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JOHN BODGER, FOUNDER

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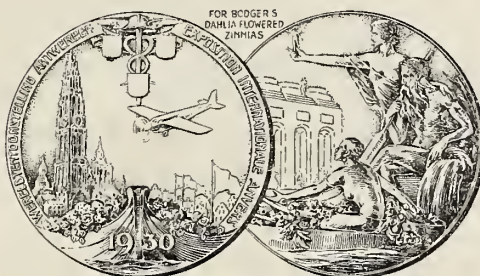
*Bodger
 Seeds, Ltd.*

CABLE ADDRESS
 REGISTERED
 BODGER ELMONTE, CALIF.
 ALL CODES

WHOLESALE ONLY

FLOWER SEED
 GROWERS

EL MONTE, LOS ANGELES COUNTY
 CALIFORNIA, U. S. A.



January 23rd,
 1 9 3 1

Dear Sirs:

It gives us great pleasure to announce receipt of a Gold Medal awarded our Dahlia Flowered Zinnias at the International Exposition held in Antwerp, Belgium, 1930.

We consider this one more proof of the popularity this amazing annual has attained since it was introduced by us in 1919. Our prediction has come true that the Dahlia Flowered Zinnia would have as far-reaching an effect on the development of the Zinnia as the Spencer type had on the Sweet Pea.

Our first Gold Medal came from the Royal Horticultural Society of Great Britain. On exhibiting the Dahlia Flowered type in London, July, 1924, we were granted an Award of Merit for the strain and a Gold Medal for the collection. A Silver Medal awarded by the Royal Horticultural Society in August, 1927, is evidence that the Dahlia Flowered Zinnia maintained its place among worth while strains, the Silver Medal now being the highest award an annual can receive from the Royal Horticultural Society.

It might be well to call attention to the fact that many of the named varieties of the Dahlia Flowered type have made a good accounting for themselves in the Wisley trials. For instance, Giant Attraction was awarded an Award of Merit in 1930; Canary Bird, Golden Dawn, Oride, Scarlet Flame, Youth, as well as the Gold Medal Mixed, were highly commended in 1930. In the Giant Mammoth or California Giant group Lemon Queen and Scarlet Gem received highly commended recognition. Several of the Pumila and Lilliput types also made a good showing.



BODGER'S
 GIANT DAHLIA
 FLOWERED ZINNIAS

AWARDED GOLD MEDAL
 AND "AWARD OF MERIT"
 BY THE R. H. SOCIETY
 OF LONDON, ENGLAND

We carry a reproduction of the Royal Horticultural Society emblem on the cover of our price list. Above is an etching of the Belgian Medaille d'Or.

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Two Gold Medals in six years we believe establishes a record for an annual flower. Having established itself as a show flower, the Dahlia Flowered Zinnia has gone on winning medals and awards from all parts of the world.

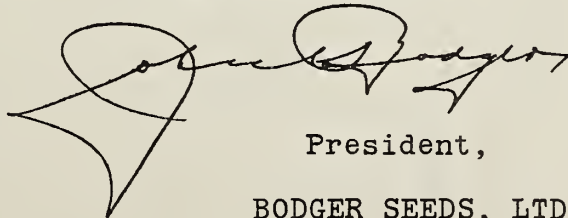
Every year since this Zinnia introduction we have developed new and desirable colors. The "logic of events" has convinced flower lovers that we are backing a winner. We publish the facts, and the fame of the Zinnia spreads abroad.

We wish to thank our many customers for the support they have given us in developing such an outstanding novelty as the Dahlia Flowered Zinnia. It is our belief that the majority of them realize the painstaking work required to produce, popularize and perfect a new type of flower. As the originator, our firm feels a responsibility toward its introduction. We are vitally interested in our novelty being kept true to type as we have a reputation to maintain. We wish to keep in close touch with all buyers of the Dahlia Flowered type and shall welcome letters on the subject. We have a special file for this purpose.

Other specialties have also been honored by the Royal Horticultural Society. It might be well to review these at this time. Asters were tried out in 1929 and our stock of Ball's White received an Award of Merit. A general test was taken of Asters and our strains of Queen of the Market, California Giant, Early and Late Beauty, American Branching and Astermum were all highly commended and our two novelties, Peerless Yellow and Salmon Rose, received this special recognition. The same season Larkspurs were also tried out and our novelty for 1929, La France, was given an Award of Merit. In 1930 our latest novelty in Eschscholtzia, Salmon Queen, received an Award of Merit, while Ramona and Ramona Hybrids were also commended by the Committee.

It is very gratifying to the members of our staff to note the high esteem in which Bodger Flower Seeds are held. We credit our many friends throughout the world with making possible our success, and we believe still closer co-operation between grower and distributor will lead to greater prosperity.

Yours faithfully,



President,

BODGER SEEDS, LTD.

JCB:S

