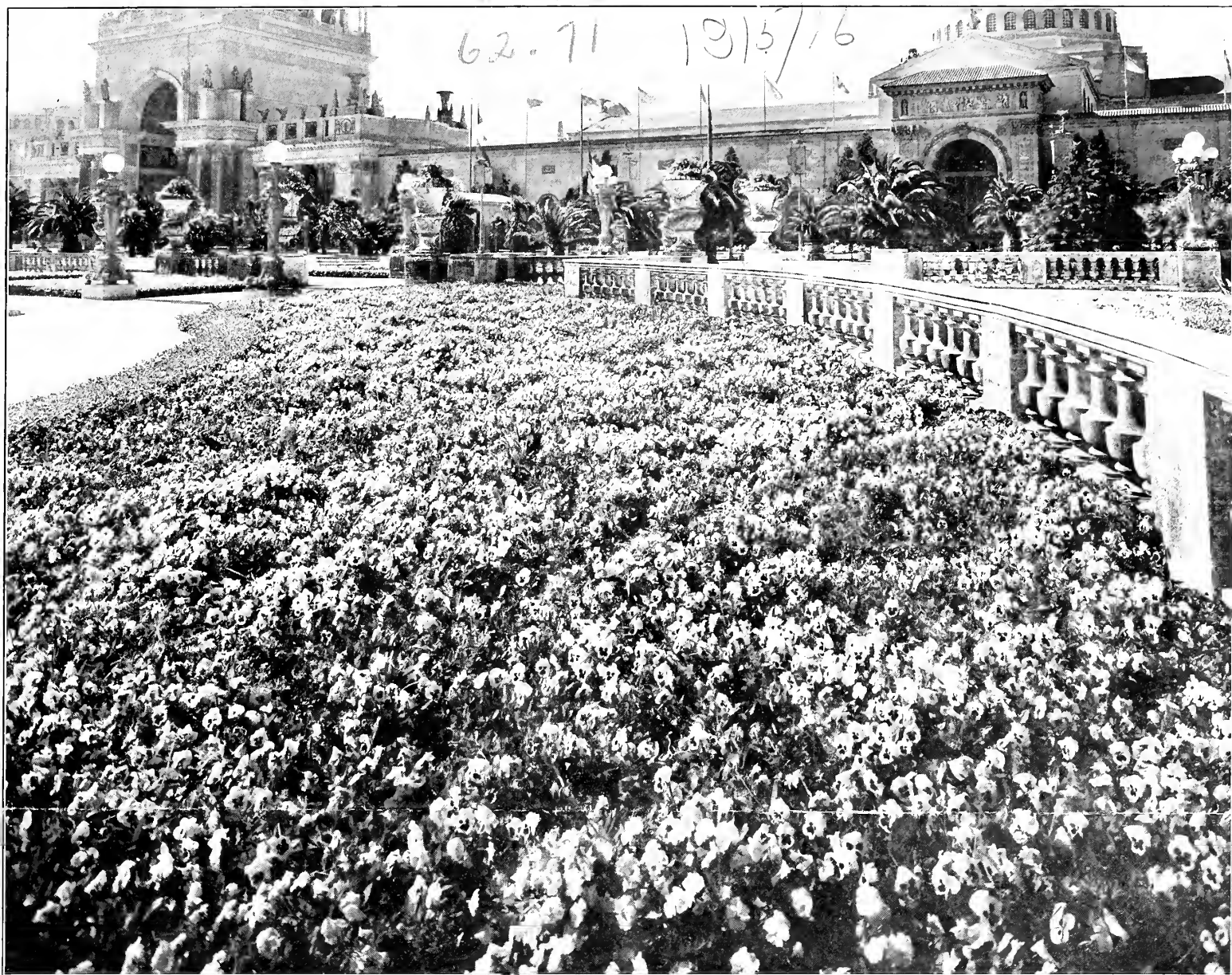


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MASTODON PANSIES MERIT PALATIAL SURROUNDINGS
 PHOTO PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, CALIFORNIA

Steele's Pansy Gardens

Originators of Mastodon Pansies

SINCE 1893

EAST 44TH AND POWELL STREETS
 PORTLAND, OREGON

E. J. STEELE, MANAGER
 M. I. STEELE, SECRETARY

Do You
Like →

- to patronize American industries?
- to get your seed orders filled right "off the bat"?
- to buy your seed from an exclusive grower of pansies?
- to have the right man "get it" if you have any "kick" coming?
- to place your confidence in the man whose name is Mr. Makegood?
- to have your plants come into bloom ahead of the other fellow's?
- to beat your competitor "to it" in the size, form, substance, color, and range of colors in pansies?
- to get top prices and better for your pansies?

If you do, Mastodon pansies will interest you, and we hope you will favor us with an order. They are worth while.

STEELE'S PANSY GARDENS, PORTLAND, OREGON

Mastodon is our name for a genuine American strain of Pansies originated by us, and comprising a marvelous number of new shades and varieties, as well as improved types from other lands. All are of excellent form, of the richest colors, and of great size—up to three and seven-eighths inches in diameter. **Mastodon Pansies** represent twenty-two years of special and exclusive cultivation under our personal direction and constant supervision, and large sums expended in securing the finest stock grown by specialists all over the world.

We make the Second Cut in Prices of SEED.

How? Why?

Ever since we sold our first packet of seed it has been our greatest ambition to be able to grow a sufficient quantity of seed to supply the demand, and to reduce the price below any other high grade strains, and yet to make Mastodon Pansies better than they ever were before. The generous patronage we have had in the years past has enabled us to secure a corps of trained assistants, and to provide the most thoroughly up-to-the-minute gardens in the world, and without doubt the largest on the Western Continent growing pansies exclusively. We, therefore, take much pride in announcing a cut in prices of Mastodon Mixed seed of two dollars per ounce, and Private Stock of three dollars per ounce, thus enabling growers to furnish their patrons with superb pansies at popular prices of ordinary pansies, and to our regular patrons we wish to say that Mastodon Pansies of this year will be superior to those of last year **regardless of reduction in price.** See "Seed."

Our Fourth Annual Cut-Price Offer of Seedlings to the Trade.

SEASON OF 1915-16

To all Growers of Pansies. Based upon years of experience as pansy specialists, we have decided to urge upon you the plan of permitting us to grow your seedlings for you, under contract, at a reduced price instead of purchasing the seed, as perhaps you have done heretofore.

The time required to sow, germinate, weed and water beds—at the average daily wage, plus the cost of seed—even ordinary pansy seed—will far exceed the cost of our plants at the prices we offer.

We, therefore, beg leave to offer the following prices, which will be in force until September 1, 1915. The offer positively expires after this date.

Standard size, Mastodon Mixed, four to six leaves, per 1000, \$2.50; per 2500, \$6.00; per 5000, \$11.50; per 10,000, \$23.00.

After Sept. 1, price per 1000, \$2.75; per 2500, \$6.50; 5000, \$12.50; 10,000, \$24.00.

Large size, Mastodon Mixed, mostly six to eight leaves, per 1000, \$3.75; per 2500, \$8.50; per 5000, \$16.00; per 10,000, \$32.00

After Sept. 1, price per 1000, \$4.50; per 2500, \$11.00; per 5000, \$21.50; per 10,000, \$43.00.

We recommend large seedlings, they are worth the money.

Add 50c per 1000 to any and all seedling orders for Private Stock.

We will appreciate references from our new patrons.

No discount on less than 1000 plants.

No charge for packing or boxing.

Orders booked with us before above date will be filled at any time you wish, subject to shipping conditions (see opposite page), from September 15th to the following January 1st. Orders booked after that date at regular prices.

We enclose herewith postal card which we hope you will fill out and return promptly, as we begin sowing July 15th.

See shipping conditions opposite page.

Owing to the fact that some of our patrons require shipment by express and some by parcel post, and the wide variation in rates, we have reduced the price of seedlings on the basis of **f. o. b.** Those who wish plants **prepaid** may add 30c per 1000 for prepay charges on standard size plants and 50c per 1000 for large plants.

Shipping Conditions

Owing to the great distances we are obliged to cover in shipping seedlings during the early Fall season, often encountering tropical degrees of Summer heat, we have been taught by costly experience that some restriction is necessary in filling orders for seedlings, especially of standard size. Therefore, **before ordering**, kindly note points beyond which we cannot ship during early Fall season.

1. After Sept. 10th standard or large size seedlings will be billed to points 500 miles or less from this city.
2. After October 15th standard size seedlings will be billed to Fresno, Cal., and all way points, and east to Denver, Colo., and all way points.
3. After Sept. 25th large size seedlings will be billed to points mentioned in paragraph "2."
4. After Nov. 1st standard size seedlings will be shipped anywhere west of the Mississippi River, and to Illinois and Wisconsin.
5. After Oct. 15th large size seedlings will be shipped anywhere in the United States or Canada.

All offers made subject to stock being unsold.



Mastodon Pansy Seed made in U. S. A.

Please note heavy cut in prices of large seedlings.

A concrete illustration of what can be done with Mastodon Pansies.

May 8, 1915, we shipped a consignment of blooming Mastodons to Ed. C. Rich Grocery Co., Montpelier, Idaho (a mountain village), and billed at the following selling prices:

| | |
|------------------------|---------|
| 2 dozen at \$1.25..... | \$2.50 |
| 5 dozen at \$1.10..... | 5.50 |
| 3 dozen at \$1.00..... | 3.00 |
| — | — |
| 10 dozen..... | \$11.00 |

They were sold out in a few minutes!

Can you beat that? Ordinary pansies sell in that region up to 50c per dozen.

STEELE'S PANSY GARDENS, PORTLAND, OREGON

THE SEED

The growing of Mastodon Pansy seed is a branch of our business that is given my personal attention daily, from the time the plants are selected in bloom—about one of a hundred in the field—to the time when the seed is sealed in the package, so that I know positively the premier quality of every package, and you get exactly the same kind of seed that I sow and grow. We offer a few varieties grown for us by European specialists, but not labeled Mastodon Pansies, that we have tried out and found to be excellent. These are among the very best of more than two hundred strains we have tested.

STEELE'S PRIVATE STOCK

Frequent calls from our patrons for something extra fine—something even better than our Mastodon Mixed, and the acquisition of a small farm for pansies exclusively, has prompted us to place upon the market a limited quantity of our "Private Stock."

Our plan in upbuilding **Mastodon Pansies** is and was to make a careful selection of a small percentage of the plants in the field—the finest, of course—for our seed beds. The rule was established twenty-two years ago—never, under any circumstances, to allow a seed plant to leave the gardens. It is a rule that is never broken, as our visitors know.

Then, to select from the plants bearing the largest, most beautiful and most perfect flowers, and gather from these plants the seed we sow to select plants from the coming year. Hence, the name, Private Stock.

E. J. STEELE,
Manager.

THE SEED

The strain originated by us and named Mastodon, includes white with dark center, dark blue center and light blue center, pure white, black, lavender, violet, blue, bronze (new), royal purple (new), rose, cerise red, red with silver rim, mahogany, yellow (new) wine colored, red and gold, lavender and gold, with a dozen or more varieties in each color, in size measuring up to three and seven-eighths inches in diameter.

PRICES, NET

| | 200 Seeds | 1/8 Oz. | 1/4 Oz. | 1/2 Oz. | Oz. |
|--|-----------|---------|---------|---------|--------|
| Steele's Mastodon Mixed | \$0.25 | \$0.75 | \$1.50 | \$2.75 | \$5.00 |
| Steele's Mastodon White, dark center. Price same as Mixed. | | | | | |
| Steele's Mastodon Private Stock, Mixed | .30 | 1.00 | 2.00 | 3.75 | 7.00 |
| Steele's Madame Steele, Elk's Purple | .30 | 1.50 | 2.50 | | |

Steele's Bronze, Panama Pacific Yellow and Black, all new, see description. Price of each variety, per packet, 400 seeds, 50c.

Bronze Mastodon—New; very large. All the different shades from burnished brass to gold, wonderfully tinged with nearly every color known to pansies. The most popular pansy we have.

Panama Pacific—New. A huge deep yellow; some with dark centers, some without; 200,000 of them partly surround the palaces of the Panama Pacific Exposition.

Black Mastodon—Nearly all jet black; a few very dark purple and all velvety in substance and of immense size. Large black pansies are very rare indeed.

The prices of each of the varieties named below is as follows: 200 seeds, 20c; eighth ounce, 75c; fourth ounce, \$1.50; half ounce, \$3.00; one ounce, \$6.00.

Grand Duke Michel (Improved Candidissima)—The finest and largest all-white pansy in the world.

Madame Perrett—A beautiful and distinct type with edges of petals frilled-bordered white; colors are dark wine, pink and red, beautifully veined.

Meteor—A beautiful shade of wine red, a profuse bloomer, a genuine self; fine for borders. One of our favorites.

Jupiter (Triumph)—A mixture running dark with many fine shades of red, bronze, mahogany, blue black and gold; flowers very large, fine form and good substance.

Bridesmaid—A beautiful clear white, with shining rose colored blotch; a rare and desirable pansy of the largest size.

Parisian Yellow—A pure yellow of the grandest form and size. A valuable addition to the yellows which are very hard to produce in the larger strains.

Prince Henry—A splendid dark blue of immense size. The very best in blue.