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Jessie L. Seal  
**DAHLIAS**

1935

EIGHTEENTH EDITION

1935

It is with pleasure we present this, our latest Catalogue, to Dahlia lovers throughout the entire country, and express our deep appreciation for the liberal support accorded us.

The many letters from our customers telling of their pleasure and successful winnings with our dahlias and seeds have been a continual source of gratification and inspiration.

Do not hesitate to write and ask for any information. Your success is our aim.

This past season it was enjoyable to meet so many of our dahlia friends at our new gardens, located on Kentfield Avenue in Redwood City, San Mateo County, the floral county of California, where the climatic conditions allow a proper growth for experimental purposes. Dahlias grown under these conditions should do well in any part of the world. We always have the very latest varieties of dahlias—Eastern and Western—including the best and most sensational of the day, and the finest of old standard ones.

The past year has been one of the most interesting experiments, especially with the hybridizing of our dahlias for seed.

With continued thanks for your loyalty, and the hope that this catalogue will be of further interest, we wish you all success and great pleasure with your dahlias for the coming season.

**JESSIE L. SEAL**

MEMBER OF

The American Dahlia Society

The Dahlia Society of California

The Dahlia Society of Southern California

The Garden Club of San Francisco

607 THIRD AVENUE

SAN FRANCISCO, CALIFORNIA

# DAHLIAS

## NEW

### 1935 INTRODUCTIONS OF CALIFORNIA GIANT DAHLIAS

**SEAL'S LADY OF SHALOTT**—Formerly Seal's Shalimar which we in courtesy renamed, as there is another beautiful Shalimar—a fine poinsettia red—being introduced in Michigan. Our informal decorative is of great beauty and has been tested in the East for the last two years by Mr. Derrill W. Hart, and won a place of Honor in his 1934 Review of New Dahlia Champions. A combination in color of gold blushed with apricot and bronze, with a center of bright gold which is perfect and closed. Can be easily grown twelve inches and with care, greater size, as the blooms are naturally very large. The stems are long and stiff and the plant large and tall. An early bloomer. Shipment February 15th. Root.....\$15.00 Net

**FRANK SERPA (Serpa-Seal)**—An informal decorative of exquisite beauty—light amaranth pink produced by petalled tips of mallow pink growing lighter towards the base of petals, turning to a delicate orchid pink; the two-toned effect gives the flower a beautiful crisp appearance. Extra long clean stems hold the blooms very high above a plant four to five feet high and is a vigorous grower. This lovely dahlia has won many prizes and the 1934 Achievement Medal in San Francisco and is on the Roll of Honor. Shipment February 15th. Root.....\$10.00 Net

**ZAMORA (McWhirter-Seal)**—Finest formal decorative of clear yellow. The immense bloom is easily grown twelve inches and has great depth, and grows like a chrysanthemum—huge, on top of an erect stem five feet long and fifteen inches clear of first lateral. Tall strong growing plant. Requires very little disbudding. Flowers keep well when cut. In 1933 won the award given by the President of Spain and at the recent show of The Dahlia Society of California won the First Prize for the Best Dahlia in the Show. Shipment February 15th. Root.....\$10.00 Net

**AYESHA (Seal)**—Our informal decorative of dusky oriental beauty. A blossom of rich bronze and copper, with perfectly closed center of deep red bronze. The large sized flower is held on a long stem above tall plant of strong vigorous growth. Root.....\$7.50

**SEAL'S ORIENTAL**—Our attractive informal decorative of fantastic coloring of Chinese red and gold, with each petal heavily covered with a sheen of copper. A charming blossom of a very large size having a stiff stem above a low growing plant of strong growth. A large stock. Root, \$5.00



H. R. S.—HUBERT ROY STOVEL  
A Dahlia of Distinction

## SEAL'S GREAT 1934 ROLL OF HONOR DAHLIA

Our great Informal Decorative of true yellow. H. R. S. was placed on the Roll of Honor in the East. Gained its place because of its distinctive long petalled bloom, fine form and size. Many Eastern growers consider it "by far the finest yellow"; "a superb dahlia"; "a free blooming golden yellow—one of the best of the year"; "H. R. S. was one of the finest, if not the finest, of the new ones." It is an excellent plant.

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. It has never been propagated.

A large stock allows us to offer it at \$5.00 a root.

# NEW CLASSIFICATION OF THE DAHLIA

We are using the new Classification of the American Dahlia Society, as follows: Semi-Cactus (S.C.), formerly listed as Hybrid Cactus; Formal Decorative (F.D.), those with regular arranged petals; Informal Decorative (I.D.), those with curly twisted, irregular arranged petals.

The varieties listed below are desirable additions to any garden, and regardless of price they are all beautiful. The more expensive varieties are higher priced only because there are fewer on the market.

- \***ACHIEVEMENT (Ballay) S.C.**—Achievement Medal and Roll of Honor dahlia. This dahlia is truly great. Gold with bronze shadings. Perfect stem and good foliage, **\$2.00**
- \***AMELIA EARHART (Cordes) S.C.**—Apricot-buff with salmon shadings. This very large and beautiful dahlia has the distinction of being the winner of two Achievement Medals and many other prizes and is a Roll of Honor dahlia. Wonderful new California introduction. It grew most satisfactorily for us. Bloom is richly colored, large and deep, held nicely, facing on a good stem.....**\$5.00**
- \***AMUN RA (Seal) F.D.**—Our Gold Medal dahlia. Resembles a gorgeous setting sun. Copper, orange and gold, deepening to a reddish bronze at the center; a giant bloom, on erect stem.....**50c**
- \***BETTY BIRD (Seal) Ball Dahlia**—This is probably the most admired show. The color is a clear pink with a deeper center. Gold Medal dahlia.....**\$1.50**
- CAMEO (Fisher-Masson) I.D.**—A large, luscious colored flower, shading half way between old rose and salmon, but brighter, with golden sheen on face of petals. Its color is unusually unique and pleasant. An extremely beautiful flower in daylight and even more so under artificial light. Free bloomer and an excellent keeper when cut; frequently there are from four to six exhibition blooms out at one time. Stems long and straight. 1932 Honor Roll dahlia; awarded special Certificate of Merit in the East .....**\$2.50**
- \***CAPRICE (Mawson) I.D.**—Immense flowers of golden yellow shading to salmon-pink. Magnificent blooms on long, stiff stems. Prize stock.....**\$1.50**
- \***CHARLES G. REED (Ballay) F.D.**—Exactly a petunia red is what an authority called it—a lively shade, not far from crimson. The blossoms are unusually large. They are held upright on perfect stems; big, broad petals; a deep, full center.....**\$1.00**
- CHAUTAUQUA SUNSET (Chautauqua) F.D.**—A wonderful blending of sunset colors: gold, shaded old rose and coral. Growing habits are excellent with strong, straight stems and dark green foliage.....**\$5.00**
- CHAUTAUQUA REGAL (F.D.)**—New. The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems.....**\$7.50**
- DAILY MAIL (Stredwick) I.D.**—Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. Very good variety.....**\$1.50**
- \***DIXIE RAVENSCROFT (Seal) I.D.**—Our new dahlia which brought unusual brightness to our gardens and impressed everyone. This dahlia is a glowing flame in color with a reverse of bright gold. The petals have a delightful golden sheen and twist and turn making a two-toned effect, so full of gaiety and cheer. The flowers are massive with great depth and perfect formation, holding center throughout the entire season. Stems are long, stiff and strong, holding the gay blossoms high above a healthy bush which is constantly in bloom.....**\$2.50**
- \***DONNA CALIFORNIA (Ballay) I.D.**—A beautiful rose-pink flower with touseled irregular petals .....**\$1.00**
- \***EAGLE ROCK FANTASY (Broomall-Success) I.D.**—Clear lavender pink or pure mauve. Of ideal habit and mammoth size. 12-inch blooms are the rule rather than the exception. Stems are long and stiff. This dahlia is most outstanding.....**\$2.00**

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California.

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## DAHLIAS AND SEEDS

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- \***ELEGANCE (Ballay) S.C.**—Center and tips of petals yellow, body of flower glistening coral. It is a full, deep flower with ideal habits. Described on the 1933 American Home Roll of Honor as “a most pleasing variety producing a wealth of bloom of very pleasing and artistic appearance” .....\$7.50
- ELITE GLORY (Kennedy) F.D.**—Massive blooms of radiant bright red, held erect on cane-like stems .....50c
- \***ELLINOR VANDERVEER (Seal) F.D.**—One of the best for interior decorations. A satiny rose pink, long stiff stems, free bloomer. Blooms large, of great depth.....50c
- \***EUGENIA BALLAY (Ballay) I.D.**—Rich cream. This dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show. It is a very early and a very prolific bloomer. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth, and at all times will have very long strong stems .....\$5.00
- \***FRASQUITA (Newsom) I.D.**—Very large flowers of deepest American beauty shades, with cane-like stems.....\$2.50
- \***FASCINATOR (Ballay) F.D.**—Salmon, orange, and gold. First crop flowers will be 11 or 12 inches in diameter, with full deep centers, and held up on long, strong stems .....\$2.50
- \***FULL MOON (Ballay) F.D.**—Canary yellow. A superlative dahlia. The large distinctive blooms, easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The strength of the stems particularly noticeable. It has won many prizes—some customers stating they have grown 13 and even 14 inch flowers. It was among the winners at the World’s Fair. Roll of Honor dahlia.....\$2.50
- \***FURY (Ballay) I.D.**—Rose and copper with a reverse of deep rose. This is a huge dahlia. First flowers will measure 11 or 12 inches in diameter and the size is well maintained. Long stiff stems and closed centers.....\$1.50
- \***GRANDEE (Ballay) I.D.**—It is a striking combination of Spanish red and golden orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at the California Flower Festival. For great size we are inclined to think Grandee surpasses them all. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. The immense blooms are held on stiff long stems .....\$10.00
- HILLCREST MANDARIN (Scott) I.D.**—New. An exceedingly large exhibition blossom of red and gold. Has been grown 12 inches and over. Straight stiff stems. \$5.00
- \***H. R. S. (Seal 1934) I.D.**—Named in honor of Hubert Roy Stovel. The most beautiful yellow dahlia. (See description and illustration on page 4).....\$5.00
- \***ISABEL McELNEY (Bessie Boston) I.D.**—Reddish old rose. A new long stemmed dahlia of an unusual “pinwheel” formation. Of large size and is an early bloomer.....\$2.50
- \***IVORY (Bessie Boston) F.D.**—Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly. Stiff stems.....\$1.00
- JANE COWL (Downs) I.D.**—One of the biggest winners of prizes all over the country. Deep, massive blooms of bronzy-buff and old gold, blending darker toward the perfect center. Long stiff stems.....50c
- JEAN KEEFER (I.D.)**—Color a brilliant rose-pink, flowers average 8 to 9 inches; plant grows tall and is laden with blossoms which can be seen all over the garden. Excellent for cutting and basket work. Fine long stiff stems.....\$1.00
- JANET SOUTHWICK (Chapman) I.D.**—This Eastern dahlia is a new color of different petal formation—bright velvety glowing pomegranate purple, shaded silver. All the flowers are good and have great substance and long stiff stems.....\$2.00
- \***JEWEL OF INDIA (Newsom) I.D.**—Huge, fluffy dahlia of great depth of richest glowing garnet, suffused maroon, held proudly erect on absolutely stiff and exceedingly long stems. Goes well with Shahrazad and Jane Cowl.....\$2.00
- KATHLEEN NORRIS (Fisher & Masson) I.D.**—A great prize winner. The greatest pink dahlia. Color is a true rose-pink, later deepening to a mallow pink but paler in the young central petals. Gigantic bloom, broad petals overlapping, with twisted ends.



## DAHLIAS AND SEEDS

- Full center, very long stem, foliage dark green and insect proof; a great bloomer and an excellent keeper. Prize stock.....\$1.00
- \***KAWEAH (Meussdorffer) I.D.**—Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and very deep, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems. A sensational prize winner .....\$5.00
- KING MIDAS (Peacock) I.D.**—A beautiful clear golden yellow dahlia which keeps well. Grows to 12 inches in diameter and 5 inches depth. Stems are long, stiff and straight. An Honor Roll dahlia.....75c
- \***KO-LANG (Ballay) I.D.**—Bright copper and gold. The flowers of immense size are held high on long stiff stems.....\$1.50
- \***LA FIESTA (Cordes-Eastman) I.D.**—This flower is huge and the form is like a great chrysanthemum. Color butter yellow, penciled red. Very lacy petals that curl and twist. Very large, long fine stems.....\$4.00
- \***LADY FRANCIS (Mawson) F.D.**—Unusual shade of old rose with a golden sheen. Flowers large and well formed. Long stiff stems.....\$1.00
- \***MARY ELIZABETH REDFERN (Redfern) I.D.**—A new giant from the West Coast with an excellent record. The color is deep orchid rose and in form it has been called an orchid Jane Cowl. Immense blooms with long fine stiff stems.....\$10.00
- MINNIE EASTMAN (Eastman) S.C.**—A large flower. Bright flame color with under-shadings of deep yellow. Stems long and erect. A profuse bloomer.....75c
- MISSION BELL (Von Issendorf) I.D.**—Immense blooms of pink magenta shading to pale yellow. Fine form and stems.....75c
- \***MRS. ALFRED B. SEAL (Seal-Newsom) I.D.**—A soft rich shade of absolutely pure glowing old rose without any shading. Huge flowers of great depth and substance and held proudly erect on a tall bush on long stiff stems. Awarded an American Home Achievement Medal. A great prize winner. Prize stock.....\$1.00
- MONMOUTH CHAMPION (Kemp) F.D.**—A large dahlia on good stem. A brilliant orange-flame color. Fine foliage. Prize winner.....\$1.00
- \***NOB HILL (I.D.)**—Pale orange. Occasionally you see a bed of dahlias containing so many blooms that there does not seem to be room for a single one more; every bloom very large and deep and perfectly formed with long upright stems above low growing plants .....\$5.00
- \***NORRINE NEWSOM (Newsom) I.D.**—A new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long straight stems and of perfect form. With practically no disbudding, this dahlia will supply cut flowers of good size the entire season .....\$1.50
- \***PALO ALTO (Ballay) S.C.**—Bright pinkish salmon shading to a sort of salmon gold at the center. "Perfection" would have been an appropriate name for this dahlia. Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep. Centers always closed and all alike; stem stalks very tall and straight. Was awarded the Achievement Medal and on last year's Roll of Honor .....\$5.00
- \***PRINCE OF PERSIA (Newsom) I.D.**—Our finest red dahlia. Immense flowers of the deepest most iridescent rich glowing crimson. Tall bush with long stems. Most successful in winning prizes.....\$1.50
- \***QUEEN OF THE GARDEN BEAUTIFUL (I.D.)**—An enormous primrose yellow decorative. All good habits, and blooms profusely.....50c
- \***REGAL (Bessie Boston) F.D.**—Of great size and beauty. Color is bronze, suffused old rose and gold. Fine stems.....75c
- ROBERT EMMET (Dahliadel) I.D.**—A new velvety cardinal red dahlia of giant size and with a fine stem and habit of growth. Honor Roll dahlia. Perfect blooms from mid-August until frost .....\$5.00

## DAHLIAS AND SEEDS

- \***SATAN (Ballay) S.C.**—One of the best dahlias in our garden the past season. It is a flaming red with a slight touch of gold at the center. It has wonderful formation with horn-like petals, rolled and incurved, giving it rare form and character. It is very large and will grow to thirteen inches. Honor Roll and Certificate of Merit besides many other prizes.....\$4.00
- \***SEAL'S CALIFORNIAN (I.D.)**—Pale gold shading to bronze and pink. Is suggestive of the most fragile wax work. The stems are straight, stiff and cane-like.....50c
- \***SHARAZAD (Newsom) I.D.**—Deep rose pink. This is a gorgeous new variety that has been aptly described by the originator as a deep pink Jane Cowl. The flowers will grow to a foot in diameter with good substance and depth and are held on rigid, erect stems. Roll of Honor (illustrated below).....\$1.00
- \***STRONGHEART (Ballay) F.D.** — Amber-gold. Another new dahlia of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. Useful cut flower, as well as an exhibition bloom.....\$2.50
- TANG (Downs) I.D.**—Tawny orange flame with twisting petals. Very large.....75c

**GLORIOUS SHAHRAZAD**  
(Description above)

**THE COMMODORE (Scott-Kemp)**  
—Clear lemon yellow; a great bloomer and very large. It is easy to get 12-in. flowers, \$1.50

\***VALENTINO (Bessie Boston) F.D.**  
It is a true salmon pink shading to cream at center and held erect by long upright stems,  
\$1.00

**WHITE WONDER (Kemp) I.D.**  
—New. The giant blooms, many of which are 11 to 12 inches across, are pure white with long, pointed, twisted, and curled petals, giving the flower a light, fluffy appearance. The bush is a strong, vigorous grower, stems long and stiff; very fine .....\$2.50

**YANKEE KING (Sarah Wakeman Woods) I.D.**—Strawberry pink, centers spinel red with rose red reverse. Blooms very large held by extra long fine stems,  
50c

\***YVONNE NEWSOM (Newsom) I.D.**—Largest sized blooms of rich garnet borne on extra stiff, fine stems. The bush is very vigorous and is always covered with these most beautiful blossoms .....\$2.00

*Fine Extras will be given according to size of order.*

### OTHER VARIETIES

**We have other varieties not listed here  
NO CLUMPS FOR SALE**



## SEAL'S SPECIAL DAHLIA BARGAIN COLLECTIONS

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalogue, and each root labeled.

- 12 Dahlias, all different, our selection.....\$ 5.00  
 (Value \$10.00)
- 12 Dahlias, all different, our selection..... 10.00  
 (Value \$20.00)
- 12 Dahlias, all different, our selection..... 15.00  
 (Value \$30.00)

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.

Collections NET

### TRANSVAAL DAISY

(GERBERA JAMESONII HYBRIDA)

*Fascinating flowers from South Africa*

These charming flowers are of pink, rose, coral, yellow, red, orange and copper coloring, from 4 to 6 inches across, on long, erect stems.

Mixed seeds from various pink shades.....\$1.00 a packet

Mixed seeds from the red, orange and copper shades ..... 1.00 a packet

Fancy mixed seeds gathered from flowers of the richest and most beautiful colors..... 1.50 a packet

Full directions for planting enclosed with the seeds

All Seed NET

*We are distributors for*

### THE NEWSOM DAHLIA MANUAL

A real practical guide to the better growing of dahlias and the making of Green Plants or Propagation of Dahlias; also Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. Prepaid, 60c

**Mr. Samuel Newsom's many friends will be interested to know he has discontinued his Dahlia Business and is in Japan to further his study of Japanese Art and Landscaping. We all wish him success.**

FULL DIRECTIONS for planting, growing and exhibiting dahlias enclosed with each order.

ORDER EARLY to prevent disappointment.

TERMS: Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE all roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested; if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April 1st.



Mrs. Alfred B. Seal,  
from our seeds

## Seal's Dahlia Seed

Gorgeous Dahlias May Easily  
Be Grown the First Year from Seeds



HAVE YOU EVER TRIED GROWING  
OUR CALIFORNIA DAHLIA SEED?

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed and the real thrill in growing dahlias is producing new varieties. Growing dahlias from seed is a lottery but it is a great sport and you may be the lucky winner of some fine new dahlias and to know the joy of having a seedling patch.

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

Many First Prizes and an Achievement Medal were won from our seeds. A customer in Canada wrote: "Every seed I planted grew and 85% of them were doubles—principally decorative, some cactus, some of them went as large as 13 and 14 inches across. In fact, they are the finest I ever grew. They were gorgeous!"



*Innumerable other testimonials received,  
but space too limited.*

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**DAHLIAS AND SEEDS**

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**COLLECTION A**—Hand-hybridized dahlia seeds from varieties of the greatest of California originations, which are noted for their immense size and stiff stems, such as Achievement, Caprice, La Fiesta, Eagle Rock, Fantasy, Dixie Ravenscroft, Mrs. Alfred B. Seal, Satan, Seal's Lady of Shalott, Shahrazad, and many other outstanding Roll of Honor dahlias.

The above dahlias were crossed with the following varieties: H. R. S., Kaweah, Flamingo, Grandee, Palo Alto, Full Moon, Amelia Earhart, Prince of Persia, and other giant California dahlias.

**100 Seeds in Packet**.....\$5.00  
 50 " " " ..... 3.00

**COLLECTION B**—Dahlia seeds gathered from famous prize winning dahlias of the Eastern introductions—from varieties with every good habit, such as: Kathleen Norris, Janet Southwick, Jane Cowl, Cameo, King Midas, The Commodore, Yankee King, Minnie Eastman, and other famous Roll of Honor dahlias.

The above dahlias were crossed with: Murphy's Masterpiece, Chautauqua Sunset, White Wonder, and other fine Eastern Roll of Honor dahlias.

**100 Seeds in Packet**.....\$5.00  
 50 " " " ..... 3.00

**COLLECTION D**—From a general collection of best standard dahlias gathered from large varieties with good habits.

**100 Seeds in Packet**.....\$1.00

(The seeds in above collections are mixed and the varieties are not segregated)

**SEGREGATED SEEDS OF NAMED VARIETIES**—Name of seed bearing parent shown on packet.

**15 Seeds of one variety**.....\$1.00  
 No mixed seed in the 15 seed packet

Caprice	Satan
Cameo	Seal's Lady of Shalott
Dixie Ravenscroft	Seal's Oriental
H. R. S. (Hubert Roy Stovel)	Shahrazad
Jane Cowl	The Commodore
Mrs. Alfred B. Seal	Norraine Newsom

All Dahlia Seed NET

Full directions for planting enclosed with the seeds



MRS. ALFRED B. SEAL

*Please address all correspondence  
to our office at*

**JESSIE L. SEAL**  
607 THIRD AVENUE  
SAN FRANCISCO, CALIFORNIA

### **SPECIAL REQUEST**

If you should receive an extra copy of this catalogue, kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.



H. R. S.—HUBERT ROY STOVEL