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PIETERS-WHEELER SEED COMPANY
GROWERS OF HIGH GRADE SEEDS

L. W. WHEELER
PRESIDENT
& GENL. MANAGER

CARROT
ENDIVE
LETTUCE
ONION
MUSTARD



PARSLEY
PARSNIP
RADISH
SALSIFY
SWEET PEAS

CABLE ADDRESS
WHEELER GILROY
CODE
AM. SEED TRADE

GILROY, CALIFORNIA



NEW YORK LETTUCE
PIETERS-WHEELER SELECT STRAIN

THESE HEADS WERE TAKEN FROM A REGULAR SHIPPING CRATE
(SEE LETTER ON BACK)



HARVESTING FOR MARKET A 400-ACRE FIELD OF PIETERS-WHEELER SELECT NEW YORK LETTUCE

HISTORY

NEW YORK LETTUCE was introduced into the United States by Peter Henderson and Company in 1896. This variety is known in Europe as Neapolitan and Webbs Wonderful, and in this country as Los Angeles Market.

DESCRIPTION

NEW YORK LETTUCE is of the cabbage head type; dark green in color, exceedingly crisp, firm, hard heading, and stands shipping better than any other sort. Its excellent quality commends it on all markets. It is often served in hotels and restaurants under name of Iceberg, a misnomer, the latter variety differing in color and firmness.

DISTRIBUTION

NEW YORK LETTUCE is probably the variety most grown for shipping, upwards of 20,000 acres being grown for market. The Imperial Valley has shipped this season to date, March 20, 1922, over 5,000 carloads. This variety is also being grown in large acreages in Arizona, Idaho, Washington and Texas, and is in constant supply throughout the year and always in demand.

The field of New York Lettuce shown herewith is one of the Hunt-Hatch Company in the Imperial Valley. The individual plants shown on the front cover were taken from a regular shipping crate which the Cuff-Archias Seed Company, of Brawley, California, sent us. (See letter on back.)

New York Lettuce is the most difficult variety we have to grow. Owing to the density, the heads have to be opened to allow the seed stalk to come through. The variety is a very shy seeder and yields less than one-half the seed of other sorts. Great care has to be used in harvesting as the seed shatters easily and a strong wind sometimes wastes a large portion of the crop of seed.

New York Lettuce was originally a conical shaped type. By constant selection and working from individual selections we have developed a **Flat Headed Type**, making a larger and heavier head. This strain is extremely hard to fix. Our select strain we believe to be superior to any now grown, and we hope in another year or two to have the type fixed.

Our sales have shown a steady increase and our contract booking for the past five years has been:

1918, 6,000 lbs.; 1919, 10,000 lbs.; 1920, 21,000 lbs.; 1921, 24,000 lbs.; we have booked at this date, March 25, 1922, 43,500 lbs.

All dealers should carry a good stock of New York Lettuce. If interested, **write for prices on this or any variety of lettuce.** We have **IMPROVED STRAINS** of many sorts.



ANOTHER VIEW OF THE 400-ACRE FIELD OF PIETERS-WHEELER SELECT NEW YORK LETTUCE
AS GROWN BY HUNT-HATCH & CO. IN IMPERIAL VALLEY.

CUFF-ARCHIAS SEED CO.

THE LARGEST SEED HOUSE IN THE WORLD BELOW SEA LEVEL

SEEDS, BULBS AND PLANTS
INSECTICIDES AND POULTRY SUPPLIES
CUT FLOWERS AND FLORAL DESIGNS

IMPERIAL VALLEY SEED DEALERS
FOR IMPERIAL VALLEY GROWERS

D. N. Shoemaker

Mar 2 1922

BRAWLEY, CALIFORNIA

March 15, 1922.

PIETERS-WHEELER SEED COMPANY,
GILROY, CALIFORNIA.

This Company gives no warranty, expressed or implied, as to purity, description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and we will not be in any way responsible for the crop. We quote subject to immediate acceptance, stock unsold, conformation of orders, stenographic errors and omissions, delays and contingencies beyond our control.

GENTLEMEN:

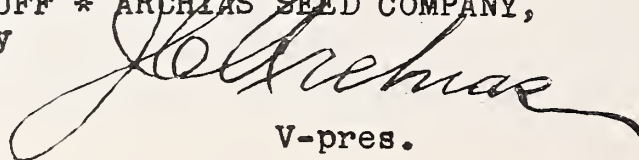
We are sending you, by prepaid express, a crate of New York Special Lettuce. This crate came from the four hundred acre Lettuce ranch of the Hunt-Hatch Company, and was grown from your seed, which was supplied by us.

We are mailing photographs of this field, under separate cover. We believe that this is the largest field of lettuce in California, and the Hunt-Hatch Company is very well pleased with the stock, as the heads are uniform, and of the flat, cabbage type. This is the strain most desired.

This field has been largely instrumental in increasing our Lettuce Seed business. We will doubtless wish to increase our order, for seed, with you.

How late can you book us for another ton or two?

Very truly yours,
CUFF * ARCHIAS SEED COMPANY,
By



V-pres.

JCA:G