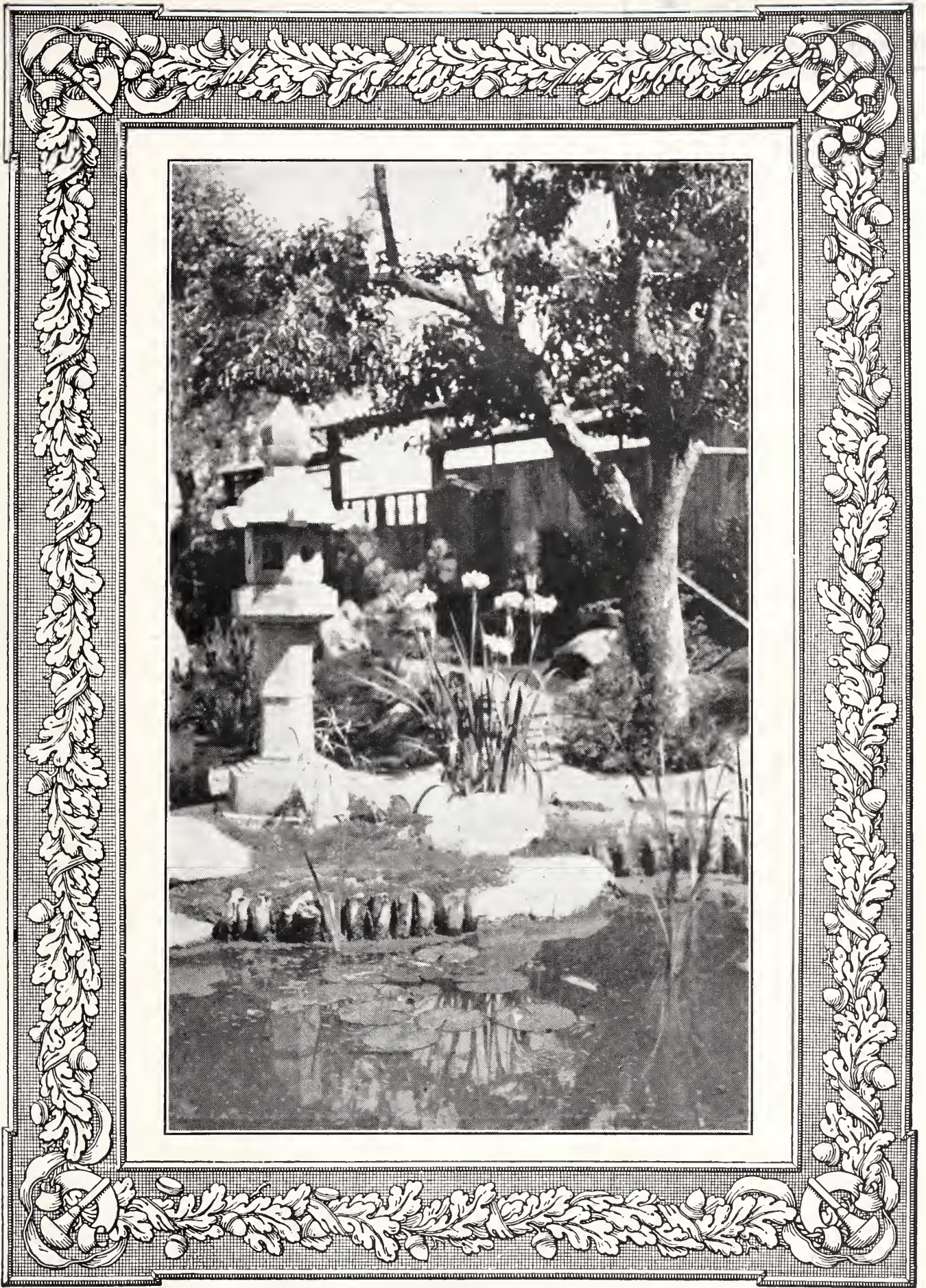


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62,07



Samuel Newsom Dahlia Farm

Napa

1932

California



General View of our Dahlia Field

A glorious array of color, from early August to late October



Another season of gardening has passed, and, with the fading blooms of late Autumn, arrive the flower and bulb catalogs, making one think ahead to the new year, even before the old has been finished. It has often seemed to me that this is as it should be, as catalogs help make winter more endurable and gardens, no matter how carefully planned, always need additional thought.

This present catalog has been differently arranged, and new features added, to keep in step with the latest developments, and serve you in an ever widening field. We hope you will be interested particularly in the new seeds and bulbs offered.

I wish all of you could visit our farm and inspect the large field of dahlias, and see how we take care of them through the winter, after they have been dug. Also, we have a most beautiful Japanese Garden, worth a visit in itself. The picture on the cover is a snapshot of a corner of this garden.

The past season was a most successful one. Our magnificent Shahrazad won two first prizes at the Annual Palace Hotel Show, for the best pink dahlia and best 18 blooms. Our exhibit won eight first prizes, and many others. We had a most unusual effect this year—a dahlia tree. We took a full sized dead plum tree to San Francisco, and tied Yellow Gem pompon blooms all over the naked branches, making a golden shower tree in the center of our huge exhibit. As this was in the middle of the hall, it gave an added beauty to the entire show.

We greatly appreciate your loyalty, and will do all in our power to warrant your continued confidence. We are here to serve you, and help in every way to make your flower growing more successful. Letters are always welcome, so don't hesitate to write and ask for any information you may desire.

With best wishes for the coming season,

Samuel Newsom



OUR BUSINESS POLICY

Our business was established, and is being built up on the solid foundation of absolute honesty and satisfaction. We guarantee all roots or seeds purchased from us to be exactly as represented, and if you are not entirely satisfied in every way, we will replace them, or refund your money. Dahlia orders are filled from strong, field grown, divided roots only, guaranteed to grow. We do not substitute unless requested, or late in the season, and then only with superior varieties to the ones ordered. Order early to prevent disappointment, as orders are reserved as they arrive.

Remittance must accompany each order. All orders are delivered, carefully packed, by insured parcel post. We pay postage. Full directions for planting, growing, and exhibiting dahlias are enclosed with each order. Dahlia roots sent to cold climates before April first, will be packed against freezing, but sent at customer's risk.



DAHLIAS

By

DOUGLAS GILLBEE SCOTT

When rays reflect the sun's gold light
And ev'ning shadows gently fall,
And life seems at its best as night
Steals like a phantom over all—
'Tis then amongst the dahlias that I walk
And in mute silence with these guests I talk.

How many colours! Many forms!
All one, yet diff'rent as the stars
That brave the treach'rous winter storms
Or lend their lustre to the bars
Of sunset cloud when perfumed summer winds
With fragrant blossoms all earth's beauty binds.

Like some rare tapestry of yore,
The work of a great master hand,
I see them from my open door
Spread out upon the fertile land;
A gleam of colour 'gainst the soil below
Ethereal beauty, in the sunset glow.

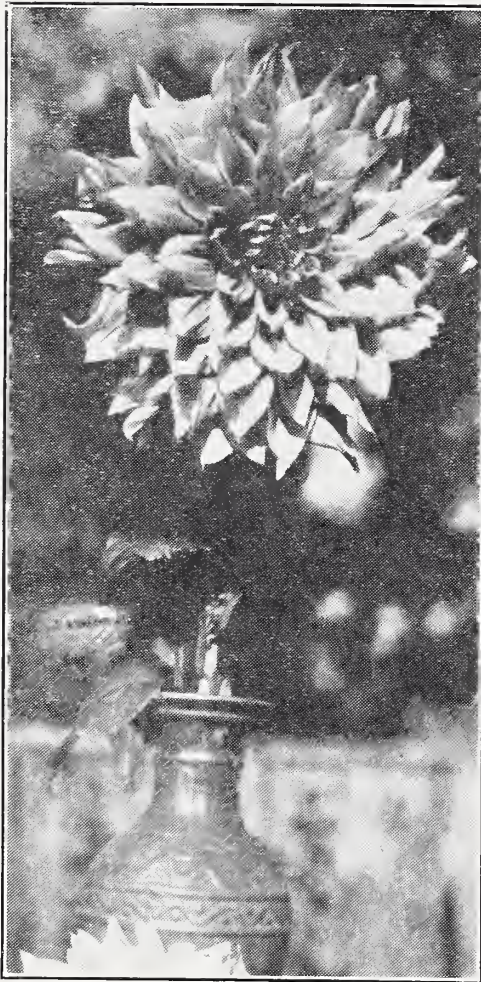
Ne'er let it e'er be said that all
Life's arduous tasks must be in vain,
That joy, no longer, like the fall
Of autumn leaves will live again
When flow'rs as these enrich a radiant earth
With their sweet smiles, enkindling hope's new birth.



Note—

Mr. Scott, the author of the above beautiful poem, is a resident of Napa, and a frequent visitor to our gardens. He composed the above after seeing the gorgeous autumn colorings of our planting of dahlias.

New Dahlias of Our Own Origination



"JEWEL OF INDIA"

the most pure and delicate lavender, are fascinating. The robust plants are fairly low—about four feet in height—and above these, in great numbers are beautifully displayed the lovely blossoms, on perfect stems four feet long. A row of this dahlia, in full bloom, brings up pictures of "lavender and old lace". Root \$10.00.

NANKING YELLOW. Gorgeous Semi-Cactus. (Newsom 1932)—We have long been searching for such a dahlia as this, so it is with much pleasure that we offer what we believe to be the largest, deepest, and most beautiful clear, light, creamy yellow Semi-Cactus to date. Huge flowers, in the "largest dahlia" class, of great substance, and so much depth as to crowd the outer petals back against the stem. Long after most dahlias have stopped blooming, Nanking Yellow still displays large, perfect blooms. Root \$15.00.

DANCING SULTANA. Large, twisted Semi-Cactus. (Newsom 1932)—A glorious new origination, of great size and most remarkable coloring—bright oriental lacquer red, with sheen as of beaten gold. Petals are most artistically curled and twisted, and the centers dark and full. Stems are exceptionally good, very long, strong, and absolutely straight. Bushes tall and vigorous. Root \$10.00.

JEWEL OF INDIA. Immense Informal Decorative. (Newsom 1932)—Without exception, the very finest dahlia of its coloring we have ever originated. Just visualize a huge, fluffy dahlia of great depth, in the "largest dahlia" class, of richest glowing garnet, suffused maroon, held proudly erect on absolutely stiff and exceedingly long stems. The bushes grow with great strength, frequently reaching a height of six feet, and above these the masses of flowers are borne like great jewels. The size of this new dahlia is of the largest the entire season. Goes well with Shahrazad, Jane Cowl, Prince of Persia Etc. Root \$15.00.

LAUVENDER PRINCESS. Beautiful Formal Decorative. (Newsom 1932). Sometimes dahlias have a charm all their own, most difficult to convey in words, and such is the case with our exquisite Lavender Princess, whose large blooms, almost spherical in shape, and of



"NANKING YELLOW"

General List of Dahlias — Novelties and Standards



Ever Popular "BARBARA WEAR"

AIBONITA. Formal Decorative—A n immense flower of lavender pink, shading to white, with a rich golden yellow at base of petals. The flowers have fine depth and excellent stems. Root 50c three \$1.25.

ALI BABA. Informal Decorative (Newsom)—A deep rich red, with an orange suffusion, e a c h petal being tipped and veined with gold. T h e flowers have great substance and depth, and the stems are perfect, holding the large, deep blooms proudly above a medium tall vigorous plant. Root \$7.50.

ALBERT H. VESTAL.

Informal Decorative — A very large flower of glowing old rose, suffused with a reddish amber, which, without forcing holds its size the entire season. The stems are stiff, and the plant strong a n d sturdy. Root \$2.00

AMBASSADOR.

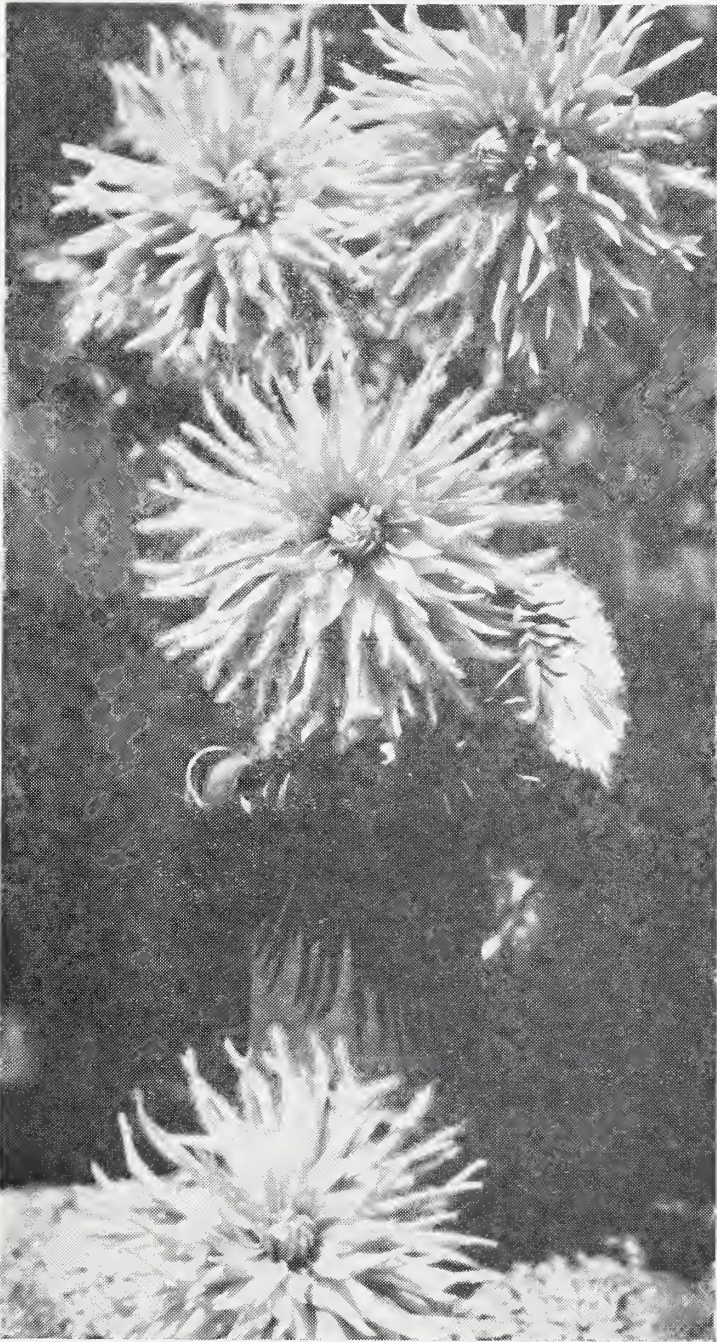
Straight Cactus — T h i s general favorite is still one of our best sellers. A huge sunburst of soft yellow, with salmon, amber and pink shadings. The large flowers are held perfectly erect on cane-like stems. Root 75c—3 for \$1.90

ANN RUTLEDGE. Semi-Cactus—An exquisite bloom of great size. The color is a glowing rose cerise with mallow pink reverse, and the stems are exceptionally long and straight, so that the bush is a picture the entire season. An unusual variety, in the "largest bloom" class. \$2.50.

BARBARA WEAR. Informal Decorative—One of the most popular varieties we ever originated. The softest, most alluring shade of exquisite pinkish lavender. The stems are absolutely stiff and strong. Barbara Wear won the Achievement Medal several years ago, and since that time it has maintained its popularity. The flowers are of good size. Root \$2.00 three for \$5.00.

BETHEL'S BEAUTY. Informal Decorative—Huge flowers of deepest lavender, and great depth. The stems are perfect, the bush of medium height, with rich, glossy foliage. \$1.50 three for \$4:00.

General List of Dahlias — Novelties and Standards



"AMBASSADOR"

The Sunburst Dahlia

cast with silvery white. The whole effect is new and most attractive. Is sure to become a general favorite. Perfect stem. Root \$10.00.

CHARLES G. REED. Informal Decorative (Ballay)—A great prize winning dahlia with every good trait. Size, vigor, stem, and color. The immense blooms are of red suffused and blended with purple. A Roll of Honor dahlia we are glad to add to our catalog. Root \$7.50.

CLAIRE WINDSOR. The best pure white semi-cactus we have ever grown. The flowers are large, with perfect stems, while the bushes often grow to a height of eight feet. Root \$1.00 three for \$2.50.

COPPER KING. Informal Decorative—A medium tall variety of great beauty. The huge flowers are of those shadings so hard to describe—gold, amber, and copper. Stems are fine. Root \$1.00 three for \$2.50.

BING. Informal Decorative — A fine cherry red variety, large and distinctive. Stem is straight and strong and the flowers do not fade. \$3.50

BROCKTON BEAUTY. Formal Decorative—A large, ever-blooming pinkish lavender, shading to white at the center. A good cut flower variety as it keeps well and has excellent stems. \$1.00 three for \$2.50.

CALIZONA. Formal Decorative —Extremely handsome flowers of deep rich yellow, with broad ribbon-like petals, which stand out boldly on splendid stems, above a tall, vigorous bush. 75c three for \$1.90.

CALUMET. Formal Decorative —A fine, tall variety, one of the best cut flowers. The color is chamios, suffused gold. Stems are perfect and the bush very strong. Root 75c three for \$1.90.

CHARLOTTE LAFRENZ. Informal decorative—One of our popular introductions, of immense size, and most attractive coloring. The perfectly formed center is bright gold, while the outer petals shade to deep apricot. The stems are long and rigid, and hold the blooms erect. \$2.00 three for \$5.00.

CHAMPOEG. Informal Decorative (Crites). Something new in the dahlia world. Immense flowers of a lovely waxy yellow, shading to deep reddish salmon at tips of petals, so that each petal stands out distinctly. The reverse is of pale yellow, over-

 General List of Dahlias — Novelties and Standards

- COQUETTE.** A huge bloom of scarlet and gold, in all possible combinations of the two colors. This informal decorative has great depth, fine stems, and great vigor, and stands boldly out among other flowers in the garden. Most attractive. Root \$2.00.
- DERRILL W. HART.** Informal Decorative—An honor roll dahlia of great merit. The large blooms are of a reddish copper color, and blend beautifully with all the popular Autumn shades. Stems are perfect. Root \$2.50.
- DOLOROSA.** Informal Decorative (Ballay)—An immense flower of deep bluish lavender. The blue is quite pronounced. Belongs in the "largest dahlia" class, as it grew to great size in our garden. Fine stems. Root \$7.50.
- DONNA CALIFORNIA.** Informal Decorative—A large and beautiful new dahlia of deep rose pink, suffused with lavender. A most popular prize winning variety of great size, artistic formation, good growth, and fine stems. Root \$7.50.
- DORIS CANNEY.** Informal Decorative—One of our introductions that has steadily increased in popularity. Huge blooms of deep rich gold, with artistically curled petals. The bush is very strong, with dark green foliage, and the stems are all that could be desired. Root \$1.00 three for \$2.50.
- DORIS FELLOWS.** Formal Decorative (Fellows)—A fine new introduction of pale yellow, shaded to salmon. The blooms are always perfect in formation, and of large size. Stems are like canes, and hold the flowers well above the handsome plant. Root \$3.00.
- EDITH BERYL.** Informal Decorative—A novel dahlia, as the formation is different. The petals of the large blossoms are yellow with a pink reverse, and these twist in such a way that the colors are blended beautifully. The tall plants have excellent, long stems. Root \$1.00 three for \$2.50.
- EDNA FERBER.** Semi-cactus (Fisher & Masson)—One of the most admired dahlias in our garden. The blooms are huge and of the most pleasing shades of coral and old gold. Edna Ferber has an enviable record as a prize winner. It has all good points. Root \$1.50.
- ELITE GLORY.** Huge Formal Decorative (Kennedy) — A monster flower of brilliant rich red, without a trace of purple. In the "largest dahlia" class and invaluable in a collection. Stems are strongest ever. This dahlia always causes a sensation whenever exhibited. Root \$1.00 three for \$2.50.
- ELLINOR VANDERVEER.** Formal Decorative—The most popular orchid pink dahlia we have ever originated, with a great list of prizes to its credit. An incomparable dahlia of great beauty, of rich, glowing, satiny rose pink shadings. Flowers are of great size, on long, fine stems, and the bushes are always in bloom. Root 50c three for \$1.25.
- ESHCOL.** Formal Decorative —Another of our beautiful introductions. The most un-



Beautiful "DORIS FELLOWS"

General List of Dahlias — Novelties and Standards

usual coloring of any variety we grow. The huge flowers are a strikingly handsome, dark, rich, reddish bronze, deeper by far than Amun Ra, the reverse of the petals being of a dark reddish wine color. The combination is one of great richness. Stems are good, and the sturdy, medium tall bush is always covered with these attractive blooms. Root \$5.00.

EVA QUADLING. Informal Decorative—A Huge rich red variety with fine stems. Every one likes it. Root \$2.00.

FAITH GARIBALDI. Formal Decorative—A flower of large size and perfect form. Stems are exceptionally strong and carry the blooms well above the plant. A great prize winning variety that everyone should have. Root \$1.00 three for \$2.50.

FRANCESCA. Informal Decorative—Beautiful large flowers of old rose, suffused gold. Stems are long and perfect, and bushes tall and vigorous. Root \$1.50.

FRAU BRACHT. Straight Cactus—A new European variety of great appeal. The blossoms are beautiful—large, with dandy stems, and of the clearest pale primrose. A bouquet of Frau Bracht looks for all the world like a bunch of those beautiful pale yellow chrysanthemums. Root \$2.50.

FRED PATTERSON. Informal Decorative—An exquisite variety. Large, fluffy blossoms of those appealing shades of pale lilac and lavender, held erect on good stems above a tall growing artistic bush, the leaves of which are finely divided. This imparts a most delicate and graceful appearance. Root \$1.00 three for \$2.25.

GABRIEL. Informal Decorative—A huge and spectacular variety of watermelon red. An early and free bloomer, with fine stems and perfect formation. In the "largest dahlia" class, and most attractive in the garden. Root \$7.50.



Superb "ELITE GLORY"

GRACE. Formal Decorative (Bibb)—A beautiful cut flower variety of the most lovely combination of lavender and white. The flowers are of medium size, with perfect stems, and always in bloom. Most attractive when arranged in a room with a pink or orchid color scheme. Root \$2.00.

GRAF ZEPPELIN. Formal Decorative—Pure white, of fine size and perfect formation. Flowers are borne on very stiff long stems, in profusion. A decided acquisition to the "white" class. An honor roll dahlia. Root \$5.

HARRIET THOMPSON. Informal Decorative of great size—One of the outstanding new western originations. Color a brilliant orange buff with reverse of Orient red. Petals are curled and waved, forming a two-

General List of Dahlias — Novelties and Standards

toned dahlia of great beauty. The very tall bushes are covered with huge blooms the entire season. Root \$1.50.

HATHOR. Formal Decorative—One of our finest originations of vivid Oriental colorings, of flame, crimson, and all those colors seen in glowing embers. The formation is always perfect, and the stems are exceptionally long and stiff, so that the blooms lock one right in the face. This Roll of Honor variety has done well everywhere, and one of the best sellers in our catalog. Root \$1.00 three for \$2.50.



Richly Colored "Eshcol"

HAWAIIAN NIGHTS. Informal Decorative—Introduced by us in 1930—An immense flower — often nearly a foot in diameter, of intense scarlet, with an orange suffusion, the reverse of the petals being striped with gold. The stems are stiff and strong, and the foliage is finely divided, resembling the Hawaiian tree fern. Everyone admires this dahlia. Root \$4.00.

IDA PERKINS. Formal Decorative—Another good new white dahlia, with perfect formation and fine stems. Did very well for us this season and am sure it will be a dandy addition to any garden. Root \$2.00.

JANE COWL. Informal Decorative—(Downs). A dahlia that needs no introduction, as it has been such a success everywhere. One of the truly great dahlias of all times. Gorgeous flowers of largest size, of deep pure gold, borne on cane-like stems of great length. Prizes galore in its wonderful record. Root \$1.00 3 for \$2.50.

JEAN AARON. Informal Decorative (Shorey)—An immense prize winner with everything to recommend it. The color is a pale lemon yellow, shading to soft rose on the outer petals—an exceedingly attractive combination. This variety, with its fine stems, great size, and beautiful coloring should be in every collection. Root \$3.50.

JOVE. Informal Decorative—A large, beautiful bronze pink flower, which can be grown to the "largest dahlia" size. The stem is long and straight, the bushes tall and bushy. Root \$1.00 three for \$2.50.

JULLINAR. Large Formal Decorative—(Newsom). A lovely new dahlia of the softest pastel shadings. Lavender, heavily striped and shaded with pink, bearing immense flowers on perfect stems five feet long, with hardly any disbudding. The very strong bushes are tall and covered at all times with these beautiful blooms. Root \$10.00.

General List of Dahlias — Novelties and Standards



"JULLINAR"

One of the best

a golden sheen. Did remarkably well in our display garden, and I am confident will be much in demand. Root \$3.50.

MARIAN BROOMALL. Straight Cactus—Such a beautiful variety! An exquisite, pure pink on the outer petals, tinting to white in the center. The bush is always covered with these large flowers, and everyone falls in love with Marian Broomall. Stems are best ever. Root \$1.00.

MARMION. Informal Decorative—(Tyler) In the "largest dahlia" class. Huge blooms of pure golden yellow, with bronze suffusion on reverse of petals. The stems are good, and hold the immense blossoms erect above a medium tall bush. A most popular variety. Root 75c three for \$1.90.

MAY TROWER. Informal Decorative—Another of our originations for which we always have a steady demand. A huge, deep, artistic flower, ranging in color from palest gold to a deep golden apricot, occasionally tipped white. Stems are long and stiff, and hold the blossoms erect in spite of the size. Root \$2.00.

KATHLEEN NORRIS. Informal Decorative—(Fisher & Masson)—The most beautiful pink dahlia ever originated in the East, and a great prize winner everywhere. Immense, perfectly formed flower of the most delightful shade of pure pink with just a suggestion of rose. We are fascinated by this superlative dahlia, and want every dahlia lover to add it to his or her collection. Root \$4.00.

KEMP'S VIOLET WONDER. Informal Decorative—(Kemp)—Rich deep violet, lightening at tips of petals. A very outstanding variety with unusual coloring, straight strong stems, large size, and deep luxuriant foliage. Root \$2.50.

KING MIDAS. Informal Decorative—A Roll of Honor dahlia, and classed as one of the greatest exhibition varieties. A gorgeous golden yellow decorative, of one tone with splendid stems. In the "largest dahlia" class. Root \$2.50.

KING TUT. Formal Decorative—Among our older originations, but still popular because of its rich, velvety, crimson burgundy coloring. Plants are tall, stems are fine, and the flowers are wonderfully fine for cutting. Root 75c three for \$1.90.

LADY FRANCES. Informal Decorative (Mawson)—A large, new, prize-winning dahlia with dandy, long, strong stems, and every good habit. The color is an unusual shade of deep old rose with

 General List of Dahlias — Novelties and Standards

META SCAMMEL. Semi-Cactus—One of the most popular varieties in our display garden the past season. The medium tall bushes are always covered with huge artistically formed blossoms, of the most pleasing orchid pink. These maintain their size the entire summer, and keep the plants looking like huge bouquets. Stems are fine and strong. Root \$1.50.

MINNIE EASTMAN. Semi-Cactus—(Eastman)—One of the most beautiful sights in the Portland dahlia show of 1930 was a large basket of this novelty. The large flowers, of deep red and gold made an unforgettable impression. Minnie Eastman is a prolific bloomer, with stems stiff as canes. Root \$2.50.



"JANE COWL"

One of our favorites

MISCHIEF. Formal Decorative—All possible combinations of a deep, rich crimson and white. Never blooms the same twice. A very striking and popular variety. Root \$1.00 3 for \$2.50.

MISSION BELL. Informal Decorative—Immense blooms of pink majenta, shading to a pale yellow at base of petals. Stems are long and erect, and the bushes are always covered with blooms of great size. This variety has been a prize winner since a seedling because of its fine habits. Root \$2.50.

MRS. ALFRED B. SEAL. Informal Decorative—Our great Achievement Medal dahlia, undoubtedly the finest pure old rose dahlia ever originated. Nothing we have ever seen can approach this variety in its color of pure, deep old rose, without a trace of any other shade. The flowers are huge, and are held proudly erect above a tall handsome bush. Mrs. Alfred B. Seal has won prizes too numerous to mention. Should be included in every collection. Root \$5.00 3 for \$12.50.

NANAQUACKETT. Large Formal Decorative—An odd name, but a beautiful, large variety. The colors are pastel-orchid and pale lavender, delicate and lovely. The plants are vigorous, rather low, and always covered with bloom. Stems are fine. This would be a beautiful dahlia to use in massing. Root \$2.00.

NATURE'S JEWEL. Semi-Cactus—A lovely variety we have always liked. Large blooms of white, splashed and suffused with deep rosy pink. The bushes are always covered with perfect showers of bloom. Root \$1.00 three for \$2.50.

NEW GLORY. Semi-Cactus (Trostle)—Strikingly handsome! The deepest shade of red, with each petal boldly tipped white. The large flowers are held perfectly erect on long, straight stems, above a tall handsome bush. Root \$1.50.

NOVA. Formal Decorative—Everyone likes this novelty because of its rare coloring of bright rose, and its perfect formation. Always of good size, with long, stiff stems, it blooms from July till frost without interruption. Nova blends well with the other rose and amber shades, and is most attractive in the garden and as a cut flower. Root \$5.00.

General List of Dahlias — Novelties and Standards



Exquisite
"MARIAN BROOMALL"

ORIENTALE. Informal Decorative—(Newsom)—Possibly the tallest and most colorful variety in our display garden this past season, the bushes averaging eight feet, and being covered all season with huge, rich, voluptuous blooms of glowing orange and amber. As the sun shone on these, they seemed to reflect hidden lights, and could be seen from the farthest corner of the field. The plants grow like trees, and have fine long stiff stems. \$10.00.

OLIVE REED. Formal Decorative—For the past year we have had to withdraw this dahlia from the market, to allow the few we had to increase. We have never been able to supply the demand for this immense, deep, clear yellow. Since we introduced it many years ago it has been a steady prize winner, even as far away as Australia, where they consider it one of the best. Possibly a few will be offered this year at \$5.00 a root.

PANSY G. WHITE. Semi-Cactus—Although this is the first year we have tried this dahlia, we were quite pleased with it. A tall growing, creamy yellow semi-cactus of perfect formation, and good size. The flowers face one boldly on long, rigid stems. Root \$5.00.

PARADISE. Semi-Cactus—A huge, massive variety of decidedly different coloring—creamy old rose, suffused with gold. A free bloomer with excellent stems, and maintains its size the entire season. Root 50c three for \$1.25.

PRIDE OF FORT MORGAN. Large Formal Decorative—Another most popular deep red that always does well in our garden. Very sturdy, tall bushes, just covered with bloom. Men especially like Pride of Fort Morgan, as it is such a true, deep red. Root \$1.00 three for \$2.50.

PRINCE OF PERSIA. Huge Informal Decorative (Newsom 1931)—Without exception, the very finest red dahlia we have ever originated. New, different, and unbelievably beautiful. The immense flowers, frequently a foot in diameter, are of the deepest, most iridescent, rich, glowing crimson, like a rose, more than a dahlia. Blooms are carried perfectly erect, on long, stiff stems. The bush is very vigorous and tall, with lustrous green foliage. We have had wonderful reports of Prince of Persia. Stock exceedingly limited. \$15.00 per root.

QUEEN OF THE GARDEN BEAUTIFUL. Immense Formal Decorative — A n enormous clear primrose yellow decorative, in the "largest dahlia" class, and with every good habit. Always a favorite, as its good stems, large flowers, and vigorous growth can absolutely be relied upon to create a sensation. 75c three for \$1.90.

RAPIDAN. Formal Decorative (Ballay)—A huge golden bronze flower, borne upright on extra long, thick stems. A prolific bloomer, and requires little disbudding. A wonderfully fine cut flower variety of the cut-and-come-again variety. Not spectacular, but absolutely reliable and ornamental. Root \$10.00.

REGAL. Formal Decorative of great size (Boston)—An immense dahlia of bronze, heavily suffused with old rose, and shading to gold at the base of the petals. The

General List of Dahlias — Novelties and Standards

effect is of burnished copper. Stems are long, and rigid, the flowers growing well above the bush. Regal has always been a great prize winner in the "largest dahlia" class. Root \$4.00.

ROBERT TREAT. Formal Decorative—An old favorite. Easy to grow, always covered with many large flowers of brilliant American beauty shades, with long stems, Robert Treat has long held its favor with dahlia enthusiasts. Root 50c three for \$1.25.

ROSE STILLSON. Formal Decorative—Lovely, perfectly formed blooms of great size, of deep old rose, touched with violet and gold. Flowers maintain their size all season, and are borne in abundance on fine, long, stiff stems, which require but little disbudding. Always a prize winner in our exhibits. Root \$2.50.

ROSY DAWN. Huge Informal Decorative (Barker)—One of our favorites. Imagine a very large, fluffy, artistically formed dahlia of clear and glowing delicate blush pink, almost white, which, in spite of its light coloring, never burns or fades, and you have Rosy Dawn. The growth is strong and vigorous with tall bushes and extra long, stiff stems. Root \$2.50.

SAGAMORE. Formal Decorative—A charming medium sized flower of purest gold, and almost ball shaped. Invaluable for cut flower use. We frequently use Sagamore for home decoration, and it is truly beautiful. Fine stems. 50c 3 for \$1.25.

SALBACH'S WHITE.

Formal Decorative (Salbach)—The most regularly formed white dahlia, with fine strong stems. Not a large flower, but pure white like a huge gardenia. Always much admired. Root \$1.50.

SANHICAN'S QUEEN.

Large Formal Decorative (Fisher & Masson)—This dahlia possesses marvelous coloring. The lovely blossoms are of purest, rich, apricot and coral. The originators call it "honeydew", and that describes it well. Everyone is fascinated by these perfectly formed blooms, on long, fine stems, and of the best formation. Root \$2.00.

SEAL'S CALIFORNIAN.

Immense Formal Decorative—Ever since we originated this variety we have had a great affection for it. When grown in the garden it is superb, with huge waxy flowers of great size and of the most beautiful coloring—pale gold, shading to bronze



"MRS. ALFRED B. SEAL"

The Best Pure Old Rose Dahlia

General List of Dahlias — Novelties and Standards

**SHAHRAZAD**

Isn't it a beauty?

let. Always large, with extra long wiry stiff stems, and always in bloom. The flowers look you right in the face and last for days when cut. Sindbad of the Sea has proven a valuable addition to our collection. Root \$10.00.

SOLLUX. Formal Decorative (Kennedy 1931)—A genuine yellow, of deepest sunlight shades, quite like a yellow Elite Glory, as its form is similar. A Roll of Honor Dahlia with all good qualities. Root \$7.50.

TEHACHEPI. Semi-Cactus—An extremely showy variety, of bright canary yellow, standing out in any garden. Stems are long and stiff, holding the blooms perfectly erect. A fine, medium tall, yellow dahlia. 50c 3 for \$1.25.

THE BANDIT. Semi-Cactus—Very attractive flower of brilliant red, streaked and splashed with gold, each petal being tipped gold. Most popular in the garden or as a cut flower. Bushes are tall and stems perfect. Root \$1.00.

and light pink. Stems are like canes, and the bushes are most vigorous. Root \$2.50.

SHAHRAZAD. Mammoth Informal Decorative (Newsom 1931)—Occupies the same place in a deep pink as Mrs. Alfred B. Seal and Prince of Persia do in their shades. A gorgeous new "largest dahlia" variety, easily grown to a foot or more in diameter. Fine substance and depth, with extra long, perfect canelike stems. We call Shahrazad our deep pink Jane Cowl, as it resembles this beautiful dahlia in many ways. The bush is tall and exceptionally vigorous. Root \$15.00.

SILVERADO. Incurved Cactus of rare beauty—(Seal-Newsom) — Named for the Silverado Trail, not far from our farm. Immense blooms of pure white, overlaid and suffused with delicate, silvery lavender. The center is deeper in color, imparting a most charming and graceful effect to the novel blossoms. Everyone likes Silverado, as it is fine for cutting or for effect on the bush. Root \$1.00 3 for \$2.50.

SINDBAD OF THE SEA. Formal Decorative (Newsom 1931)—An exceedingly popular variety, of huge size, perfect form, and striking color—vivid scar-

General List of Dahlias — Novelties and Standards

THE WORLD. Large Formal Decorative (Dahliadel)—We have heard good reports of this unusual dahlia from all over the country. The color is deep rosy magenta, overlaid garnet, with silver shadings on edge of petals. A rich, beautiful combination of colors. The centers are perfect, stems strong and erect, and carry flowers well above the foliage. Root \$2.50.

THOMAS A. EDISON. Formal Decorative (Dahliadel)—A gorgeous royal purple dahlia with the sheen of velvet. The large blooms are carried perfectly erect, on stiff stems, above a strong lush with very dark green, insect resisting foliage. One of the deepest toned dahlias, there being no other like it. Root \$5.00.

TREASURE ISLAND.
Large Formal Decorative—Such a handsome variety! Immense deep bloom of the most beautiful blending of apricot and gold, with a rose suffusion. The bush growth is strong, with five foot stems, flowers are held erect and have full centers throughout the entire season. Root \$2.50.

VIOLET WONDER.
Large Formal Decorative (Kemp)—A newer prize winning dahlia with much to recommend it. The predominating color is a rich violet, lightening at the tips of the petals, with a lavender reverse. Flower is of perfect form and great size, both in diameter and depth. The stems are fine and stiff. Flowers maintain their size and do not burn. Root \$2.50.

WANDELL BEAUTY.
Formal Decorative — A pure, exquisite light pink, invaluable for cutting. As its name suggests, it is a beauty. Stems are fine, and the bush tall and strong. Root 75c 3 for \$1.90.

YANKEE KING. Formal Decorative—(Wood) —Always has been one of our favorites. A bloom of fiery autumn tints—gold, rose, and amber. The blooms are very large, and held erect on a tall vigorous bush by extra long, fine stems. Yankee King is an outstanding dahlia in the garden, and always in bloom. Winner of many prizes. Root \$2.00.

YANKEE QUEEN. Formal Decorative—(Wood)—Another good variety by the originator of Yankee King. The large flowers are almost white in the center, shading to a most beautiful pink toward the outer edges. The bush is strong and tall, and stems are excellent. Root \$5.00.



"SINDBAD OF THE SEA"
Extremely popular

Pompon Dahlias

Pompons are the most popular dahlias for cutting, producing innumerable small, compact flowers like diminutive show dahlias, which last remarkably well when arranged in the home.

- AIMEE.** Tiny Bronze flowers with long stems. 25c
BABY MARIE OSBORNE. A deep bright yellow, of medium size. 25c
BETTY MOORE. Beautiful pale amber with a deeper center. Long stems. 35c
CLARA HARSH. Yellow, tipped crimson. A large pompon, but very good. 25c
DEEDEE. Pure lavender, with extra long stems. One of the best. 50c
DARKEYE. Pale lavender with a dark eye in the center. 25c
DIXIE. Small very dark red of perfect form, with long stems. 25c
DAISY. Amber, shading to salmon. Medium sized flowers. Good. 25c
DONALD GORDON. Pure orange, fine for cutting. 25c
ELIZABETH. Very popular. Golden yellow edged with red. Long stems. 25c
GOLDIE. Deep gold. An excellent variety. 25c
GOLDSLOCKS. Pure pale gold. Perfect form and long stems. 25c
GIRLIE. Lilac pink. Very popular. Excellent for cutting. 35c
GLOW. Old rose. Always a favorite. Can't be excelled. 25c
GRETCHEN HEINE. Creamy white, edged pink. Rather large, but pretty. 25c
HAZEL. Buff, deepening to brown. Small, fine form, most desirable. 25c
HOTTENTOT. A quilled red pompon. Very new. Everyone likes it. 35c
JOE FETTE. The best white. Fine form and long stems. 35c
JONKEER VON CITTERS. Striking yellow, tipped orange red. 25c
JOHNNY. Deep red. Fine form. 35c
LITTLE BEESWING. Golden yellow tipped cherry. 35c
LITTLE DAVID. Deepest orange. Dandy form with excellent stems. 25c
LITTLE JULIA. Red. Rather large, fine for bouquets. 25c
MARS. One of the best red pompons. Bright and cheerful. 25c
NELLIE FRASER. Light ground, edged and tipped rose. Beautiful. 25c
PHYLLIS. Red, shading to yellow at base of petals. 25c
ROSA WILMOTH. Pink. Fine for cutting. 35c
SAN TOU. White and pink. Very dainty. 25c
SUNBEAM. Crimson Red. Good form and good size for cutting. 25c
SUNNY DAYBREAK. Apricot, edged red. Most attractive. 25c
TOMMY KEITH. Deep red, tipped white. A "fancy" pompon. 35c
YELLOW GEM. Very best yellow, and most popular. 25c



POMPON COLLECTIONS

We will be glad to make up Pompon collections of the best varieties at the following prices—all roots to be tagged properly.

12 Pompons, all different, and labeled, delivered prepaid, by insured Parcel Post. \$2.50

6 Pompons, all different, labeled, delivered by prepaid, insured Parcel Post. \$1.25

Directions for growing enclosed with each order.

Miscellaneous Dahlias

- MINIATURE DAHLIAS.** Same form as large dahlias, only diminutive in size.
- COLLARETTE DAHLIAS.** Single Dahlias with short petals around the center.
- SINGLE DAHLIAS.** Dahlias with only one row of petals.
- ANEMONE DAHLIAS.** New—Single dahlias with centers like a scabiosa, sometimes quilled.
- ✻
- ADA FINCH.** Anemone—Large creamy white, cushion center of white, tipped gold. 75c
- CLEMATIS.** Anemone—Large deep purple, tipped with gold. 75c
- DAUBREAK.** Miniature Semi-Cactus—Very beautiful pale gold and amber, with fine stems for cutting. 75c
- ELIZABETH PAPE.** Exquisite Miniature Cactus, of pale pink and white. Very popular. 50c
- ETOILE DE FOCH.** Single Star type of dahlia. Pale yellow, with carmine red reverse. 50c
- GARDEN LOVE.** Miniature Decorative—Beautiful deep pink and rose. Like large English daisies. Bushes only grow eighteen inches tall. 50c
- GOOD LUCK.** Miniature Decorative—Deep glowing amber, lighter toward outer petals. 50c
- GRAZIELLA.** Looks like a scabiosa. Center of gold, surrounded by petals of red, penciled white. 50c
- KATCHEN VON SCHWARTZEL.** Collarette—Carmine rose and white. A good variety for garden or exhibition. 50c
- LITTLE JEWEL.** Miniature Decorative—True pink, and very beautiful. Everybody likes this variety. Most beautiful for table decoration. 50c
- UNION JACK.** Single—Small, eight petaled flowers, striped bright red and white. Always popular. 50c
- YELLOW BUTTERFLY.** Collarette—Large; very bright canary yellow with yellow collar tipped white. Very beautiful. 50c



The Newsom Dahlia Manual

Not a large book, but a real practical guide to the better growing of dahlias, crammed full of worth while dahlia information, gleaned from years of practical experience. Subjects carefully and fully covered are as follows:

- Preparing the Dahlia Bed
- Planting and Fertilizing
- Care of Plants Before Blooming
- Preparing and Exhibiting Dahlias
- Designing Artistic Exhibits
- Fall Care of Dahlias
- Digging and Storage of Dahlias
- Winter Dahlia Work, including directions for dividing, etc.

Worth many times the small price asked. The NEWSOM DAHLIA MANUAL only 60c Prepaid.



Types of Dahlias grown from seed.

California Dahlia Seed



Dahlias

Bloom Readily and Abundantly,
the First Year from Seed

One of the most interesting phases of dahlia culture, is the origination of new varieties from seed. Every dahlia enthusiast should reserve a small patch for seedlings. At our farm we maintain a trial garden, where new dahlias are tried out from all over the world, and frequently the most beautiful are ones just recently originated from seed. The best part of it is that everybody has an equal chance for success, as seedlings are never true to their parents, always having different flowers. Sometimes the most double plants produce single seedlings, and frequently the semi-double varieties will produce fully double seedlings.

While growing seedlings is a lottery, and we cannot guarantee you will originate a "world beater", we feel confident you will be well repaid for your time and trouble in the many beautiful flowers—some, undoubtedly very large, with every good habit, and different—produced from our seed.

Our Seedlings have always been in the Front Rank of Prize Winners

WE OFFER THE FOLLOWING PACKETS

- 100 seeds from our most famous prize winners. All newest varieties with every good habit. No better seed can be obtained at any price \$5.00
- 100 seeds from famous seed parents—from dahlias that are most generally used for producing new varieties, due to their large size and good stems \$2.50
- 100 seeds from a General Collection. All varieties from which the seed is gathered are large and have good stems \$1.00
- 100 Pompon seeds—limited amount—while they last \$1.00
Full directions for planting enclosed with the seeds.



- 50 Miniature Dahlia seeds—gathered from varieties such as Elizabeth Pape, Little Jewel, Garden Love, etc—stock very limited \$1.00

Ruffled Monster Petunia Seed



Types of the Single Ruffled Monsters in 3 inch pots

This year we are listing the choicest originations of Mr. Richard Diener, nationally known petunia expert and originator. These petunias are unbelievably beautiful, ruffled and frilled, of huge size, and most pleasing colors. In addition, they are easily grown, and bloom continuously all summer. A bed of these petunias is a wonderful sight.



A DOUBLE RUFFLED
MONSTER

SINGLE RUFFLED MONSTERS MIXED.

A mixture of all colors of the huge ruffled petunias, including shades of pink, red, variegated, white and yellow, lilac, mauve, and copper red. 50c packet.

FLESH PINK FRILLED.

A beautiful dwarf growing variety of flesh pink color. Flowers heavily frilled. This is a specially fine variety for growing in 4 or 5 inch pots or window boxes. 50c packet.

DIENER'S BLUE.

I especially recommend this variety. It is of semi dwarf growth and immensely free flowering. Flowers average 3 to 3½ inches. The color is a deep silky blue and is one of the most favored varieties. 50c packet.

DIENER'S PINK GLORY.

The greatest novelty in Petunias. Flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers. 50c packet.

GIANT PINK GLORY.

An improvement on Pink Glory. It has the same coloring 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. 50c packet.

DOUBLE RUFFLED MONSTERS MIXED

Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5 inch pots or bedding. Average amount of double varieties in this mixture 50%. \$1.00 packet.

(continued on page 22)

GLADIOLUS

The modern gladiolus has won an enviable place in every garden, as an absolutely reliable source of beauty, both for outdoors, and also for indoor decorative purposes. Few flowers last as well when cut, or display such a wealth of fascinating colors. Primulinus hybrids are smaller, more graceful, and poised on their stems like butterflies. They are the result of a cross with the African wild gladiolus and the larger varieties, and are especially lovely for baskets and table decorations.

The following is a list of some of the better varieties of gladiolus.

Prices Quoted are For Large Bulbs, except where noted.



"BETTY NUTHALL"

PRIMULINUS HYBRIDS

ADA DE POY. A beautiful bronzy apricot primulinus hybrid. Tall, slightly ruffled. Eight open. Award of Merit, British Gladiolus Society, 1927. 10c each 3 for 25c—12 for 75c.

APRICOT GLOW. (Palmer). A tall, large flowering, clear apricot colored primulinus grandiflora. Ideal placement. Five open. Very early, splendid cut flower. 10c each 3 for 25c—12 for 75c.

GOLDEN AMBER. A very attractive tall primulinus hybrid on the order of Souvenir but of a deeper yellow with a longer flower spike. Five to six blooms open at one time. The backs of the petals and the buds are bronze. Awarded first prize at A. G. S. Show, 1929, over Souvenir as best yellow prim. 10c each, 3 for 25c—12 for 75c.

ORANGE BUTTERFLY. (Salbach) 1928. A rich glowing bronzy orange primulinus hybrid that is in a class by itself. The florets are of very heavy substance, yet the flower is dainty and beautifully placed. Ten to twelve open. 15c each, 3 for 35c—12 for \$1.00.

ORANGE QUEEN. An apricot orange primulinus hybrid. Beautiful wide open flowers of excellent substance. 10c each, 3 for 25c—12 for 75c.

LARGE GLADIOLUS

BETTY NUTHALL. (Salbach) 1928. Betty Nuthall is the glory of the whole garden. The plants are tall and vigorous, the spikes very long, strong and graceful. The color is glowing orange pink

LARGE GLADIOLUS

with pale orange throat and a light feathering of carmine. The florets are often six inches across, of splendid substance and placement. Eight or more open at once. This variety blooms from midseason until late. It is wonderful in the garden and most beautiful indoors. The tip buds open perfectly in water. A very rapid increaser. 25c each, 3 for 60c—12 for \$2.00.

BERTY SNOW. (Mair). Large flowers of beautiful lavender pink. Excellent substance and placement. 8 open at once. Fine exhibition and cut flower. 20c each, 3 for 50c—12 for \$1.50.

DR. F. E. BENNET. (Diener). One of the finest of all the reds. Very large, tall, brilliant flame scarlet. Many open at one time. Awarded numerous first prizes as the best red. For bright glowing Spanish colors plant with Senorita. 10c each, 3 for 25c—12 for \$1.00.

EMILE AUBRUN, (Lemoine). Immense flowers of rich rose, with slaty blue suffusion at the edges. A carmine blotch in the throat shades out to spectrum red. Six open, perfect placement, heavy substance. 10c each, 3 for 25c—12 for \$1.00.

FRANK J. McCOY. (Briggs). A very large rose pink, with brilliant scarlet blotch on lower petals. A very long striking spike with 10 open. 25c each—3 for 60c—12 for \$2.00.

HELEN WILLS. An elegant, clean, large white, shading to soft canary on lower petals. Tall, vigorous and of wonderful substance. Eight open. Splendid forcing variety. A rapid propagator. 15c each—3 for 35c—12 for \$1.25.

MINUET. (Coleman). Beautiful pure, clear lavender, good size, fine placement, heavy substance and strong, straight stems. A flower of great elegance and beauty. 20c each—3 for 50c—12 for \$1.50.

MRS. JOHN S. WOOD. (Metzner). One of the giant gladiolus. Large flowers of salmon-rose, flaked deeper, four to six open. Five to six feet tall. Vigorous grower and rapid multiplier. 10c each—3 for 25c—12 for \$1.00.

MRS. VAN KONJENBURG. Good blue gladiolus are extremely scarce and this new Holland variety is most welcome. It is a beautiful lilac blue, large, of splendid substance, good form and makes an excellent spike. It is a vigorous grower and a good producer. 15c each—3 for 35c—12 for \$1.40.

PAUL PFITZER. (Pfitzer). Clear velvety red-purple that contrasts strikingly with the rich yellows. 15c each—3 for 35c—12 for \$1.40.

PEARL OF CALIFORNIA. (Kingsley). Immense spikes of twelve open florets with twenty buds. The color is clear La France pink. 15c each—3 for 40c—12 for \$1.40.

PRIMROSE PRINCESS. (Salbach) 1927. Very large, stately wide open, clear primrose yellow. Two lower petals rich amber yellow, soft carmine markings deep in throat, five to seven well placed blooms open at one time. Tall plant growth and long flower spike. The large blooms, fine color harmony and poise of the flower all contribute to its elegance. 15c each, 3 for 35c—12 for \$1.25.

PFITZER'S TRIUMPH. (Pfitzer). This is unquestionably one of the largest and finest gladiolus ever introduced. The enormous Amaryllis-like flowers are bright flaming salmon with a cherry blotch in the throat. One of the most striking gladiolus in the garden. 20c each—3 for 50c—12 for \$1.50.

SALBACH'S PINK, (Salbach)—Large, wide open glowing geranium pink with soft carmine tongue and throat markings. Petals slightly recurved. Long graceful flower spikes, with six to eight open at once. Fine placement and heavy substance. A wonderful cut flower. Large size (1½ inches) 50c each—3 for \$1.25—12 for \$4.00. Medium size (1 inch) 25c each—3 for 60c—12 for \$2.00.

LARGE GLADIOLUS

SARABAND. Very large, clear wide open orange shading to salmon. Lower petals bltch, feathered bordeaux. Stamens deep rose red. Fine placement, good substance. Tall. A very unusual flower, rich as an oriental rug. 15c each—3 for 35c—12 for \$1.25.

SEÑORITA. Very large, clear wide open orange shading to salmon. Lower petals bright orange yellow with prominent carmine tongue and penciling. Very attractive and unusual. Plants sturdy and of medium height. Substance excellent. 25c each—3 for 60c—12 for \$2.00.

W. H. PHIPPS. (Diener). Beautiful La France pink overlaid light salmon rose. Lower petals faintly striped and speckled ruby. Flowers are enormous, ten or more open at one time. The plant is tall and the flower spike long. This is one of Mr. Diener's masterpieces. 10c each—3 for 25c—12 for \$1.00.

Directions for Growing Gladiolus

Gladiolus bulbs should be planted in the Spring, after all danger of frost is over. Plant from four to six inches deep, depending on the lightness of the soil. In cool climates, plant in full sun, but in warm localities, plant where they have some shade. Never apply fertilizer at time of planting. After the plants are several inches high, a light application of commercial fertilizer is beneficial. Keep ground moist until buds appear and then water freely. Dig bulbs as soon as the leaves turn yellow, or are killed by frost. Lift tops and all, and allow to cure thoroughly. After four to six weeks, when the tips are dry, cut them off close to the bulb, remove old corms, and store the new bulbs and bublets, away from frost, in shallow, well ventilated trays.



RUFFLED MONSTER PETUNIA SEED

(Continued from page 19)

LARGE DOUBLE FRILLED MIXED. The finest double type for private as well as commercial growers. The percentage of double blooms is over 75%. Growth is more dwarf and compact and flowers are between 4 and 6 inches. Heavily ruffled and frilled. Plain white and whitish colors are very few in this mixture as most people do not want them. All colors are alive and appealing. \$1.00 packet.

Sowing of Petunia Seed

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. Use a sprinkler. Do not sow the seeds too closely, as they are to attain three to 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. Seed boxes should be placed so that snails and ants are unable to reach them, on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water.

Delphinium Seed

THE FAMOUS VANDERBILT HYBRID STRAIN



Cathedral Spires of Heavenly Blue

Delphiniums add the blue shades to the garden, and give height and dignity to many an otherwise undistinguished planting. A few tall plants of the beautiful new delphiniums, artistically placed in clumps about the garden, impart a tone not to be secured through any other flower.

The famous Vanderbilt strain of Delphiniums is nationally known. Our offering of seeds consists mainly of the huge, new, double varieties, with a sprinkling of the equally beautiful large, graceful singles. All colors possible are represented, from the most delicate lavender to deepest shades of blue and purple. Some are of two colors, with dark centers, in fact, no two ever seem to be exactly alike. You will be delighted with this wonderful selection.

The culture of delphiniums is simple. Fill a box nearly to the top with well sifted, good garden soil, to which one-third sand has been added. Wet thoroughly, add a little more soil, smooth and press, and sow seeds thickly in drills. Press the seed in, and cover about one-eighth inch of peat or leaf mold, or even fine loam. Press again, and place in shade at cool temperature, in good ventilation, but not drafts or wind. Keep moist at all times, and ten days should show most of the seeds sprouted. When large enough, transplant the seedlings to other flats, and then to their permanent place in the garden. Plants well cared for will bloom the first year.

Large packet of VANDERBILT HYBRID DELPHINIUM SEEDS \$1.00

Stock is limited, so suggest early ordering.

Oregon Giant Pansy Seed

Pansy seed planted in the early Spring will begin blooming about May and will produce flowers all Summer. With good care they will be at their best, and give their largest blooms in the Fall. We are pleased to offer this exceptionally fine strain of the "Oregon Giants", originated by Mrs. Ellis.



"Pansies for thoughts" — and pleasure

Pansies occupy a permanent place in the hearts of flower lovers, and who would dispute their claim? No more satisfactory and lovable flower has ever been found for beds, and borders, and low mass effects. There is something irresistible in the appeal of their bright, upturned faces.

Liberal packet of the famous Oregon Giants (about 600 seeds) \$1.00.



CULTURAL DIRECTIONS

Pansy Seed planted in the early SPRING will begin blooming about May and will produce blooms all summer. With good care they will be at their best and give their largest blooms in the Fall. The seed may be planted early in the Spring in cold frames or hot-beds. When freezing weather is over they may be transplanted where they are to remain.

Sow the seed thinly in flats and just barely cover the seed with sifted soil. Press down with a flat board before sprinkling. More people get a poor germination because of planting the seed too deep than any other cause except by letting the flats or seed-boxes dry out. They must be kept moist, but care must be taken even in this respect. Damping off may result from too much moisture, irregular, or other improper moisture conditions. Cover the seed-beds during the hot mid-day sunshine with a cloth frame. Protect them also when there is apt to be a heavy storm. Seed should germinate in about a week or a little longer.

Transplant when the seedlings have three or four leaves if the weather conditions are favorable. Better to let them become a little crowded than to transplant during a hot dry spell. They should be planted out in the open where they will get plenty of sunshine and where they will remain for spring blooming unless the weather is apt to be entirely too severe. In some places they will need the protection of cold frames, but pansies will stand even some zero weather if protected by straw or peat moss placed around the plants but not completely covering them.

Pansies want especially rich soil. Well rotted horse, cow or sheep manures are good; also bone meal and other commercial fertilizers. Too much chicken manure is not advisable.

Spring planting is desirable in climates too severe for the safe wintering over of plants from Full-sown seed. Pansies are quite hardy and do well in nearly every climate.

SPECIAL DAHLIA COLLECTIONS

Our Special Bargain Collections are always most popular, offering the opportunity of obtaining very choice dahlias at reduced prices. All the collections listed in this catalog are different. If two or more collections are ordered, deduct a dollar from the price of each collection. For instance, if two collections are ordered, subtract two dollars, three collections, three dollars, etc.

ALL COLLECTIONS ARE BARGAINS, and are sent to you POSTAGE PREPAID by insured Parcel Post. A most appropriate gift for a garden loving friend.

COLLECTION A.

SUPERLATIVE 1932 COLLECTION

1 Jewel of India	\$15.00
1 Nanking Yellow	15.00
1 Dancing Sultana	10.00
1 Lavender Princess	10.00
Regular Price	\$50.00

Special Collection Price \$32.00

COLLECTION C.

THREE BEAUTIFUL AUTUMN SHADED VARIETIES

1 Eshcol	\$5.00
1 Ali Baba	7.50
1 Hawaiian Nights	4.00
Regular Price	\$16.50

Special Collection Price \$10.00

COLLECTION E.

FIVE FINE PRIZE WINNING EASTERN DAHLIAS

1 Albert H. Vestal	\$2.00
1 Edna Ferber	1.50
1 Meta Scammel	1.50
1 Fred Patterson	1.00
1 Treasure Island	2.50
Regular Price	\$8.50

Special Collection Price \$5.50

COLLECTION B.

FINEST 1931 COLLECTION

1 Shahrazad	\$15.00
1 Sindbad of the Sea	10.00
1 Orientale	10.00
Regular Price	\$35.00

Special Collection Price \$23.00

COLLECTION D.

THREE LOVELY NEW LAVENDER AND OLD ROSE DAHLIAS

1 Jullinar	\$10.00
1 Mrs. Alfred B. Seal	5.00
1 Kosy Dawn	2.50
Regular Price	\$17.50

Special Collection Price \$11.00

COLLECTION F.

SIX WESTERN VARIETIES OF GREAT MERIT

1 Ambassador	.75
1 Regal	4.00
1 Claire Windsor	1.00
1 Harriet Thompson	1.50
1 Pride of Fort Morgan	1.00
1 Ann Rutledge	2.50
Regular Price	\$10.75

Special Collection Price \$6.75

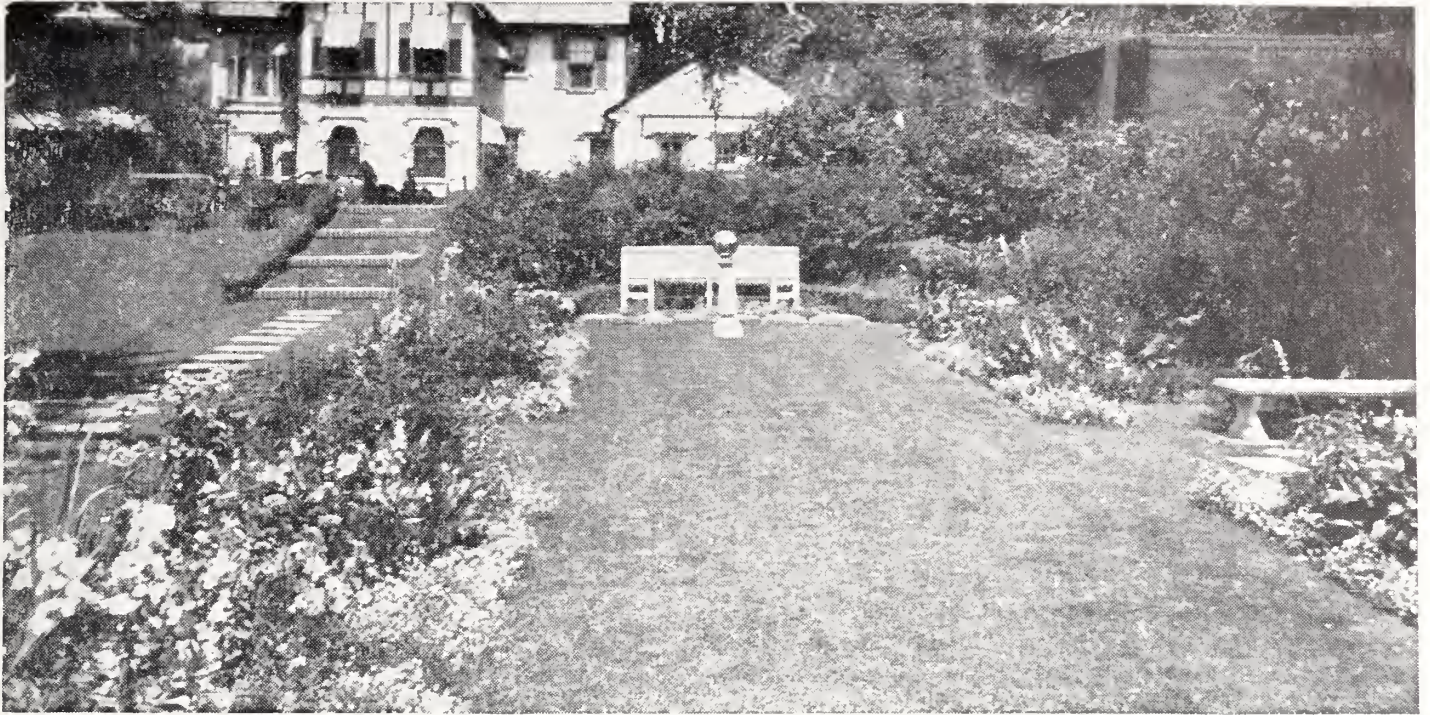
COLLECTION G.

TWELVE PROVEN STANDARD PRIZE WINNING DAHLIAS FOR THE AVERAGE GARDEN

Select one each of any TWELVE (12) of the following for only \$6.75

Aibonita	.50	Jove	1.00
Bethel's Beauty	1.50	King Tut	.75
Brockton Beauty	1.00	Marmion	.75
Calizona	.75	Nature's Jewel	1.00
Calumet	.75	Paradise	.50
Charlotte Lafrenz	2.00	Queen of the Garden Beautiful	.75
Doris Canney	1.00	Robert Treat	.50
Ellinor Vanderveer	.50	Sagamore	.50
Faith Garibaldi	1.00	Tehachepi	.50
Hathor	1.00	Wandel Beauty	.75
		Yankee King	2.00

One each of any TWELVE of the above list (Collection G) only \$6.75



FOR BEAUTIFUL DAHLIAS

All dahlias require a complete, balanced diet for full growth and beauty. The best seeds or roots will not produce good results if grown in a soil which is deficient in any one of the many necessary food elements.

One of the secrets of growing large, delicately tinted dahlias, that bloom earlier and last longer, is feeding them a square meal. VIGORO, the complete, scientifically balanced plantfood, is this square meal. By using VIGORO you may be sure your dahlias have all the nourishment they need.

VIGORO is easy to use, and economical. Simple directions for feeding everything you grow accompany each bag or package. Dahlias in our display garden are regularly fed with VIGORO, and we therefore recommend it to you.

*A square meal for
lawns and flowers
is 4 lbs. of Vigoro
per 100 sq. ft.*

Prices

Upon

Application

VIGORO
Complete plant food

A Product of Swift & Company



