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# JOHN BERNHARD

## Dahlia "Novelties"

1468 SIXTH AVENUE  
Phone Sunset 1245

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SAN FRANCISCO, CAL.

RECEIVED

JUL 6 1931

The following list of Dahlias, while not the best, are those varieties which have proved to be the best. They have been selected for their superiority in purity of color, perfection of form, length of stem, continuous blooming, etc.

Referring to the descriptions in this list, there ought to be made a certain allowance for variation, caused by different soils and climatic conditions.

To be successful with Dahlias, they ought not to be planted before April 1st and taken up again in fall after the first heavy frost, and stored away in a dry place.

Prices are for divided field grown roots, pot grown bulbs or green plants after May 1st; either kind will give equally good results, in fact, well-rooted plants out of 2½ pots are often preferred by experienced growers. I usually ship all orders after April 1st; if wanted earlier kindly state so, when ordering.

Dahlia plants and roots can be sent by mail, if so desired, but I strongly advise to have them sent by express; at least for larger orders.

TERMS:—Cash with order or in advance of shipment; no C.O.D. orders accepted unless at least 20% of amount is sent with order. Postage prepaid on all orders when payment in full is made at time of ordering.

I warrant all roots and plants to be healthy and true to label, but having no control over them after delivery I do not guarantee them to live and thrive, nor will I replace them, except any plant should prove untrue to name.

My customers are requested to notify me immediately of any error that may have occurred in filling their order so that same may be rectified, as I desire to give satisfaction to all who favor me with their order.

As it is practically impossible to classify every variety of Dahlia, I have arranged them in alphabetical order, and used the following abbreviations:

C—Cactus; H. C.—Hybrid Cactus; D—Decorative; Sh—Show; Pae—Paeonia flowering; F—Fancy.

## The Dahlia

The Dahlia is a native of Mexico, and before the invasion of Mexico by Cortez was grown by the Aztecs under the name Acoclli.

It was named Dahlia in honor of Professor Andrew Dahl, a Swedish botanist, and was first cultivated in Europe about 140 years ago.

Dahlia Variabilis, the forerunner of the common or show Dahlias, was single in its wild state. The first perfectly double flowers were obtained by M. Dankelaar of the Botanical Gardens of Belgium in 1814, and from this source came the well-known double varieties so common in the gardens of the East a half century ago.

Dahlia Juarezi, the original Cactus Dahlia, was named after a former President of Mexico, and was discovered in Juxphao, Mexico, in 1872, by J. T. Vanderberg.

## Dahlia Seed

Much pleasure can be derived from growing Dahlia seeds. Dahlias grow very easily from seed. Plant early, then transplant after danger of frost. They will make large plants the first year. For bedding purposes they may be planted 24 inches apart but for trying out they can be planted very close. As they bloom the unsatisfactory plants may be discarded and more room left for the suitable ones.

SEED artificially fertilized and gathered from the very best varieties of Decorative Hybrid Cactus and Paeony Dahlias.

50c packet of 50 seeds — \$1.00 packet of 100 seeds

TO KEEP CUT FLOWERS—Cut them with long stems either early in the morning before the sun is fully up or after it has gone down; put them in a deep vessel almost up to the flower over night or for several hours, and they will keep for several days under ordinary conditions. Burning the ends of stems to hold the absorbed water will also help.

## List of Dahlias

- AMUN RA—D—THE SUN GOD—This immense decorative, of an entirely new formation and shade, resembles in color a glorious setting sun. The outer petals of the immense blooms are of gorgeous shades of copper and orange, shading to gold and amber, and deepening in the center to a rich dark reddish bronze. This new metallic coloring appeals to all as it is the color so generally used at the present time. The stems are erect and stout and hold the large blossoms well above a strong vigorous plant. It is a free bloomer and good keeper. A first prize winner. \$7.50
- BETTY WARD—D—A 1923 INTRODUCTION. An entirely new shade. The large perfect flowers are a lovely shade of rose pink, shading to apricot in the center. No flower grown will lend itself better for rich decorative effect. Flowers grow on long stiff stems, clear of foliage, a free bloomer. \$2.00
- BALLET GIRL—C—One of the most attractive Dahlias. It is very free blooming, and it would be almost impossible to find two flowers alike at one time on one bush; most of the flowers come orange and white, and occasionally solid orange. A prize cactus. \$2.50
- CLAREMONT—H.C.—A novelty of the daintiest colorings. Soft rose pink with cream shadings. Flowers are held high above the bush on extra long stiff stems. This Dahlia is a prize winner. \$2.00
- CAROLYN WINTJEN—D—Beautiful shade of salmon pink, with rose shadings. A favorite cut-flower and a very free bloomer. \$1.50
- CARMENCITA—D—The most graceful and beautiful of the new decoratives. The yellow blossom is regularly striped red. The plant is a dwarf grower but forms a fine compact bush which is a mass of flowers all season. 150 \$1.00
- DR. TEVIS—D—Old rose shading to old gold. One of the largest flowers with long stiff stems. Prize winner. 75c
- F. W. FELLOWES—C—True cactus form, with narrow, curling petals. Very large orange colored flowers with good stems. 75c
- FUTURITY—D—Old rose color, large flowers standing well above the foliage. 75c
- GEORGE WALTERS—H.C.—One of the largest and best hybrid cactus in cultivation. The color is a rich salmon pink, with good stems. A prize winner. 75c
- GOLDEN WEST—C—Old gold. Large flowers held erect on long stems. Good for exhibition and cutting. 50c
- GOLDEN GLOW—D—Apricot shading to amber; large flowers grow on long straight stems—one of the best. \$1.50
- INSULINDE—H.D.—The finest and most artistic Dahlia of distinct form with petals twisted and curled. Stems are two to three feet long, and flowers nine to ten inches across. Color a rich saffron yellow shaded russet orange. \$2.00
- JANE SELBY—D—Exceptionally large flower of a delicate mauve pink. Great substance and good formation on strong stems well above the foliage. A prize winner. \$1.00
- J. W. DAVIES—D—A deep shade of cerise at the center, graduating to a lighter tint; this blending of two shades of cerise creates an entirely new effect. The giant flower has depth as well as size; the stem is perfect, making it as good for cutting as exhibiting. It blooms profusely all season and the blossoms keep their great size and fine formation. \$5.00
- JOHN LEWIS CHILDS—D—One of the newest and best fancy decoratives, deep yellow splashed and striped red, and tipped white, flowers of large size and stiff stems. \$2.50
- KING ARTHUR—D—Maroon to purple, shading to lavender at tips, very showy. 75c
- KITTIE DUNLAP—D—Is a beauty. Blooms freely all season, has excellent keeping qualities, long firm stems, immense size, and great substance. Shade of the American Beauty rose. The petals are broad but have a slight tendency to roll; the long stems are practically without leaves and we recommend it highly for commercial purposes. A prize winner. \$4.00
- LADY DIANA—D—A truly wonderful distinctive creation, absolutely different from any other Dahlia in its remarkable formation and coloring, which may be described as a dainty orchid pink, with a

- suggestion of canary yellow on tips and in center. A magnificent bloom, a most uncommon flower, a prolific producer, with a strong stem. \$7.50
- LA FAVORITA—H.C.—New California variety, which has become very popular on account of its color—a beautiful shade of orange. Flowers are large, with good long stems. \$1.50
- MARY C. BURNS—D—A most wonderful color of gold with the reverse of red, a very free bloomer with long stems and large flowers. \$2.50
- MABLE B. TAFT—D—A beautiful shade of apricot suffused with yellow. Very free flowering and should be well disbudded to obtain best results. Flowers are large with good stems. \$1.00
- MINAMOTO—D—A most wonderful shade of brilliant scarlet. Flowers of enormous size and long stiff stems. Hybrid. \$1.50
- MEYERBEER—P—A French Peony of great merit, a combination of purple and crimson. Large flower with long stem. 75c
- MRS. JESSIE SEAL—P—Rich old rose with gold shadings. Flowers large and held well above the foliage, on strong stem. 75c
- MILLIE RODGERS—D—A beautiful color of old gold shading to amber. Good for cutting and exhibition. \$1.00
- MILLIONAIRE—D—One of the largest varieties in cultivation. The color is lavender, shading to white. Flowers are of great depth and substance on strong stems. Always attracts attention. \$1.00
- MRS. CARL SALBACH—D—A new Californian of exceptional merit. The largest and most perfect variety of its color, which is a very attractive shade of lavender pink; with long, straight stems. Unexcelled for exhibition. Consistent prize winner. \$2.00
- MRS. E. C. BOSTON—D—The best white decorative yet raised. Flowers produced on long stout stems with great freedom. Good for both exhibition and cutting. \$1.00
- MRS. F. C. BURNS—D—A variety which is greatly in demand. The color is a pretty shell pink, very striking, with long, stiff stems. Good for all purposes. \$1.00
- MRS. W. E. ESTES—H.C.—An exceptionally good white hybrid. Large deep, full flowers on long stems. Good for exhibition and cutting. \$1.50
- MRS. EDNA SPENCER—C—One of the best cut flowers grown, stems long and stiff. Color, orchid or lavender pink. American cactus. \$1.00
- PRINCESS PAT—D—A new California decorative of old rose; flowers are large and perfectly formed, good stems, good keeping qualities and good for exhibition. \$2.00
- PRIDE OF CALIFORNIA—D—Red decorative of good form and keeping qualities. Flowers freely on long stems well above the foliage. 75c
- RAINBOW—D—A Dahlia of most wonderful coloring, old gold and oriental red. As an exhibition flower it has no equal, and as a cut flower nothing could be better. \$1.50
- SAN MATEO—D—A monster bi-color of deep yellow heavily striped and splashed scarlet. A flower of great substance and good stem. Grows very tall and bears its blossoms well above the foliage. \$2.00
- SUNSHINE—D—The most brilliant scarlet, faintly tipped yellow, large exhibition variety and striking in the garden; give this variety a shaded locality. \$1.00
- SAN FRANCISCO—H.C.—Beautiful large blossoms of deep red, distinctly tipped yellow. Firm, erect stem. Good for cutting and exhibition. 75c
- W. D'ARCY RYAN—D—A large free blooming fancy Dahlia of violet purple, heavily tipped white. It never comes with a flower of solid color like most fancy Dahlias. \$1.00
- COLLARETTES
- SCARLET QUEEN—(Scotch)—Without doubt the showiest collarette grown—color spanish-red, shading to yellow on tips of petals with collar of same shade. 50c
- SUNBURY—(Scotch)—Maroon—white collar, very showy. 50c
- SINGLES
- IMPROVED UNION JACK—1923 INTRODUCTION—White edged red, plant grows tall and flowers can be cut with long stems. 50c
- UNION JACK—White edged red. 50c
- COLUMBINE—Rose shading to bronze. 50c

## Culture of Dahlias

The Dahlia is one of the easiest of all flowers to cultivate and will produce more flowers than any other plant grown, flowering all summer and fall if the simple cultural directions are followed closely. They do not, as is generally supposed, require a very rich soil, and too much fertilizer will make them run to stalk with heavy foliage instead of large blooms. If your soil is poor use stable or cow manure, if obtainable, which may be used either decomposed or fresh but do not put it next to the bulb. In the event the above cannot be obtained, bone fertilizer can be substituted or if quick action is desired a mixture of bone and blood meal is effective. Artificial fertilizer gives very good results but care must be exercised to mix them thoroughly with your earth, and not to use too much.

They can be grown in any good garden soil, but if possible plant in an open sunny situation. Prepare the soil thoroughly by digging 12 to 18 inches deep, in the fall if possible, and again in the spring. Plant any time between April 1st and June 1st, digging holes six inches deep and from three to four feet apart. Then lay in the tuber flat on its side, the eye up; the size of the bulb makes no difference as long as it has one strong eye or sprout. Cover three inches deep, thus leaving the hole one-half full, to be filled after plant comes up six to eight inches above the ground. If your soil is adobe or heavy loam, lay the tuber in sand or light soil, and put a hand full of same over the crown.

As soon as the plant is large enough, cut out the top of it just above the second or third set of leaves which causes the plant to grow a stout branch at the base of each of the four or six leaves left. Just as soon as the plants are up the most important thing to do is to keep the soil loose and mellow by hoeing or cultivating once or twice a week and just as soon after each rain as the soil will permit. As soon as the buds appear stop all cultivation and give the beds a mulch of rotted manure, leaves, etc. Make a basin around each plant about two feet in diameter and fill it several times at each watering. Water the beds and plants thoroughly twice or three times a week and especially during the dry weather. Tie each plant to a strong stake so it may have a strong support. To have the greatest success is to keep them growing but as strong and sturdy as possible. Never allow the faded flowers to remain on the plant but cut them off with as much stem or stalk as you can. As "weed-thrips" is prevalent in most gardens, spraying is advisable when plants first come up, and several times thereafter during the season. To have larger blooms it is necessary to disbud, leaving the center bud and taking off the side ones, leaving a stem approximately eighteen inches long. Dahlias will continue to bloom until a heavy frost kills the tops in late fall, after which the tops are cut off and the roots are dug and stored in a frost-proof cellar or basement, covering with dry soil, sand or anything that will keep them from shriveling. Divide in the spring after the eyes begin to show.

### Pompon Dahlias -- General Collection

|   |     |
|---|-----|
| AMBER QUEEN—Lovely shade of amber. Good for cutting.        | 35c |
| ANNIE DONCASTER—Yellow base, suffused pearly pink.          | 35c |
| ADELAIDE—A small dainty cream, shading to pink.             | 50c |
| BACCHUS—Bright crimson scarlet.                             | 35c |
| DARKEST OF ALL—Maroon, almost black. True stock.            | 50c |
| DARKEYE—White, lavender tips, dark center.                  | 50c |
| EUNICE—Light lavender shading to pink. Good for cutting.    | 50c |
| GEO. IRELAND—Color is mauve. Very compact.                  | 50c |
| GIRLIE—A pinkish mauve color.                               | 50c |
| HARRY SNOOK—Rose pink with white center, fine form.         | 50c |
| HECLA—Pure white. Small perfect flowers.                    | 50c |
| HUMBERT—Dark red of good formation.                         | 50c |
| IDEAL—Grand little variety. Pure yellow.                    | 50c |
| JESSICA—Yellow, edged with red.                             | 35c |
| JOHNNY—Very dark red, the smallest and most perfect pompon. | 50c |
| LASSIE—Yellow base, suffused with rose.                     | 35c |
| LITTLE FEESWING—Golden yellow, tipped with red.             | 50c |
| LITTLE JULIA—Brilliant shade of scarlet.                    | 50c |
| LITTLE DORRITT—Bright purple. Very small and compact.       | 50c |
| NELLIE FRASER—Light ground, edged and tipped rose.          | 50c |
| ORANGE—Deep orange, shaded red.                             | 35c |
| PHOEBE—Orange and red very fine.                            | 50c |
| PHYLLIS—Yellow, shaded and edged red.                       | 50c |
| SUNSET—Clear orange.  | 35c |
| SUNNY DAYBREAK—Apricot, edged with red, distinct.           | 50c |
| TOMMY KEITH—Cardinal red, tipped white.                     | 50c |

And eighteen other selected varieties.