrope blue flowers, which are long lasting. This is something new and very good. Many people are looking for just such a thing. The seeds are as fine as fern seeds and should not be covered. Grows very easily.

Package 25c 6 packages \$1.00

IMPROVED LILLIPUT, POMPONS OR BABY ZINNIAS

Small, double flowers for pots, borders or cut flowers.

| | | |
|-----------------------------------|------------|-----|
| Canary Yellow | Package \$ | .10 |
| Crimson Gem | " | .10 |
| Golden Gem | " | .10 |
| Rosebud, new, rose pink..... | " | .10 |
| Salmon Rose | " | .10 |
| Scarlet Gem, Red Riding Hood..... | " | .10 |
| Flesh | " | .10 |
| Purple | " | .10 |
| White Gem | " | .10 |
| Finest Mixed | " | .10 |

Quantity prices for the above as follows:

1/4 oz. 45c 1/2 oz. 75c 1 oz. \$1.25

TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. Our hybrids are the largest in height and length of flower clusters. Stems range from four to six feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from four to six weeks to come up and should be kept very moist.

Trade pkg. 25c 6 Trade pkgs. \$1.00

TRITOMA RUFA HYBRIDS

Tritoma Rufa is a small ever-flowering variety which Mr. Diener crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

Directions: Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Package 25c 6 packages \$1.00

TRITOMA (Dwarf Varieties)

White, Pink and Yellow mixed. (No separate colors.) A wonderful mixture of very free flowering new Tritomas with 12- to 18-inch stems. Excellent for cut flowers and bedding. Quite hardy, but should be covered with leaves or straw in locations where the temperature goes below zero.

Package 25c 6 packages \$1.00



ASTERS

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

EARLY BEAUTY

| | | |
|----------------|------------|-----|
| Crimson | Package \$ | .15 |
| Lavender | " | .15 |
| White | " | .15 |

BEAUTY CARMINE ROSE

| | | |
|--------------------|---|-----|
| Carmine rose | " | .15 |
|--------------------|---|-----|

UPRIGHT BRANCHING ASTER

| | | |
|----------------------------------|---|-----|
| Flesh Pink (Pink Enchantress)... | " | .15 |
|----------------------------------|---|-----|

GIANT BRANCHING COMET ASTER

| | | |
|--------------------|---|-----|
| Royal purple | " | .15 |
| White | " | .15 |

IMPROVED CREGO ASTER

| | | |
|-------------------------|---|-----|
| White | " | .15 |
| Deep rose | " | .15 |
| Pink (shell pink) | " | .15 |
| Violet | " | .15 |

OSTRICH FEATHER

| | | |
|-----------------|---|-----|
| Deep rose | " | .15 |
|-----------------|---|-----|

For all the above wilt-resisting varieties, quantity prices are as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

(Larger amounts on request.)

IMPROVED NEW GIANT CALIFORNIA SUNSHINE

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets, which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed ColorsPackage \$.10

Quantity prices for the above are as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED GIANTS OF CALIFORNIA

Blooming season from early July until killed by frost.

| | | |
|---|------------|-----|
| White, new, fine | Package \$ | .15 |
| Peach Blossom | " | .15 |
| Light Blue | " | .15 |
| Deep Rose | " | .15 |
| Dark Purple | " | .15 |
| Silvery Rose, rich rose, silver tipped... | " | .15 |
| Finest Mixed | " | .15 |
| One package of each of above at..... | | .60 |

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

ASTER SUPER GIANT EL MONTE

The flowers are from 6 inches to 8 inches across, with full petaled, graceful, interlacing petals. Plants are about 2 1/2 feet tall, with six to eight long, non-lateral stems per plant. Crimson, early. Packet \$.20

A NEW ASTER OF EXCEPTIONAL MERIT

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

| | | |
|--|------------|-----|
| Swansdown, pure white..... | Package \$ | .15 |
| Azure Fairy, clear azure blue..... | " | .15 |
| Maiden's Blush, delicate flesh..... | " | .15 |
| Peach Blossom | " | .15 |
| Mixed | " | .15 |
| 1 package each of four above colors..... | | .50 |

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

MISCELLANEOUS VARIETIES

ASTER SUPER GIANT LOS ANGELES

One of the most popular Asters on the market. Flowers fully double, 6 to 8 inches across, delicately interlaced. Long, stiff stems. Soft shell pink blending to creamy pink at center. Package \$.20

ASTER WILT RESISTANT—GOLDEN SHEAF

Deepest yellow Aster yet developed. Attractive double flowers are of the popular Aurora type, full-cushioned, crest-like center supported by several rows of short ray petals.....Package \$.25

GLADIOLUS

We did not dig our Gladiolus bulbs this year, and we will not have any for sale until business in this line justifies the handling of them, which it has not done for the last two years.

How to Sow Gladiolus Seeds: In the southern temperatures, where there is only light frost or none, the seeds should be sown out in the late fall, in rows in the open, one foot apart. The seeds should be covered with a half-inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds, using good sandy leaf mould soil or three- to four-year-old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.

DIENER'S GLADIOLUS HYBRID SEEDS

(From latest crossings)

These seeds were taken from all the hybrids obtained from our crossings of the last few years, we having used the best kinds in existence of all types. You can expect some great things from them. This is the best you can get anywhere in the world, at the lowest price.

(About) 200 seeds 50c

(About) 1000 seeds \$2.00

MARIGOLD DWARF FRENCH DOUBLE HARMONY

Harmony is without any question one of the very finest Marigolds ever introduced. It is in all respects outstanding. The flowers are Scabiosa-like in formation with tubular deep orange center petals flanked by broad velvety dark maroon-brown guard petals. The plants are dwarf, about a foot high, compact, exceedingly free blooming and extremely early. It is excellent for use in the garden either in beds or borders, and is most attractive when used for cuttingPackage \$.10



SCABIOSA IMPERIAL GIANTS BLUE MOON

A strikingly beautiful Scabiosa. The flower form is as different from the existent Scabiosa varieties as the Dahlia Flowered Zinnia differs from the old Zinnia types. The flower is composed entirely of broad, heavy, wavy petals entirely unlike the old pin-cushion type. The color is a rich deep lavender blue, a shade which maintains its effectiveness indoors or out. Blue Moon is an ideal cutting type, extremely upright growing, and the long, heavy yet wiry stems hold the flowers proudly erect. Per packet 20c



ESCHSCHOLTZIA DOUBLE GOLDEN GLORY

A bi-color combination of golden yellow deepened at the center with orange. Large, fully double flowers and very free-flowering plants. Add zest to your garden with Golden Glory.....Package \$.15



MARIGOLD MEXICAN DWARF ORANGE

Distinctly new and different in flower form. Plants are semi-dwarf in habit, growing 15 to 18 inches high, freely branched and bear quantities of very large, unique semi-tubular petaled flowers of bright orangePackage \$.25



HUNNEMANNIA SEMI-DOUBLE—SUNLITE

Known also as the Mexican Tulip Poppy. Erect-growing, tender perennial, about 2 feet high. Foliage fine-cut, blossoms beautifully cup-shaped, bright yellow and about 3 to 4 inches across. Stems long and smooth. Unlike the average Poppy, Hunnemannia will keep for several days in water and makes a splendid cut flower.....Package \$.20

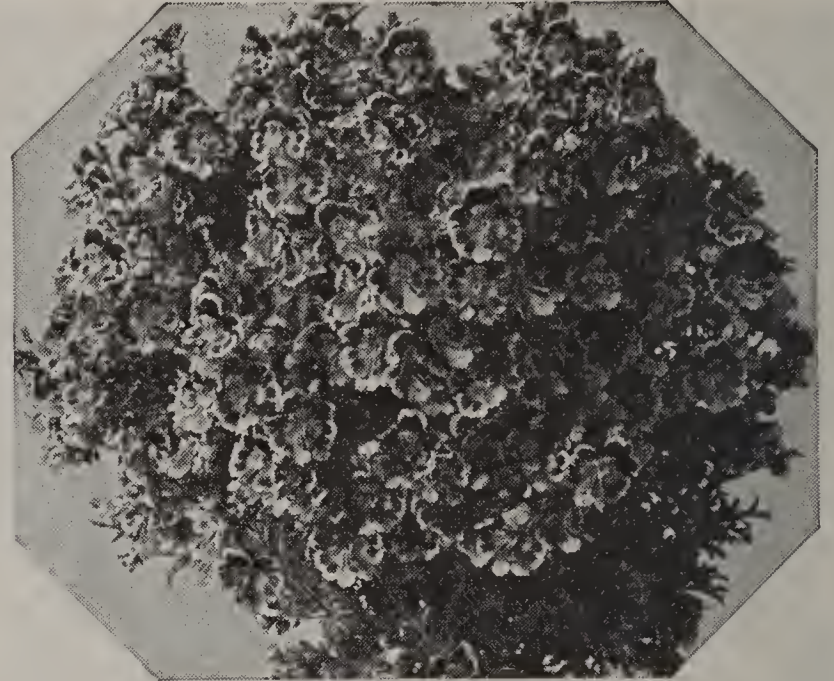


MARIGOLD COLARETTE CROWN OF GOLD

Given more publicity than any other flower last season. Crown of Gold was the only Gold Medal winner in the All-America Selections Competition for 1937. Its main claim to glory is the fact that there is absolutely no trace of the characteristic Marigold odor in the foliage, stems or flowers. The flowers are about 2½ inches in diameter and are a lovely golden orange shade with a full crested center of small tubular petals surrounded by a single row of broad guard petals. The plants are 2½ to 3 feet in height, freely branched, with a sparse growth of foliage. Crown of Gold is valuable as a cut flower variety, primarily, where it will be a boon to those who do not like or are sickened by the pungent Marigold scentPackage \$.20

MARIGOLD GUINEA GOLD

Brilliant orange Carnation-like flowers flushed with goldPackage \$.10



SCHIZANTHUS EXCELSIOR COMPACTUS
(Finest Mixed)

Plants are very compact in habit, dwarf growing, about 6 inches high, very free flowering. Colors include pinks, rose, cream, white and some of the darker colorsPackage \$.20

SCHIZANTHUS GRANDIFLORA BUTTERFLY MIXTURE

Either seed sown where the plants are to flower or young plants set out from the seed bed make a fine growth and produce a mass of daintily marked flowers. A strikingly bright mixture with full range of shades and color combinations....Package \$.20



MARIGOLD—YELLOW SUPREME

The Marigold sensation of the year. Large, fluffy blooms of soft lemon yellow. Mild honey fragrance. Vigorous plants and sure to prove a favorite for garden or cut flowers.....Package \$.25

Guatemala, C. A., May 4, 1938.
Richard Diener Nursery, Oxnard, California.
Gentlemen: The seeds you have sent me have all turned out beautiful and have been admired much by my friends. Will send another order soon.
Hoping to hear from you soon, I am,
Yours truly,
MAUDE M. DE STABLER.
* * *

Hollywood, California, November 9, 1937.
Richard Diener Nursery, Oxnard, California.
Gentlemen: This summer I ordered some Zinnia seeds from your nursery. The blooms were very large, and the colors beautiful; all my friends hardly could believe I raised them from seeds. I am recommending your nursery to everybody for the splendid work you are doing in the field of horticulture.
Sincerely yours,
T. BRACHO.



CALENDULA FRILLED BEAUTY

One of the very finest new varieties of Calendula. Completely double, large, full flowers. Good stiff petals which are semi-rounded in appearance. Stems are long and fine for cutting. Deep orange color. You will be entirely satisfied with Frilled Beauty.

Package \$.25



**CINERARIA CALIFORNIA SUPER GIANTS (Mixed)
(Hybrida Grandiflora Nana)**

The very last word in Cineraria development. Flowers are extremely large, measuring as much as 6 inches across, borne profusely in immense rounded trusses above the very attractive, clean, bold, dark green foliage. From exquisite pastel salmons, azure blue and snowy white to the deepest blood-red and violet blues.....Trade package \$1.00

Cineraria Cultural Note: For early Spring flowering, sow in June and July. Later sowings may be made up to November, for late Spring work. Care should be taken in the preparation of the soil wherein the seeds are to be sown. A compost of one-quarter leaf mould, one-quarter cow manure and the balance a good, friable loam, used in pans and boxes, will give excellent results. Be careful to cover the seed with only a slight covering of finely sifted soil.



MARIGOLD FRENCH TALL DOUBLE ROYAL SCOT

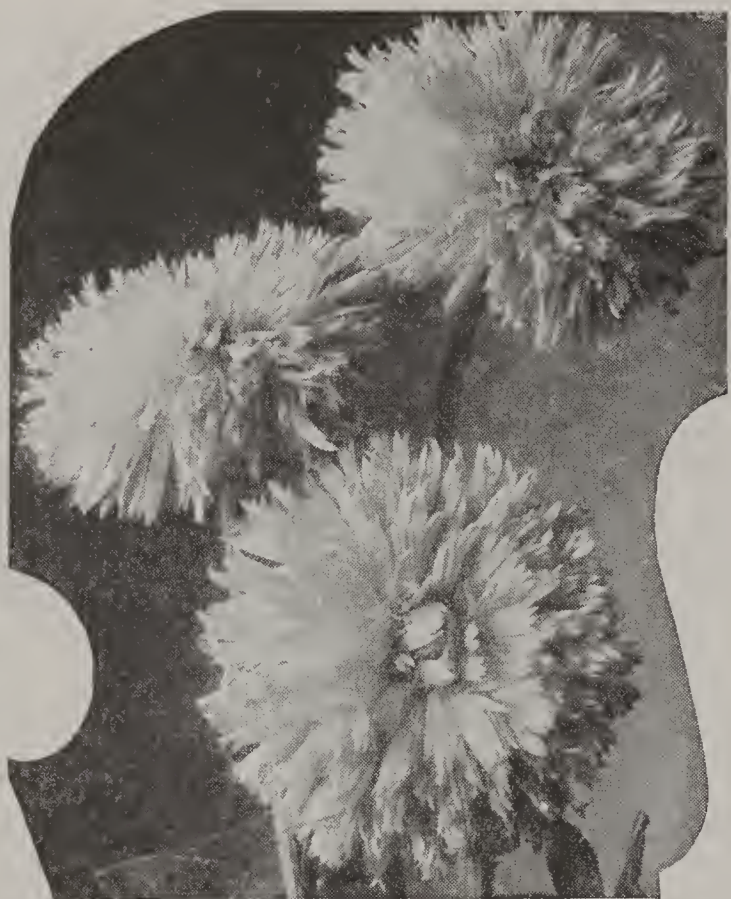
Fine for garden or cutting use. One of the most striking color combinations one could wish for. Large, well-formed double flowers. A combination of mahogany and gold in symmetrical stripes.

Package \$.10



DIANTHUS LACINIATUS SPLENDENS

Neat and compact in habit, bearing generous quantities of large, sweet-scented single flowers of brilliant crimson with a boldly contrasted glistening white eye. Splendens has but few equals as an edging plant or for use in the very popular miniature bouquets now enjoying such a vogue....Package \$.15



CALENDULA ORANGE SHAGGY

Petals long and deeply fringed or lacinated. Row after row of these long fringed petals overlap each other in an irregular fashion. Color is deep orange shading to slightly lighter orange in the center of the bloom, giving the flower a delightful two-tone effect. Long stems and forms plants about 18 inches highPackage \$.20



ACROCLINIUM NEW LARGE FLOWERED DOUBLE HYBRIDS (Mixed)

Hardy annual everlasting flowers, including salmon, apricot, pink, rose and cerise, white and creamy tones with golden centers. Should be cut the first day they open.....Package \$.10



GODETIA DWARF COMPACT SINGLE

A hardy annual, very valuable for bedding and borders. The satiny cup-shaped flowers cover the compact growing plants. The seeds should be sown in the fall or early spring. Finest Mixed. Package \$.25



VENIDIUM FASTUOSUM HYBRIDS (Mixed)

South African plant, free flowering, two to three feet tall, and blooms over a long period. Color range is varied and very interesting—apricot shades, creamy white, pure white, salmon shades, canary yellow, golden yellow and orange.....Package \$.20

LILIUM (Philippinense)

Diener's White Hybrids

Crossed with Liliun Auratum, the flowers are all white and very large. Seedlings flower six months after sowing and will flower several times during the year. This is a very valuable variety for bedding and cut flowers.

Packet 50c 6 packets \$2.00

LILIUM (Philippinense Formosanum)

A new Lily from the Philippine Islands which flowers six months after sowing. Large, trumpet shape, white flowers with a great many blooms to a stem. This grows five feet tall. Is hardy and easy growing everywhere and one of the most showy Lilies in existence. It is best to sow out these seeds first in flats and give them only a light covering. When seedlings have a few leaves about two inches long transplant into the open, one foot apart. Flowers in the Fall.

Package 50c 6 packages \$2.00



COREOPSIS GRANDIFLORA DOUBLE — SUNBURST

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of the year, when yellows are so scarce. Large, deep golden yellow flowers and excellent for cutting as well as for garden decoration. Flowers are fine keepersPackage \$.15

LILIUM REGALE (Regal Lily)

An easy growing, very hardy Lily from China with large, white trumpet flowers. Has a golden center inside and is very fragrant. This should be in every garden. Flowers in the Spring.

Package 25c 6 packages \$1.00

CUCUMBER SEED "SENSATION"

This cucumber has proved to be the most valuable variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Package 25c 1 oz. \$7.00

Directions for Planting Cucumbers in Greenhouse: The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferably from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

CUCUMBER "GERMAN DELICATESS"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Package 25c 1 oz. \$1.00

THE AZTEC BEAN

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial. Late frost in spring will not kill the young vines.

Package 25c 5 packages \$1.00

TOMATOES

For many years Mr. Diener worked on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. He raised hundreds of large-sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 Mr. Diener first got what he had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is now the Diener tomato. It is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup, as well as tomato juice. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size, weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best fungi-resisting tomato yet produced.

Directions for Planting: If you have just a small garden, raise a few tomatoes in small lots. It is best to train them up on eight-foot-high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry, as otherwise the flowers would drop off. Tomatoes should not be planted a second time in the same place until three years have elapsed. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of our customers prefer this variety.

DIENER'S FORCING TOMATO

For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose.

Trade pkg. 50c 1 oz. \$2.00

THE PEPPER TOMATO

(Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden. Having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

DIENER'S YELLOW TOMATO

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year.

Package 25c



15 lbs. on one branch

THE DIENER TOMATO

"King of All Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

BLIGHT-RESISTING TOMATO

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from us.

Pkg. 25c 1 oz. \$1.00 1 lb. \$14.00

TOMATO COLLECTION

For those who have a small garden and want a few plants of each, we have made a collection of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package.

Collection 25c

PRACTICAL GARDENING BOOKS

Written by well-known authorities in a concise and lucid manner,
handsomely printed on good paper, profusely illustrated and attrac-
tively bound in durable covers

Our list of customers is increasing by considerable numbers each year. So many people write us asking questions concerning Floriculture that it is almost impossible for us to answer every one individually. For those looking for information on this subject we have compiled a list of books which we can recommend. These books are inexpensive and are written by experts in their lines.

AZALEAS AND CAMELIAS

By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors. 14 illustrations, 90 pages. \$1.50.

PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit. 308 pages with 135 illustrations. Cloth, \$2.00; postpaid, \$2.15.

WATER GARDENS AND GOLDFISH

By R. V. Sawyer and E. H. Perkins

Contents: Waterlilies on Balcony, Dooryard Water Gardens, Concrete Pools, Pool and Rockery Combinations, Waterlilies, Sacred Lotus, Victorias, Lesser Aquatic Plants, Pond Folks, Cultural Directions, Home Aquarium and Its Management, Popular Varieties of Goldfish, Foods, Diseases and Simple Remedies, Enemies, Breeding, Goldfish in the Garden Pool, Wintering Goldfish, Aquarium Construction.

Full information, from Waterlilies in a tub to a regular-sized pool, coupled with complete information on the care and breeding of Goldfish.

272 pages, 5 x 7½; 126 illustrations; jacket in two colors. \$2.00.

GARDEN POOLS: LARGE AND SMALL

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it. 41 illustrations; 122 pages. \$2.50.

BOOK OF SHRUBS

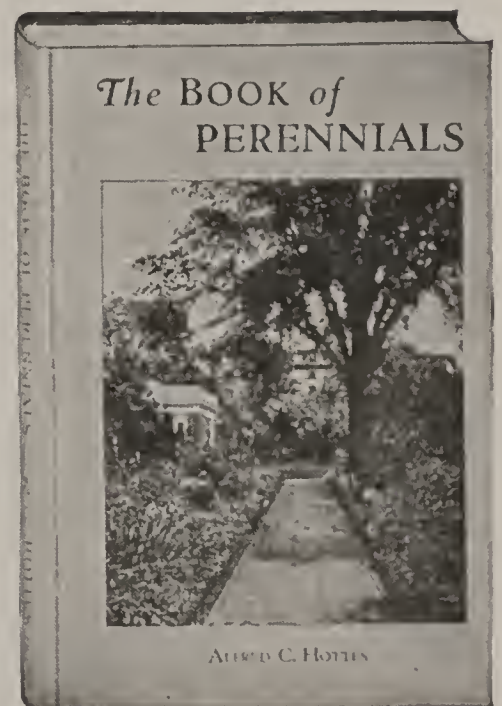
By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

THE BOOK OF PERENNIALS

By Alfred C. Hottes

How to successfully grow and enjoy over 146 genera of our most popular and durable of border plants. 280 pages with 103 illustrations. Cloth, \$2.00; postpaid, \$2.15.



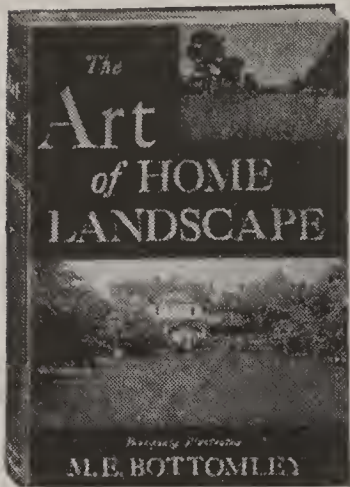
HORTUS A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

Easy to use, accurate, and nontechnical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. 35 illustrations; 652 pages. \$5.00.

THE ART OF HOME LANDSCAPE

By M. E. Bottomley



Perhaps you are confused about formal and informal design. Perhaps you have wondered how to make a high wall terrace or house appear lower, how to widen the effect of a tall house, how to emphasize a building or how to subordinate it. You may want to know not only how to plant the front of the house but how to develop the yard and garden—the Home Landscape.

You have always wanted to get a working idea of the use of color in the garden. In this book Professor Bottomley has interpreted the principles of landscape gardening. He has made them practical and understandable to the amateur.

The practical end of landscape gardening is by no means overlooked in this book. There is a thorough survey of the field of horticulture—how plants grow, fertilization, pruning, tree surgery, planting and maintenance.

276 pages, 5½ x 8, profusely illustrated. \$3.50.

OUR NATIVE CACTI

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 94 illustrations, and 4 color plates. Linen cloth, \$2.65.

PERENNIAL GARDENS

By H. S. Ortloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil, fertilizing, planting, cultivating, transplanting and propagation. 18 illustrations; 90 pages. \$1.25.

BOOK OF BULBS

By F. F. Rockwell

With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book. 187 illustrations; 264 pages, \$2.50.

PLANTING LISTS FOR SOUTHERN CALIFORNIA

By Roland Stewart Hoyt

A handbook of ornamental plants. Describes the many varieties in detail. \$2.00; postpaid, \$2.15.

THE CACTUS BOOK

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illustrations; 145 pages. \$2.25.

ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations; 88 pages. \$1.25.

ALL ABOUT FLOWERING BULBS

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth. 186 pages, 65 full-page halftones, and 8 color plates. Cloth, \$2.00; postpaid, \$2.15.

MODERN DAHLIA CULTURE

By Wm. H. Waite

... the originator of "Jersey's Beauty," and other highly popular Dahlias. 134 pages, 24 halftones, 6 color plates. Cloth, \$1.50; postpaid, \$1.65.

AMERICAN ALPINES IN THE GARDEN

By Anderson McCully

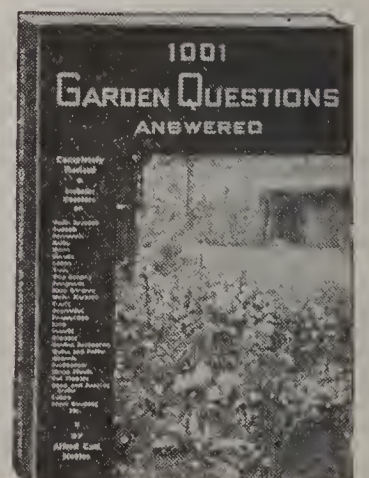
Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations, 262 pages. \$2.50.

1001 GARDEN QUESTIONS ANSWERED

"Revised 50%, 1935"

By Alfred C. Hottes

Covers all phases of gardening on the medium-sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 330 pages. Cloth, \$2.00; postpaid, \$2.15.



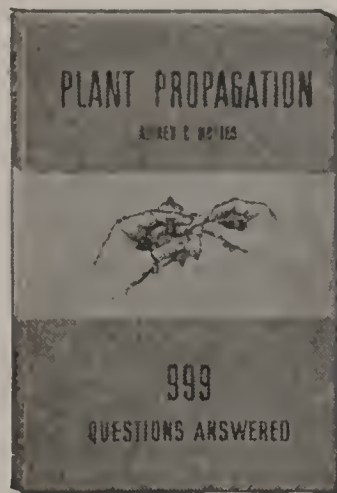
PLANT PROPAGATION

999 Questions Answered

By Alfred C. Hottes

Surely the increasing of plants by seeds, cuttings, divisions and by grafting is one of the most fascinating miracles each of us can perform. Have you often wondered just how to sow various seeds, why some sprout so slowly, how long you can keep seeds, when to sow perennials? How to grow plants from their leaves? How to increase bulbs faster? How to give a piece of a favorite shrub to a neighbor? How to graft fruit trees? These and many other points are fully covered in Plant Propagation. Every step is clearly illustrated and carefully described in terms that are definite but understood by anyone.

238 pages, 5 x 7½; 136 illustrations; jacket in two colors. \$2.00.



BOOK OF TREES

By Alfred C. Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages, 180 illustrations, 1932. Cloth, \$3.65, postpaid.

COMMERCIAL FLORICULTURE

By Fritz Bahr

Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustrations. Cloth, \$5.50.

ROCK GARDEN PRIMER

By Archie Thornton

Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

FERTILIZERS FOR GREENHOUSE AND GARDEN CROPS

By Alex. Laurie and J. B. Edmond

Deals with the fundamental factors of plant growth and their relation to the application of various materials to stimulate the growth and development of various cut flowers and pot plants.

This volume will be found to differ with many of the books on the subject of commercial floriculture now in print, in that definite recommendations are made for each crop.

In order to comply with the needs of many who are growing vegetables as well as outdoor ornamental crops, chapters dealing with vegetables have been included. A complete table covering the recommendations in concise form is appended.

156 pages, heavily illustrated, bound in cloth. Price, \$2.00; postpaid, \$2.15.

FROM A SUNSET GARDEN

Essays for Any Adventurous Gardener

By Sidney B. Mitchell

If you are an adventurous gardener who likes to try new plants, or to experiment with seeds and bulbs and to grow the odd and unusual, you will value and enjoy this new book. Mr. Mitchell knows plants, and his book will help you to enjoy them—particularly the native western sorts which are becoming so popular in all parts of America. Delightfully written, informative, and completely practical and useful. Order this new book for garden success and real enjoyment. 337 pages, illustrated. Postpaid, \$3.15.



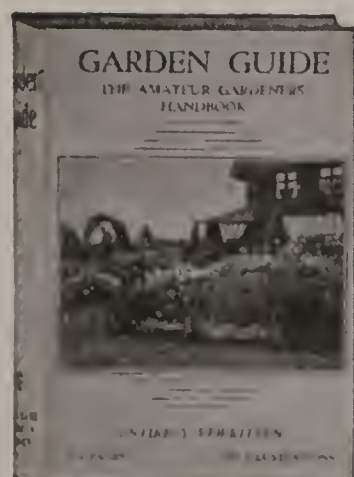
WOMAN'S FLOWER GARDEN

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

GARDEN GUIDE

Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 576 pages; 300 illustrations. Cloth, \$2.50; postpaid, \$2.65.



THE BOOK OF ANNUALS

By Alfred C. Hottes

Over 100 separate genera described with full directions for their culture and uses. 180 pages; 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

A LITTLE BOOK OF CLIMBING PLANTS

By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages; 82 illustrations. Cloth, \$2.00; postpaid, \$2.15.

FLOWERS OF THE WILD

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 170 pages, 104 illustrations, and 4 color plates. Cloth, \$2.15, postpaid.

VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wireworms, nematodes, cutworms, etc. Petunias are badly affected by nematodes in many localities, which often kill many of the young plants. Vaporite mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite Your Ground—Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.) Vaporite is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests. Vaporite is scattered over the soil and forked or raked in. Vaporite creates a gas which remains active in the soil for a month. Vaporite can be safely used with growing plants. Vaporite is recommended by leading American and English Seedsmen. Vaporite has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

4 lbs. in air-tight screw-top can, \$1.50
(Postage paid in U. S.)

25 lbs. \$5.50 50 lbs. \$10.00 110-lb. keg \$20.90
(f. o. b. Oxnard)

No orders accepted for less than 4 lbs.

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

Houston, Texas, December 10, 1937.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I think every seed I got from you two months ago came up, and they sure are lovely plants. I never saw such fine Snapdragon plants. You would want them yourself if you could only see them.

Yours truly,
BRUEGMAN FLORIST.

* * *
Northfield, Minnesota, April 18, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: May I state that the Petunia and Sweet Pea seeds which we bought from you last year produced the most beautiful flowers we have ever been able to raise of their particular varieties. We have never seen such beautiful Sweet Peas, and the Petunias, too, were wonderful.

Very sincerely yours,
PAUL G. SCHMIDT.

* * *
Waterbury, Connecticut, August 22, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Perhaps you would be interested to know that your Pepper Tomato was almost the only tomato on the market here this early Spring and Summer. Proof that enterprising growers have discovered that it has many splendid qualities. To mention a few, finest quality, ripens good color all over, does not crack, splendid keeper and shipper, fine shape and yields a heavy crop, and I have seen 5 and 6 fine specimens on a single stem, all nicely ripened. I have raised them ever since you introduced them and never expect to see a better tomato.

I want to add my appreciation of your Ruffled Monster Petunias. Our customers exclaim at their size and beauty. They sell like "hot cakes."

I have fine plants growing from the Pelargonium cuttings ordered from you last Spring, and several have bloomed.

Yours truly,
EASTWOOD PARK FLORIST.

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Vancouver, B. C., Canada, March 9, 1938.

Richard Diener Nursery, Oxnard, California.

Gentlemen: I received your plants in good shape last fall. Every one did well. At present I have 3 lovely blooms on the Amaryllis Hybrid. I haven't seen anything like them in Vancouver.

The Geranium Flamingo is an excellent plant, and has been in constant bloom all winter. This is the most persistent bloomer of a collection of nearly 50 varieties. Thanking you,
R. KELL.



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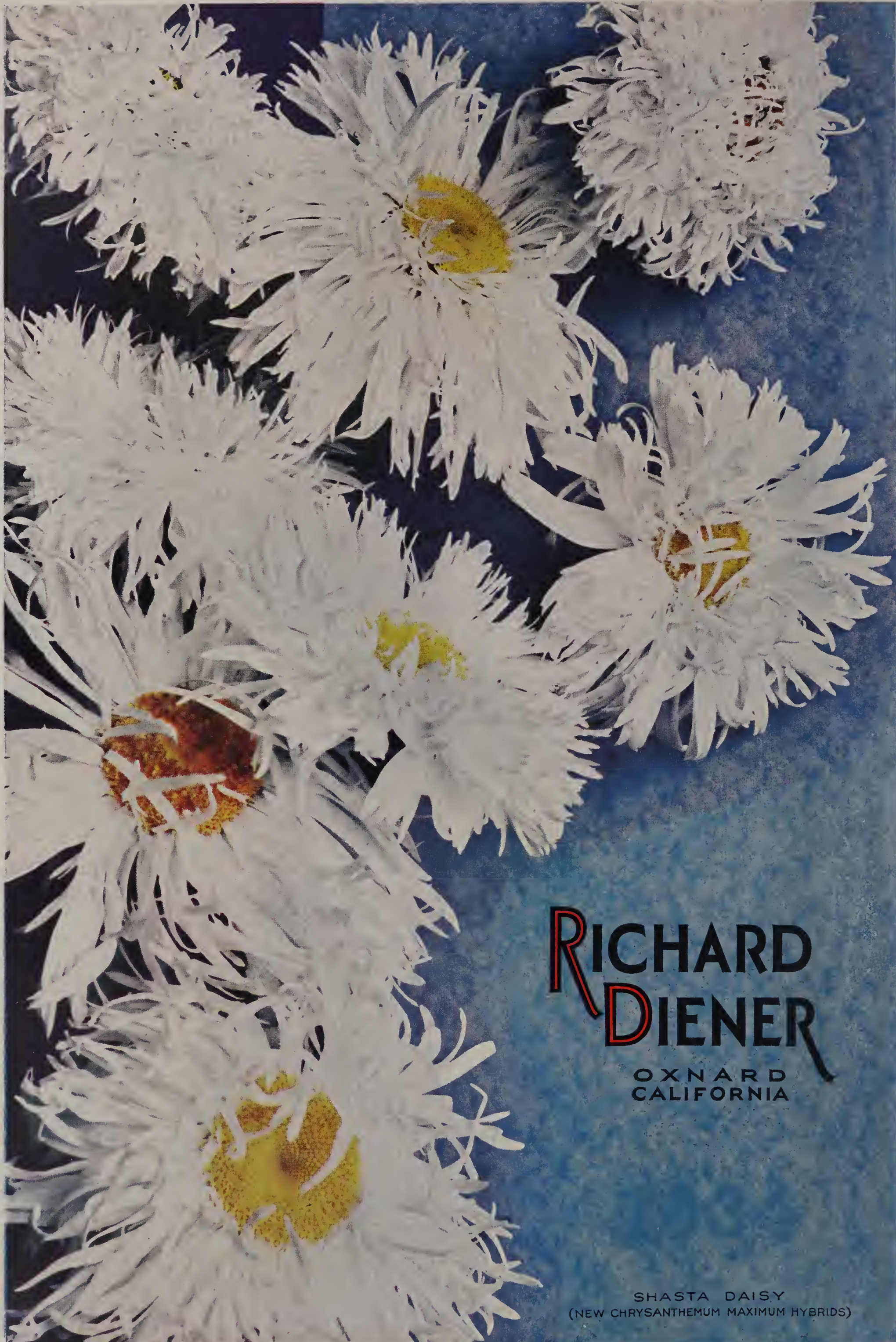
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19



46



**RICHARD
DIENER**

**OXNARD
CALIFORNIA**

**SHASTA DAISY
(NEW CHRYSANTHEMUM MAXIMUM HYBRIDS)**