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1938



RICHARD DIENER
AND HIS NEW
GIANT DOUBLE
SHASTA DAISY
(G. MARCONI)

Richard
DIENER

NURSERY

OXNARD, CALIFORNIA

PLANT, SEED & BULB GROWER



No. 42 LARGE DOUBLE
FRILLED MIXED

INTRODUCTION

I herewith offer my new catalog for 1938, and I wish to draw your special attention to my new giant double Shasta Daisy "G. Marconi"; also to my new Petunia "Santa Barbara", which was highly favored by everybody who saw it this summer.

Our Amaryllis won first prize at the Amaryllis show which was held in conjunction with the Los Angeles County Fair at Pomona, California, September 23rd, and in spite of the very unfavorable weather conditions we were able to make a fine display of both the Everflowering Mammoth Hybrids and the Equestris Hybrids, both varieties taking first prize.

In January and February of this year we had two heavy freezes. Several times the thermometer went as low as 24, which is the lowest in temperature and the hardest freeze this section has experienced in 60 years, and some very peculiar things happened; for instance, some varieties of Pelargoniums were frozen down to the ground, while others growing alongside of them were unharmed. I made a great many crosses with the Pelargoniums, which is a very difficult task, inasmuch as it is almost impossible to get the seeds to ripen in this climate. In November, 1936, I planted about 500 of the seedlings from these crosses out in the open field and they were about 6 inches high when the heavy frost came. Pelargoniums had never been harmed before by frosts, so the young seedlings were not protected. The result was, I lost about half of them and I might have lost some of the finest, but among those that were left were some very outstanding ones, new colors and immense flowers, many of them having 12 to 15 flowers to the stem. Some of these outstanding varieties of Pelargoniums will be put on the market in 1938. Although we received many favorable comments on our Pelargoniums sent out three years ago, I will only name such varieties as are larger and better than those heretofore put on the market.

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

Your past patronage has been appreciated, and I can assure you that any selection you make from this catalog will assist materially in making your garden an outstanding one for beauty and admiration.

Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura county, on the main line 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 is one of the nicest, cleanest little towns in California.

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.

Richard Diener

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.

All other correspondence should be addressed to Richard Diener and marked **PERSONAL**.

Foreign Customers—Make remittance through a reliable bank or Express Company. Personal checks not accepted.

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: I 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 me.

To satisfy my customers in every way has been my first aim. Bulbs found not true to name should be retained by the customer and I 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 me, please do not hesitate to do so and I shall correct any error. I 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, as I had orders last year which I was unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

Order Early: 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 I 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.

NOTICE: Please keep this catalogue and read it over carefully. It contains answers to most of the questions usually asked me by customers. In the future when such questions are asked we shall refer customers to our catalogue. 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.

AMARYLLIS

(Diener's Everflowering Mammoth Hybrids)

I have given quite a bit of my time to the development and improvement of Amaryllis. I 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 I found some of my 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 re-potted 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 outside 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 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 my 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. I have some very outstanding specimens, but so far, with the exception of a few, I have not named any. 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 23, 1937, and both my 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, my 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. Bulbs will be sent by American Express, charges collect.

**DIENER'S EVERFLOWERING
MAMMOTH HYBRID
AMARYLLIS**

No bulb or plant orders filled for less than \$1.00. Amaryllis bulbs will be shipped by express collect.

Flowering Size Bulbs

	Per	
	Each	Hundred
Average diameter 2¼ inches	\$.25	\$25.00
Average diameter 3½ inches	.50	50.00

Fancy specimens with large flowers from **75 cents** each to **\$50.00** each, according to size and quality of specimen.

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

**DIENER'S AMARYLLIS
EQUESTERIS HYBRIDS**

Flowering Size Bulbs

	Per	
	Each	Hundred
Average diameter 2¼ inches	\$.25	\$25.00
Average diameter 3½ inches	.50	50.00

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



AMARYLLIS
Diener's Everflowering Mammoth Hybrid

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**

NEW PELARGONIUMS



No. 6. GIANT VENUS



CUTTINGS IN 3-INCH POTS

PELARGONIUMS

(Lady Washingtons)

Diener's Newest Everflowering Hybrids

These new Pelargoniums, all my 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. 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 for 25c

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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 for 25c

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

Young rooted plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 for 25c

No. 15. PASO ROBLES.—Carminé. 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 plants25c each
Unrooted cuttings4 for 25c

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 plants25c each
Unrooted cuttings4 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 plants25c each
Unrooted cuttings4 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

Fayetteville, New York, March 15, 1937.
 Mr. Richard Diener, Oxnard, California.
 Dear Sir: I am enclosing a dollar bill for which please send me Pepper Tomato seed. Although I raise several other varieties of tomatoes for the market, my own family and friends never think of using any other tomato than the Pepper, either for eating or canning. They just ignore the others
 Sincerely yours,
CLYDE S. MARCELLUS.



LILIUM (Philippinense)
Diener's White Hybrids

LILIUM (Philippinense)

Diener's White Hybrids

Crossed with *Lilium 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**

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**

Wellfleet, Massachusetts, March, 1937.
 Mr. Richard Diener, Oxnard, California.
 Dear Sir: I am enclosing order for Tomato and Cucumber seeds; also for *Gladiolus* bulbs.

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. This coming season I am enlarging my hotbeds in anticipation of the demand for the really wonderful Pepper Tomato.
 Sincerely,
CLARENCE W. RYDER.

* * *

Winnipeg, Manitoba, Canada, April 5, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Sir: 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.

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.

GLADIOLUS PRIMULINUS HYBRID SEEDS

This is a very fine mixture of Primulinus Hybrids which have been crossed with the large Gladiolus and many beautiful things will be found among them.

Package 25c (About) 1000 seeds \$1.00

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 my crossings of the last few years, I 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

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

Worthington, Ohio, January 5, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: 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.

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 I have made, and almost every seedling is different. Sow out like Amaryllis.

Package 25c

6 Packages \$1.00

Apartado 701, Mexico City, Mexico, March 22, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Many thanks for the remarkably speedy service your firm gives its clients. The packet of Monster Petunia seeds arrived so quickly that I was astonished. I have never had such smart service from any other firm in my life.

The great care and the various precautionary measures for preserving the packet of seeds in transit also evoked my admiration.

I do not know if my future needs in seeds will include any of the varieties you sell, but I can assure you that if I require any of the plants or seeds you sell, your firm will get my order. Furthermore, I shall recommend you to my garden-owning friends.

Yours sincerely,

V. E. DILLON.

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

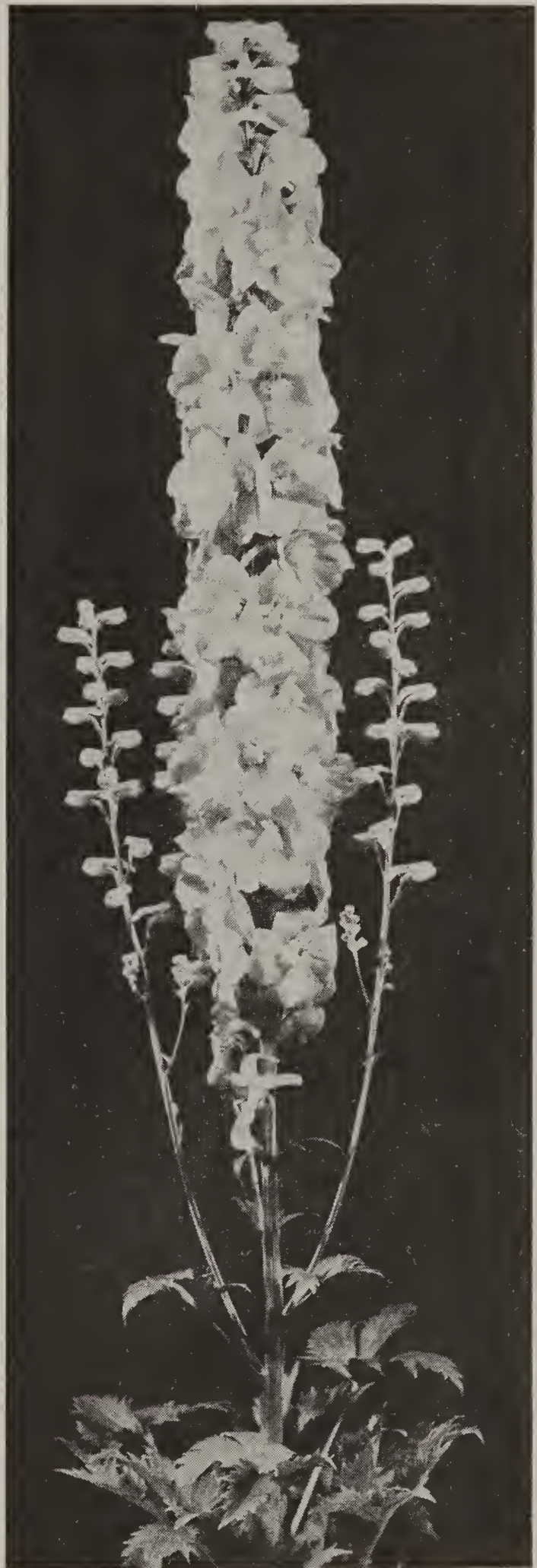
DELPHINIUM SULPHUREUM

(Hardy Perennial)

This large flowering canary yellow variety has flower spikes 3 to 4 feet tall and is a beautiful orchid-like Delphinium, easy growing. It dies down after flowering and forms a blackish-looking bulb in the ground. They need no water during the rest period. This variety produces very few seeds. Seeds offered here are of our 1937 raising. Sow out during the fall.

Package 50c 6 packages \$2.50

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.



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

Riverhead, L. I., New York, June 22, 1937.

Mr. Richard Diener, Oxnard, California.

My dear Mr. Diener: I have had great success with your Delphinium, "Dreams of Beauty." We never had much success with other Delphiniums, so we appreciate this find.

Our Petunias grown from your seed have been greatly admired. Your Cynoglossum is away ahead of any other I have grown. Please advise me of any other of your specialties that you recommend for greenhouse bloom.

Yours sincerely,

MRS. W. O. PENNY.

Danielson, Conn., May 28, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Enclosed find check for \$2.00. Please send one trade packet of your new seed, "Dreams of Beauty" Delphinium.

We forced your Delphinium from seed planted last August and were very well satisfied with results. Please send immediately.

Very truly yours,

WILLIAM I. LOGEE.

DAHLIA SEEDS

For years I 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. I 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 me 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 TYPE

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

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

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

THE FANTASY DAHLIAS

This new type Dahlia is one of my own creations. I have been working 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 me 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 my 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**

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.

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**

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** 1/2 oz. **\$1.75**
1 oz. **\$3.50**

Dallas, Texas, November 24, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Enclosed find check, send me the Petunia seed listed in my order.

I have been growing fancy Petunias for more than twenty years, and have had better success with your flower seed than any other. I first started with German seed, but since coming in contact with yours, no more foreign seed for me.

Yours respectfully,
SAAL'S FLOWER GARDENS.

Bemidji, Minnesota, February 5, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I was reading over the letters in your catalog and noticed that you didn't have any from Minnesota. 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.

PETUNIA SEEDS

Petunias are still one of my greatest specialties, and we spare no trouble or expense to give our customers the finest seeds possible. This year we have had long spells of damp, foggy weather, which made it very difficult to produce seed from some of the double varieties, and so the crop is light of some double varieties. Our new variety "Santa Barbara" is a giant Pink Gloria. I exhibited some flowering plants at the Pacific Coast Seed Men's Convention at Santa Barbara, and they certainly made a hit, and I am sure they will with you.

This year we had 120,000 plants in three-inch pots. This is an expensive method of handling, but insures a higher quality of seed. Some people are under the impression that every single seed should be true to description. The Petunia occasionally has the habit of reverting to the original type so that now and then a small purplish flower will be produced. Those reverting to the old type are usually the first to bloom. Let all the young plants come up before discarding them and you will find that the majority will be as described.

Petunia seeds, when sent to the Gulf States, Florida and States near the ocean, where warm, moist salt air is prevalent, should be sowed out soon after their arrival, as the seeds will soon lose their germinating quality in this atmosphere. This is the cause of many seed failures.

DIENER'S PETUNIA SEED: All of our varieties, single and double mixed:
 Trade Pkg. 50c Sample Pkg. 25c 1/64 oz. \$1.75 1/32 oz. \$3.50

PRICES FOR PETUNIA SEEDS IN QUANTITY

Note: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below:

Of the following numbers (not mixed together)
 1, 2, 3, 5, 6, 7, 8, 10, 15, 19, 20, 41, 46:
 1/64 oz. **2.50** 1/32 oz. **4.00** 1/16 oz. **8.00** 1/8 oz. **15.00**

Of numbers (not mixed together) 11, 14, 17, 21, 22, 23:
 1/32 oz. **3.00** 1/16 oz. **6.00** 1/8 oz. **12.00**

Of numbers (not mixed together) 38, 42, 44:
 1/64 oz. **5.00** 1/32 oz. **10.00** 1/16 oz. **20.00**

Note: The varieties that are not listed above will not be sold in quantity this year.

(Larger amounts on request.)

	Trade Pkg.	Sample Pkg.
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. 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
 1/4 oz. **\$2.50** 1/2 oz. **\$5.00** 1 oz. **\$10.00**

	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. 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. I shall have only No. 5 in that color henceforth)50	\$25
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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 diameter50	.25
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West Philadelphia, Penna., June 14, 1937.
 Mr. Richard Diener, Oxnard, California.
 Dear Sir: Your Petunias are unquestionably the most beautiful we have ever seen—or raised. Would you please send me an extra copy of your 1937 catalog as a friend of mine was so pleased with the Petunias that she wants a copy.
 Yours very truly,
 A. DONAGHY, JR.



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

- | | Trade
Pkg. | Sample
Pkg. |
|---|---------------|----------------|
| No. 4. WHITE WITH YELLOW CENTER
(Ruffled Monster) | \$.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. 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 my collection of Petu-
nias 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 Pe-
tunias in your garden this is what
you should order..... | .50 | .25 |

- | | Trade
Pkg. | Sample
Pkg. |
|--|---------------|----------------|
| No. 9. PEARL OF KENTFIELD. —
Flesh Pink Frilled with golden yel-
low 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 exist-
ence of Pearl of Kentfield, originated
by myself five years before.)..... | \$.25 | \$.10 |



No. 9. "PEARL OF KENTFIELD"

Beverly, Massachusetts, November 7, 1936.
Mr. Richard Diener, Oxnard, California.
Dear Mr. Diener: Had so much success with all seeds
purchased from you this past summer and particularly the
Petunias, they were marvelous. I am enclosing seed list
and check for same, which I wish you to fill as soon as
possible.
Yours very truly,
MRS. FREDERIC C. BARTLETT.

Cleveland Heights, Ohio, June 5, 1937.
Mr. Richard Diener, Oxnard, California.
Dear Sir: 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.

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 10. SALMON ROSE (Ruffled Monster).—Light veined center, five to six inches in diameter. (1934 novelty.) A very beautiful Petunia.....	\$.50	\$.25	No. 20. MAUVE (Ruffled Monster).—Center heavily veined with royal purple. One of my most exquisite and most popular varieties. Average flowers five inches across. Very fragrant	\$.50	\$.25
No. 11. DIENER'S BLUE .—I 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. 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. 12. COPPERY PINK and WHITE VARIEGATED (Ruffled Monster) with golden yellow center. Flowers 5 to 6 inches in diameter.....	.50	.25	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. 13. HELIOTROPE (Ruffled Monster).—A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine.....	.50	.25	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. 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 flowers25	.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. 15. PURPLE AND WHITE .—Especially adapted to window boxes or hanging baskets50	.25	No. 30. FLAMING VELVET .—Brilliant velvety mahogany red, of medium size flowers. A very outstanding novelty25	.10
No. 16. WHITE BEAUTY .—Single, heavily fringed, about four inches. Snow white, semi-dwarf25	.10	No. 41. COPPER RED (Ruffled Monster).—Smoky center, five to six inches in diameter. After years of crossing I 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 come50	.25
No. 17. PALE SULPHUR YELLOW .—Flowers single with heavily frilled edges25	.10			
No. 18. VARIEGATED HEAVY RUFFLED .—Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers four to five inches across (Ruffled Monster)50	.25			
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 existence50	.25			

McRae, Georgia, November 24, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: 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 catalog.

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.

	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

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. I have been working 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



No. 42. IN 3-INCH POTS

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	

Bar Harbor, Maine, February 8, 1937.
Mr. Richard Diener, Oxnard, California.

My dear Mr. Diener: 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.

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 33 (Our 1937 Novelty) DOUBLE DAINTY LADY (Yellow).—Is of the same color as Dainty Lady Single, and is the first yellow double. I 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. 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. 42. LARGE DOUBLE FRILLED MIXED. —After years of crossing and selection I have produced this double strain, which stands highest today commercially. The color plate in this catalogue 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 catalogue 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	No. 48. LA FRANCE PINK. —Double Carnation flowered type. Strongly veined rose pink. Heavily frilled petals. Medium size. A beautiful petunia	1.00	.50
1000 seeds	1.50		No. 49. DOUBLE ROSE PURPLE (or Mauve Pink) and WHITE VARIEGATED. —Around four inches in size. A popular color.....	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
			No. 54. MAUVE DOUBLE. —Dwarf and compact grower. Very free flowering. A color which most people prefer	1.00	.50

Fresno, Ohio, December 22, 1936.
Mr. Richard Diener, Oxnard, California.

Dear Sir: Please find enclosed another order for Petunia seed. I have built up a good business at my greenhouse by having Petunias grown from your seed, for when a new customer comes in the first thing they say is, "I hear you have such wonderful Petunias," and they all say that they are the finest they have ever seen.

In closing, thanks for your patience and time in trying to produce such fine seed for us florists and flower lovers.

Yours,
ARCHIE HAMILTON.

Peterboro, Ontario, Canada, February 16, 1937.
Mr. Richard Diener, Oxnard, California.

Dear Sir: Please rush the enclosed order. My Petunias last year from your seeds were of exceptional beauty and contained many varieties that I hadn't seen in the Ruffled Giants before.

Wishing you every success.

Yours truly,
HACK FOWLIE, Florist.

Cleveland, Ohio, October 7, 1936.
Mr. Richard Diener, Oxnard, California.

Dear Sir: I have had a very successful summer with the flowers from the seeds which you sent me last April. The Petunias have attracted special attention and the other flowers have caused considerable enthusiasm.

Yours very truly,
E. NESBIT.

Nelson, B. C., Canada, February 2, 1937.
Mr. Richard Diener, Oxnard, California.

Dear Sir: I feel after growing Petunias from your seeds for the past three years, I should offer you a few words of congratulations upon the success that can be obtained from your Petunia seeds. I only have a small flower plot but the show is magnificent, and is admired by all friends and passers by.

The only means I have in starting my seeds is in small

boxes in the kitchen window, from which I get excellent results. As soon as the weather permits, I transfer to cold frames. I have given many dozens of plants to friends. I can safely state that I have had practically every specie as printed on your double plate, from your mixed package. Last year I had a great surprise, I grew a double ruffled pure white at first, then other blooms with a beautiful yellow throat. It was greatly admired.

Very truly yours,
A. V. ROWLEY.

Cleveland, Ohio, July 25, 1937.
Mr. Richard Diener, Oxnard, California.

Dear Sir: The success I have had as an amateur with your Petunia seeds, both the Ruffled Monster and the Double Ruffled, has led me to try your Pansies.

The Petunias I have raised from your seed are so outstanding that they are the show of our neighborhood. Next spring I am going to try some other varieties of your seeds as well as more Petunias.

Sincerely,
H. S. BENNETT.

Jacksonville, Florida, May 24, 1937.
Mr. Richard Diener, Oxnard, California.

Dear Sir: You have not heard from me for a long time, but you ought to see the Petunias from last year. I raised them last year in 1936 from seed and had them in small 4 to 6 inch pots and this spring I put them into the open ground with plenty of old manure and you never have seen anything like it. They came back, although a year old and worn out in the small pots, rootbound and everything else, but they came back like a living picture.

Yours very truly,
MURRAY HILL DAHLIA FARM,
John D. Bischoff.

Boise, Idaho, December 10, 1936.
Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I have used your Petunia seeds for several years and get a wonderful lot of pleasure out of them—also my friends, because I give large quantities away.

MRS. R. M. LOREE.

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.

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.

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

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work, I 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 me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. (See the book page at the end of catalogue.)

Stuart, Florida, April 2, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The seed of the choice Petunias I purchased of you are now plants in bloom and though it has been dry I have at least 500 plants, so my friends call the yard, "The Garden of a Thousand Flowers." The large, gorgeous flowers are admired by all who pass. I have loaned my catalog and would consider it a favor if you could send me two extra copies. Often strangers in passing ask me where I get my seeds, say that they have never seen such wonderful Petunias.

Yours very truly,

L. H. TOUSSAINT.

New York City, New York, February 7, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I bought last fall some of your seed—we planted the Petunias in our small greenhouse and then set them out in the spring. Never have I seen such flowers. Everybody who saw them was really excited by their size and beauty of color. I want to thank you for giving us small garden lovers the opportunity of growing these Petunias, which are pure joy to behold.

Yours,

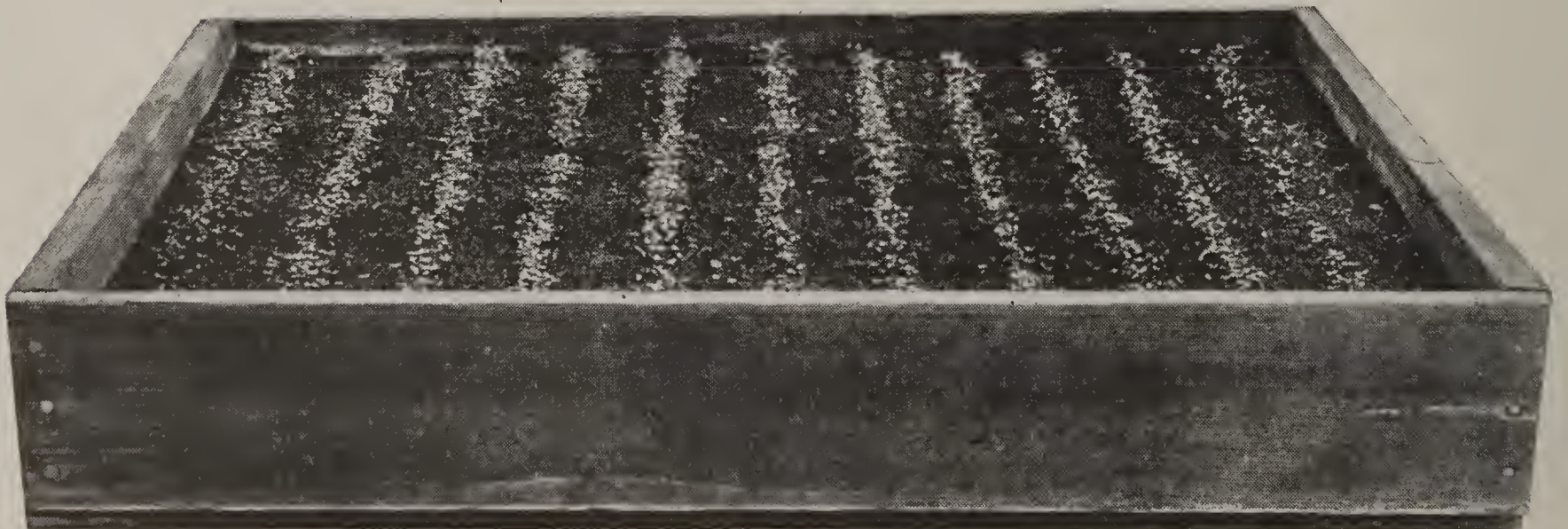
BERTHA CASE.

OUR WAY OF SOWING PETUNIA SEEDS



PETUNIA SEEDLINGS EIGHT DAYS AFTER SOWING

As the proper way in sowing Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100% germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. Boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.



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.

The back cover of the present catalog is a reproduction in actual color of my Gerbera. The picture shows these flowers in about half their actual size. I predict 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)

See color reproduction of these flowers
 on back cover of catalog.

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 cheese-cloth 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 cheese-cloth. 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.

Hollywood, California, August 25, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I had some Zinnias and Aster seeds from your nursery and I had marvelous results. The plants are beautiful. All my friends admire them so much.

Cordially yours,
 TERESA BRACHO.

* * *

Laurel, Montana, March 31, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: We have some lovely bulbs from your last year's Dahlia seeds and they bloomed in spite of the grasshoppers eating them off time and time again. We are flower lovers and do appreciate GOOD hybrid seeds.

Yours very truly,
 MRS. F. A. EOFF.

SHASTA DAISIES

For the last ten years I have given the Shasta Daisy special attention, and my efforts have been very successful. I believe I have at present the largest and finest double and single Shasta Daisies in existence, all of my own production. The majority of them are of the much preferred Chiffon type, which has made a sensation with our customers. On the front cover of our catalog we have pictured my new Shasta Daisy, "G. Marconi," named for the Italian inventor of wireless. This Shasta Daisy, I believe, is the largest double Shasta Daisy today, the flowers are around 7 inches in diameter and the stems are 2½ to 3 feet long. They resemble large Chrysanthemums. If the flowers are removed from the plants when in full bloom and not left to go to seed, the plants will bloom continually summer and winter. This should be a fine variety for greenhouse winter culture when grown in ground beds under glass. The growth of this variety is strong and very healthy. It brings very few seeds, but every one of the seedlings has been double.

Many people do not realize that such great advancement has been made with this wonderful flower. So 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"

(See front cover)

Of all the thousands of Shasta Daisies I have raised the last few years, this variety is the most highly perfected in size, shape and growth. I believe it is an excellent winter variety for greenhouse growing in cold climates for cut flowers. For this purpose I 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, while they last, \$1.00 each, \$10.00 per doz.

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.

Packet 50c 6 packets \$2.50

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.

Terre Haute, Indiana, December 24, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Two seasons back I planted one packet of your double Shasta Daisy seeds. I grew 91 plants to flower. Of these, I am working up a stock of eight. Two are fully double, showing very little center, five are semi-double with very yellow centers and somewhat quilled petals and one very broad petaled flower with a good center. I mulched very little last season, and they came through a 20° below winter with a loss of only 10 per cent. The intense heat of last summer had little adverse effect on them. Several bloomed again in October. They certainly make a good item for cut flowers.

CONOVER'S FLOWERS,
Jas. F. Conover.



FUCHSIA SEED

(Lady's Ear-Drops)

Single and double mixed, from my 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

Dayton, Ohio, July 30, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I have had your Daisies for several years, and this year the single broad petal strain were simply gorgeous. They started blooming the first week in June and are still going strong at this time with literally hundreds and hundreds of blossoms since beginning. Everyone who sees them marvels and inquires as to the source of the seed.

Yours very truly,
GEORGE H. FOX.



ANNIE LAURIE

SWEET PEAS

(Early or Winter-Flowering)

	Per Pkg.
No. 1. PENROSE .—Clear rose to rose pink. An unusually fine variety.....	\$.25
No. 2. CHEVALIER .—Rich rose; beautiful color and magnificent size.....	.25
No. 3. ANNIE LAURIE .—Pure rose pink, large flowers25
No. 4. BURPEE'S SALMON .—Beautiful rich salmon, large blooms. Vines bloom profusely. (35 seeds).....	.25 3 packets..... .65
No. 5. MRS. KERR .—Beautiful salmon shade. A perfect flower and a great favorite.....	.25
No. 6. BURPEE'S ORANGE .—Bright orange, large flowers and extremely popular.....	.25
No. 7. FLAMINGO .—Bright rich salmon-pink. Wings of orange-pink blending into salmon-pink effect. Flamingo is good any season25
No. 8. WHITE ROSE .—Pure white, long stems. Very full appearing almost double.....	.25
No. 9. SNOWSTORM IMPROVED .—Unusually large white flowers. Long, strong stems....	.25
No. 10. BURPEE'S WHITE .—Large pure white blooms of heavy substance on long, wiry stems. Have a rich fragrance. (35 seeds)....	.25 3 packets .65
No. 11. GLORIOUS .—Warm rosy purple flowers on long, stiff stems.....	\$.25
No. 12. BURPEE'S LAVENDER .—Lovely light Wisteria-lavender. An appealing rich yet soft tone, large flowers.....	.25
No. 13. MAUVE BEAUTY .—Rosy mauve, much admired, 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. 16. MARY LOUISE BOK .—One of the finest clear blues. Large flowers and of vigorous growth25
No. 17. MAROON PRINCE .—Deep reddish maroon. Large flowering, long stemmed, free blooming25
No. 18. ILLUMINATION .—Bright salmon cerise with delicate orange suffusion. Always attract attention. Brighter under artificial light25
No. 19. FIRE KING .—Brilliant fire-red. An unusually rich color and large flowers.....	.25
No. 20. GLITTERS .—Bright orange scarlet. Startlingly beautiful and always compels attention. Fine, long stemmed sprays.....	.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 placed25
No. 23. PEACHBLOW .—Clear rose pink on cream. Large, well formed flowers, frilled. Very popular, good florist variety.....	.25
No. 24. PEERLESS PINK .—Glowing pink on cream ground. Fine combination of colors and large flowers. An ideal florist variety25
No. 25. BELLE .—Delightful shade of rose pink on cream background. Large flowers on long stems. Very attractive.....	.25
No. 26. GIANT ROSE .—Very large rose pink variety with waved blooms on long stems25
No. 27. BURPEE'S GIANT PINK .—Beautiful pink blending with soft rose. Vigorous grower and exceptionally free flowering.....	.25
No. 28. MRS. CALVIN COOLIDGE .—Glorious bright salmon pink. Very large blooms and gracefully waved25
No. 29. CHEERFUL .—Rich salmon-cerise shade. Graceful and showy blooms on long stems25
No. 30. GLEAM .—Lovely new shade, clear geranium pink with suffusion of cherry pink. Large, well frilled flowers.....	.25
No. 31. GEORGE W. KERR .—These beautiful bright orange blooms are sure to appeal to everyone. Plants of vigorous growth with long flower stems. A prize winner wherever exhibited25

SWEET PEAS

- Per Pkg.
- No. 32. RED BIRD.**—Bright crimson red blooms with velvety sheen of brilliant tyrian rose....\$ **.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**
- 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**
- 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.

Note: Each package of Burpee's Salmon, Burpee's White, and Felice Gunther contains about 35 seeds (being special varieties) while the other varieties contain about 95 seeds.

TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My 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 I 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**

RAINBOW FREESIAS

For many years I have made crossings of this lovely flower for larger flowers, more intensive colorings and very long stems, which I have been very successful in doing without losing their fragrance.

I have only the seed for sale at present, as I am increasing my stock of bulbs before putting them on the market. Seedlings will flower four months after sowing if handled correctly. Flowers are very beautiful and will give the highest satisfaction.

1/8 oz. **35c** 1/4 oz. **60c** 1 oz. **\$2.00** 4 oz. **\$6.00**
(1 ounce contains about 3000 seeds)

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.

HEMEROCALLIS

(Day Lily) (Hardy)

I am now offering seeds of my 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**

FREESIA SEEDS

These are from my 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 I believe there is nothing better in existence. I am increasing the stock from some of my 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**

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**

Bell, California, November 6, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: A lady in Downey, California, who has the most beautiful Delphiniums I have ever seen, told me she bought her seed from you. I have never tried raising them, so if you have any literature on how to grow them I would appreciate it so very much if you would please send me the price of your seed and literature, and I will send you my order.

Sincerely,
MRS. STANLEY GREGORY.



DIENER'S NEW ALL-DOUBLE SHASTA DAISY SEEDS

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

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

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

Dear Sir: 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.

* * *

Berkeley, California, July 6, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Enclosed please find check for which please send me the enclosed order.

May I take this occasion to say that the Pelargonium cuttings I bought earlier this season have all rooted, and

practically all have bloomed. They are perfectly beautiful. I have also had many compliments on my Petunias which were raised from Diener's seed.

Thanking you, I am,

Sincerely,
LLOYD STANFORD.

* * *

Fredericksburg, Iowa, November 27, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The Pelargoniums ordered from you last spring turned out beautifully. Everyone who sees them admires them and realizes at once they are no ordinary Martha Washington Geranium. I shall be sending you another order for additional varieties next spring.

Yours very truly,
MARIE KNOX WENDT.



CONWAY GIANT

PHYLLO CACTUS, MAMMOTH FLOWERING THORNLESS

These giant flowering Cactus 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. I have made a great many crosses and have many thousands of seedlings growing. The list of these Cactus will be increased many fold by the superior varieties from these new crosses.

- | | |
|---|---|
| No. 1. EPIPHYLLUM CRENATUM —White, large. | No. 6. ARGUS —Large pink. |
| No. 2. CONWAY GIANT —Bright red with purple center, 10 to 12 inches in diameter. | No. 7. MEGERETA —Rodamine purple, 9 inches in diameter. |
| No. 3. EPIPHYLLUM ALBUM SUPERPUM —Large, white. | 25c each in 3-inch pots |
| No. 4. GLORIA —Bright red, very broad petals, 10 to 12 inches in diameter. | Collection of the above varieties, \$1.50 |
| No. 5. ROSEOR SUPERBA —Salmon pink, 9 inches in diameter. | No bulb or plant orders filled for less than \$1.00. Plants will be shipped by express collect. |

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.

VULCANO—Burgundy red, long stems.

ISABELLE—A ruffled bronze and yellow.

Price of each of the four 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.

WHITE—(Dark Center). Very large.

BLACK—Nearly all jet black.

GRAND DUKE MICHEL—The largest all-white Pansy.

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

MADAME PERRETT—Bordered white; colors—pink, wine and red.

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 eleven 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 21 varieties at:

5 packages, assorted colors.....\$1.00
All 21 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 above 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 I 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 cheesecloth 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.

AQUILEGIA—COLUMBINE

Long spurred, finest colors, mixed.

Package 25c

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. Mine 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

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

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
	1/2 oz. 50c	1 oz. \$1.00

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

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 I 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.

Roanoke, Virginia, August 3, 1937.

Mr. Richard Diener, Oxnard, California.

Dear Sir: 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.



GIANT IMPERIAL STRAIN OF LARKSPUR

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	1/4 lb. \$1.00	1 lb. \$4.00
Deep Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Yellow	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Pink	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Mixed	Pkg. 25c	1/4 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 1/4 lb. \$1.00 1 lb. \$4.00

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
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UPRIGHT BRANCHING ASTER

Flesh Pink (Pink Enchantress).....	"	.15
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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
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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
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(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
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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
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
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Half Way Tree, St. Andrews, Jamaica, B. W. I.,
January 24, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Thank you for your very prompt handling of my order. I would like to state that your Aster seeds have germinated very satisfactorily. Also, these are the only Aster seeds which we have been able to obtain during the past few months which have germinated in anything like a satisfactory manner.

Yours very truly,
P. VIVIAN JOSEPH.

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
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IMPROVED CREGO ASTER

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

Cattleya , orchid, new, fascinating....	Package \$.10
White	"	.10
Pink , shell pink.....	"	.10
Crimson	"	.10
Azure Blue	"	.10
Deep Rose	"	.10
Purple , or dark blue.....	"	.10
Rose Pink , lavender pink.....	"	.10
Finest Mixed	"	.10

Quantity prices for the above as follows:

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

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, 2 1/2 feet high.

White , turning to sky blue, dwarf.....	Package \$.10
Cinnabar , for border work.....	"	.10
Crimson	"	.10
Dark Blue , or purple.....	"	.10
White	"	.10
Deep Rose	"	.10
Light Blue	"	.10
Rose Pink , lavender pink.....	"	.10
Shell Pink	"	.10
Sky Blue	"	.10
Finest Mixed	"	.10

Quantity prices for the above as follows:

1/8 oz. 35c	1/4 oz. 65c	1 oz. \$1.75
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IMPROVED QUEEN OF THE MARKET

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

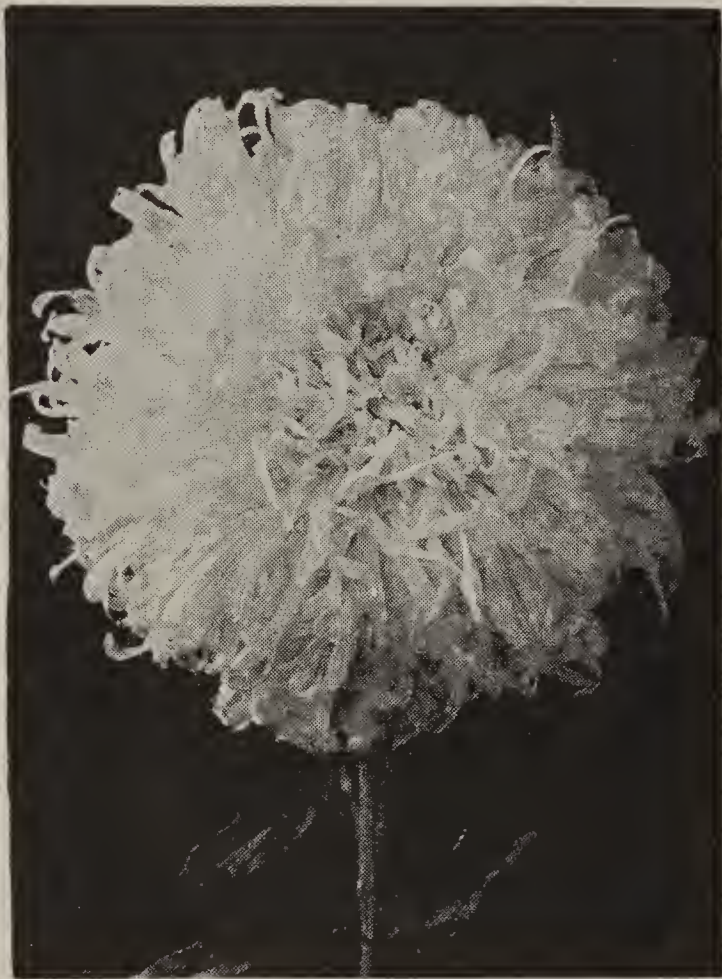
CrimsonPackage \$.15
Light Blue, or dark lavender..... " .15

MISCELLANEOUS VARIETIES

PEERLESS YELLOW

Best yellowPackage \$.10

HEART OF FRANCE, plants about 2 feet high, branching habit, flowers medium size, rich dark redPackage \$.15



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

Dawson, Yukon Territory, December 1, 1936.
 Mr. Richard Diener, Oxnard, California.

Dear Sir: I forgot to tell you in my last letter the seeds I ordered from you were over five days coming over the trail at weather 45 to 60 below all the way, but I sure had wonderful results from all that I ordered from you. Bulbs I cannot buy from you owing to all the red tape to get them here, so have to be content with Canadian bulbs.

Here's wishing you a bright Happy Xmas and another Prosperous New Year.
 Yours truly,
 G. BUTTERWORTH.

EARLY BEAUTY TYPE ASTERS

Azure Fairy, azure blue or dark lavenderPackage \$.15
Crimson " .15
Peach Blossom " .15
Purple " .15
Rose, pleasing deep rose..... " .15
September Beauty, flesh pink..... " .15
White " .15
 One package of each of above..... .60

Quantity prices for the above as follows:

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

Concord, Massachusetts, March 29, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: The Amaryllis bulbs which I got from you are flowering beautifully and are greatly admired by everyone who comes to the house.

Yours very truly,
 MRS. HENRY B. BIGELOW.

* * *

Fresno, California, February 17, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I am enclosing a small order for seeds which I will appreciate your filling at your convenience. Also, at this time I wish to express my appreciation and gratification for the Amaryllis bulbs which you forwarded to me some time ago. I divided these bulbs with a friend of mine, and we have both had marvelous results and beautiful flowers, much better than I really expected and I feel that you are entitled to this information.

Yours very truly,
 DR. ARTHUR J. HOOK.

* * *

Vinton, Iowa, March 6, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Sir: You will probably recall that a short time ago I wrote you regarding an Amaryllis bulb which I had purchased of you. I have taken good care of the bulb and it now has four gorgeous red blooms on it. It is a source of great admiration from friends who, like myself, never saw one growing with its bulb above ground. It doesn't have any leaves at all and there is another flower bud about an inch high at the center near where the first one appeared.

Yours very truly,
 MRS. L. E. WHITCOMB.

* * *

Melbourne, Florida, March 20, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Sir: The Amaryllis and Pelargoniums which I received from you last November are beautiful.

Yours very truly,
 W. BRINGOLF.

* * *

Bar Harbor, Maine, May 7, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: The Amaryllis bulbs which you sent to the Director's House at 1650 Orlando Road have doubtless arrived by this time, but unfortunately I was not there to see them being planted, as I have come east for the summer's work. I know I shall enjoy them when they are in bloom and am particularly eager to see the *Stalice Dixonii* which I so much admired last winter at Oxnard.

Please let me thank you most heartily for your generosity and niceness and believe me when I say that there are no *Petunia* seeds like yours and that it is always a pleasure to deal with you.

Very truly yours,
 BEATRIX FARRAND,
 Landscape Gardener.

* * *

Collingswood, New Jersey, April 4, 1937.
 Mr. Richard Diener, Oxnard, California.

Dear Sir: I am very much pleased with the Amaryllis seed and bulbs I received from you. I have 15 very nice plants from the seed 1 to 4 inches high. The bulbs bloomed most wonderfully.

Yours truly,
 WILMER WESCOAT.

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

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:

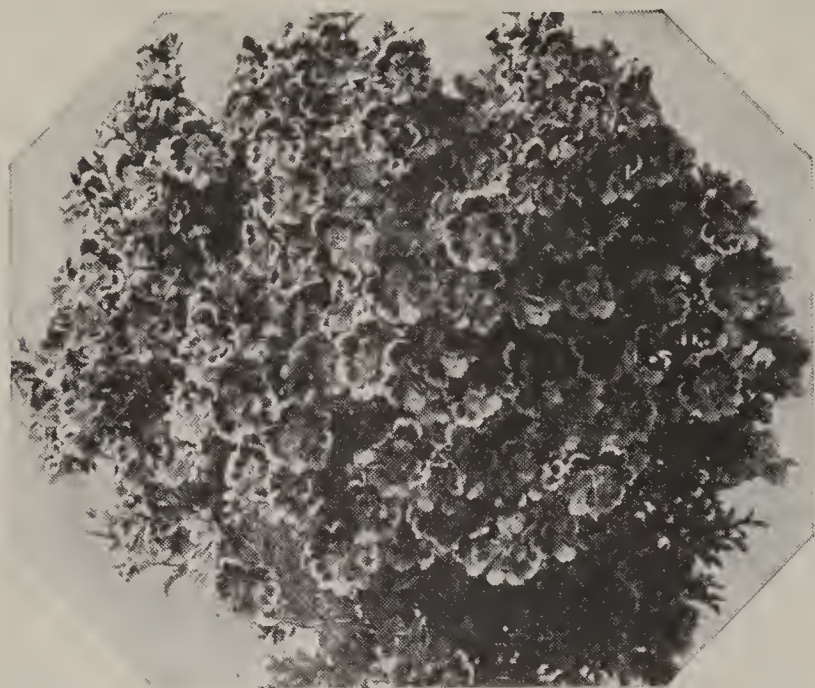
1/4 oz. 45c 1/2 oz. 75c 1 oz. \$1.25



NOVELTIES

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



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 colors.....Package \$.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 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



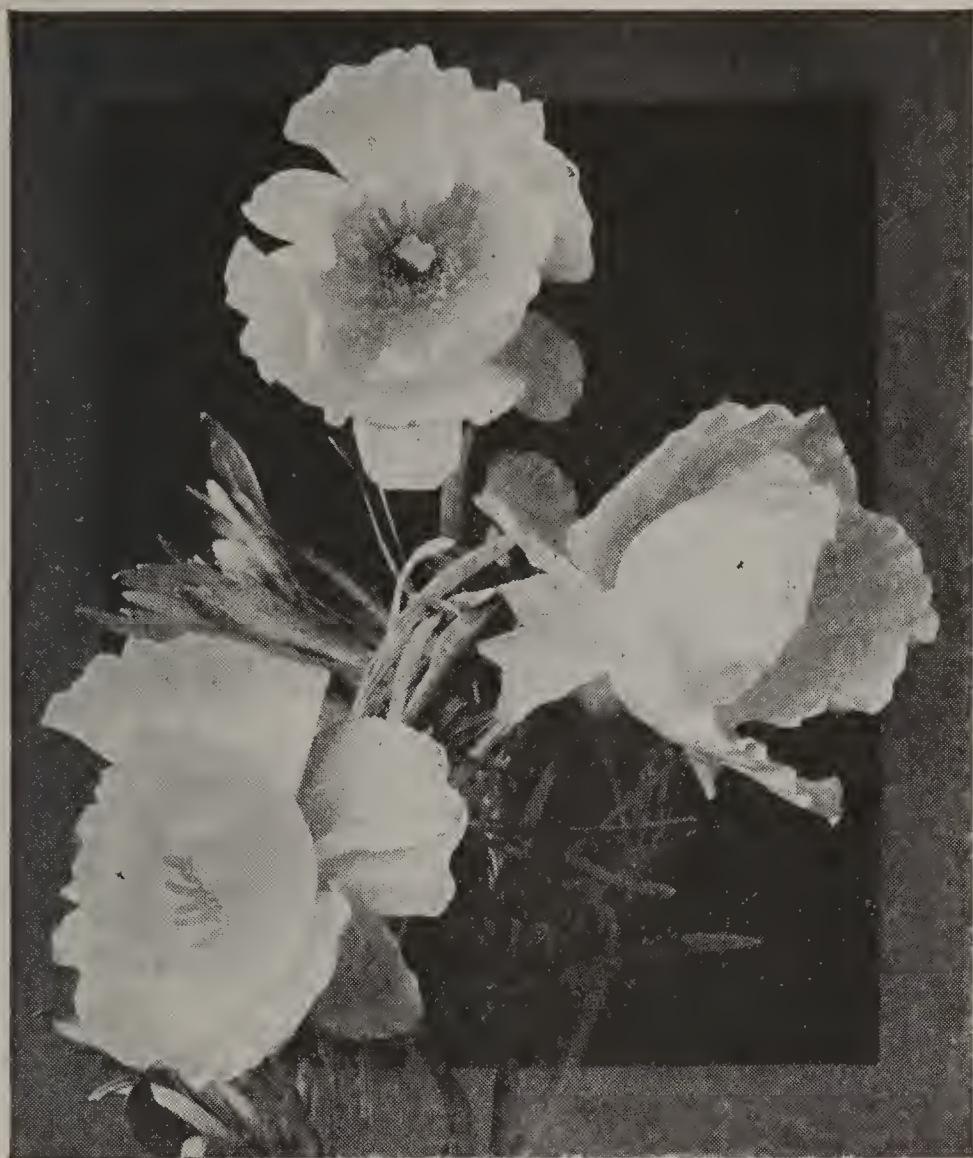
VENIDIUM FASTUOSUM HYBRIDS (Mixed)

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



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



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



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



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 BeautyPackage \$.25



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



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**

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**



ACROCLINIUM NEW LARGE FLOWERED DOUBLE HYBRIDS (Mixed)

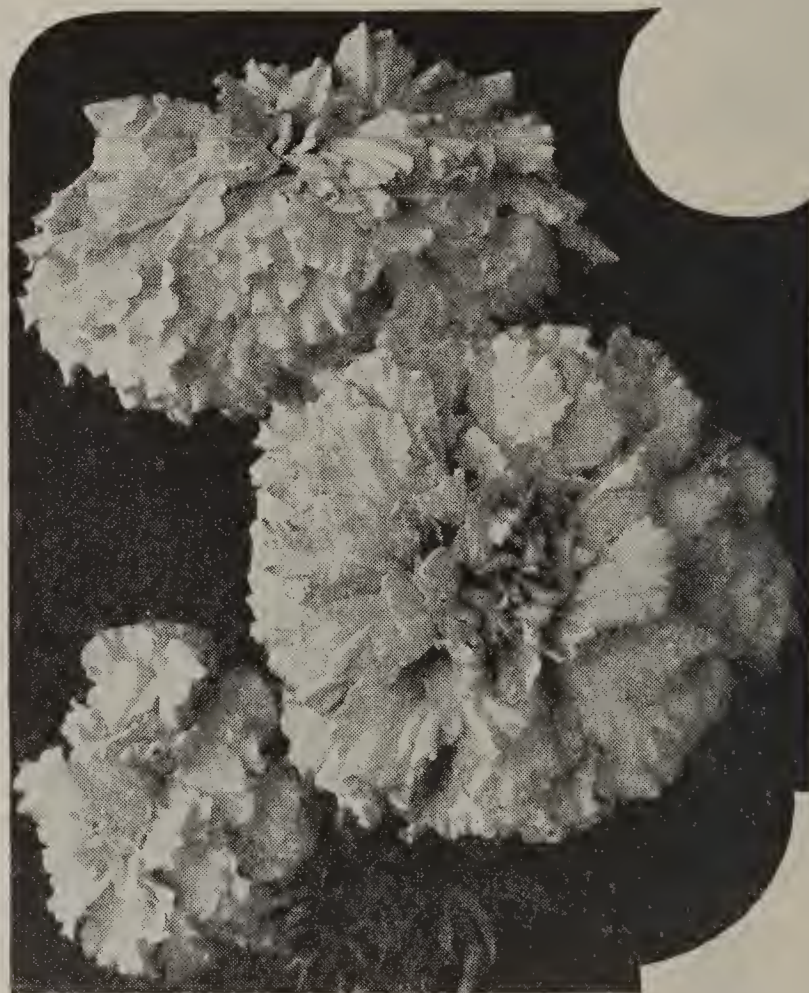
Hardy annual everlasting flowers, including salmon, apricot, pink, rose and cerise, white and creamy tones with golden centers. Should be cut the first day they open.....Package \$ **.10**

Detroit, Michigan, Dec. 11, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: My sister, Mrs. C. Ruedebeck, used your Petunia seeds last year and I never saw such gorgeous blooms. I would like to try some this year.

Yours respectfully,
PAUL S. COX.



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**

Providence, R. I., September 22, 1934.

Mr. Richard Diener, Oxnard, Calif.

My dear Mr. Diener: Will you please send me at the earliest moment a copy of your catalog, for I am anxious to obtain a supply of Petunia seeds for next year's garden.

You will be interested to know that the Petunias raised from your seed this year far excelled anything I have ever grown. The blooms were very large and the colors beautiful; they excited the admiration of my neighbors and passersby, who came into the yard many times to see them.

Appreciating the splendid work you are doing in the field of horticulture,

Sincerely yours,
ALBERT L. MIDGLEY.



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 keepers.....Package \$.15

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

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

NEW 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 me.

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

TOMATOES

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

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is the Diener tomato now and which 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 my customers prefer this variety.



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

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

TOMATO COLLECTION

For those who have a small garden and want a few plants of each, I 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

Atchison, Kansas, February 6, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We grew 10,000 of your Ventura last year for shipping tomatoes. I was so successful with your Ventura tomato that other local tomato growers want this tomato.

Respectfully,

HILLIGOSS GREENHOUSE.

* * *

Hoopeston, Illinois, February 5, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: Your "Ventura" Tomato is all anyone could ask. I had early tomatoes of fine quality. They even fruited all during our terrible drought and took on new life during the autumn rains and produced another heavy crop. They were a fine color, solid, meaty and of excellent quality and proper size. We have never had such fine tomato juice as this winter.

Sincerely,
 BYRON FRAME.

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]

My customer list is increasing by the thousands every year. So many people write every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for such information, I have listed the following books. These books are inexpensive and are written by experts in their lines.

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.**

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.**

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.**

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.**

BOOK OF BULBS

By **F. F. Rockwell**

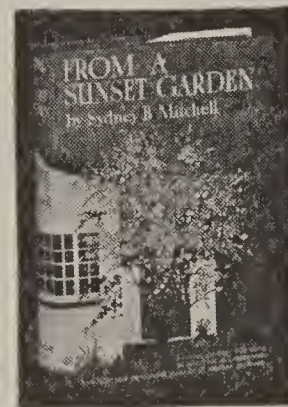
With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, 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. **\$2.00.**

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.**



Erie, Pennsylvania, November 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Your new catalog for 1935 has just been received and is, to my mind, the most comprehensive piece of literature of this type I have ever seen devoted to Petunias, and it certainly will go a long, long way towards helping any and all who are interested in these beautiful flowers which you specialize in toward placing their orders for seeds of these beautiful flowers.

We obtained most wonderful results in the use of those seeds purchased from you last year, and shall make up our order for the coming year's needs very shortly.

In the meantime may I ask, please, that you mail a copy of this catalog to Mr. R. F. Hoffstetter, P. O. Box 929, Erie, Pa.

I gave him a flat of plants last spring, grown from your seeds, and he was perfectly amazed at the beauty of the flowers obtained from them later in the season, and is now desirous of placing a stock order with you also for his next season's requirements.

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C. H. HOFFSTETTER.

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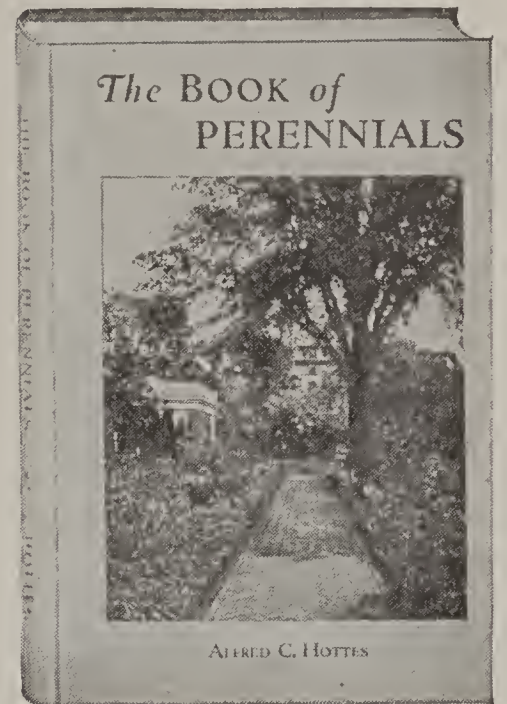
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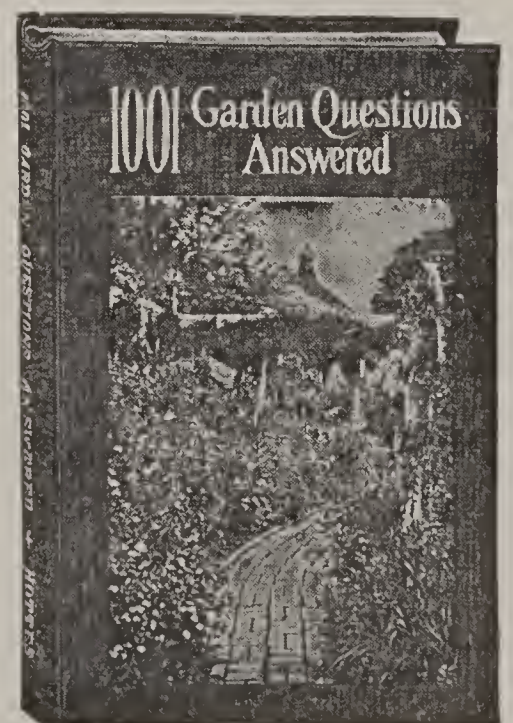
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