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1931

Sun-Ripened Seeds

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U. S. DEPARTMENT OF AGRICULTURE



California Grown
Internationally Known
Flower Seeds

Fraser & Son Ltd. Pasadena, Cal.

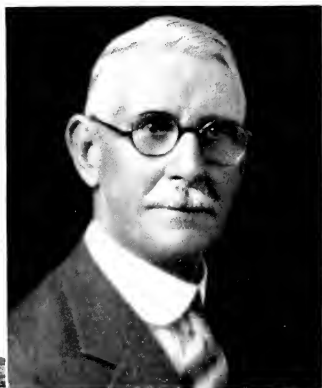
We Present . . .

This 1931 Catalog of Specialties in California-Grown Sun-Ripened Flower Seeds To Our Flower Loving Friends

IT IS a pleasure to present this bigger and better-illustrated annual catalog for the ensuing year. It contains several new and greatly improved flower seed specialties, which we are offering for the first time. This catalog again brings to you the opportunity of obtaining seed specialties of rare flower strains which originated many years ago in the celebrated Busch Gardens, showplace of Pasadena, California. Our seed growing and distributing organization was founded by R. G. Fraser, creator of the famous Busch Gardens, who began improving flower seed strains over a quarter of a century ago. It was while engaged in the planning and execution of the Busch Gardens that his life dream was realized. A wealthy patron, in sympathy with his ideals, supplied him with unlimited funds, a large beautiful tract of land, and a capable staff of assistants. With this opportunity, R. G. Fraser procured the finest seeds from all parts of the world, and brought fame to the Busch Gardens, which has made it a household term all over the world. It was from this parent stock in the Busch Gardens that, by isolation and selection, he developed the purity of strains which we have sold for a number of years, known as "original seed grown in the Busch Gardens." These seeds have become a standard of excellence.

In order to take care of the ever-increasing demand for Fraser & Son California grown, sun-ripened seeds, we have brought into existence "Mission Gardens," within the shadow of the aged walls of the old San Gabriel Mission. That we have maintained a high standard of seed production is evidenced by the hundreds of unsolicited testimonials we have received.

Flowers from seed are really more appealing than those from purchased plants. The time spent in waiting is well worth while when the array of beautiful flowers is seen at the height of the season.



OUR GUARANTEE

We send out only vigorous, well-matured Sun-Ripened Seeds. We will guarantee their vitality providing you will carefully follow our cultural notes printed on every seed packet. We will refund, not to exceed the purchase price, on any of our specialties that do not show a fair germination within thirty days or less of planting, provided, however, that we are notified of such failure within a reasonable time.

Weather conditions, soil, and cultivation, have a large bearing on the successful growing of plants and must be taken into consideration. It is therefore agreed that Fraser & Son, Ltd., shall in no case be liable for more than the actual amount paid for seeds.

R. G. Fraser, California pioneer and founder of Fraser & Son, and creator of the famous Busch Gardens, is recognized as one of California's foremost authorities on flower culture.

Below: A section of our seed growing establishment at Mission Gardens.



Growers of Specialties in California Grown Flower Seeds

Sun Ripened

WHY CALIFORNIA GROWN SUN-RIPENED SEEDS ARE BETTER

WE HAVE originated the term, "Sun-Ripened Seeds." It fittingly applies to our seeds because of the favorable ripening weather of Southern California. Those who have never lived in Southern California would be interested in hearing of the long, clear, warm, dry summer that starts early in May and lasts through October. We allow our flowers to bloom under these remarkable conditions, and remain in the pod until they are thoroughly matured and dried by the health giving rays of the sun. Only then are they picked and carefully packed away.

Actinic Rays—Better seeds can be raised in Southern California for the same reasons that attracted the infant moving picture industry to this locality some twenty years ago. Chief among these are: 1. The dry clear climate allows more actinic rays to penetrate the atmosphere to the benefit of photographic film, or the health of the plant; 2. There are more hours of sunshine here per year than in any other suitable climate in America; 3. In sunny Southern California there are no sudden changes of temperature to make the production of hardy seeds difficult. When summer comes, it comes to stay—dry, warm, and sunny.

Seeds Always Fresh—We sell our seeds **DIRECT TO YOU**. There are no dealers or distributors of Fraser's flower seeds. This is quite an advantage to you, for you are always assured of receiving only the freshest and healthiest of seeds at all times. And we can also deliver to you our genuine flower seeds in attractive collections at very low prices (you will discover this for yourself on looking through this catalog).

No Variation—You can buy Fraser seeds and confidently expect certain uniform results. For the ideal climatic conditions under which they are grown are conducive to bringing to maturity vigorous and prolific plants. You are absolutely assured of uniform results of the highest grade.

This Is the Time to Order—You are probably planning your garden right now for the coming season. You will avoid possible delay by making your selections now and ordering promptly. Although we have to prepare more seeds for each year to handle the rapidly growing demand, and although we have a large stock ready to fill orders this year, we have no idea just what varieties may prove most popular. There is just the possibility that you will order seeds that will prove more popular than we expected. The best way of avoiding disappointment is to order early. Place your order with us inside of a week or two and you are sure to get everything you request.

D. G. Fraser, a close student under his father during his entire life, and for years in charge of experimental work in the Busch Gardens.

O. D. Arp, who as park engineer and landscape architect, has devoted many years of his life to the culture and display of fine flowers in gardens and landscape, gained his early experience in the Busch Gardens.

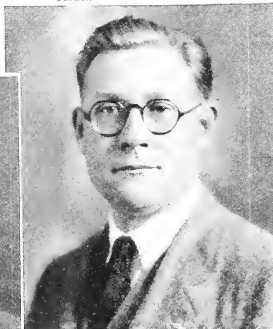
Points on Ordering—(By following these few simple directions you will help us to give you the very quickest of service.)

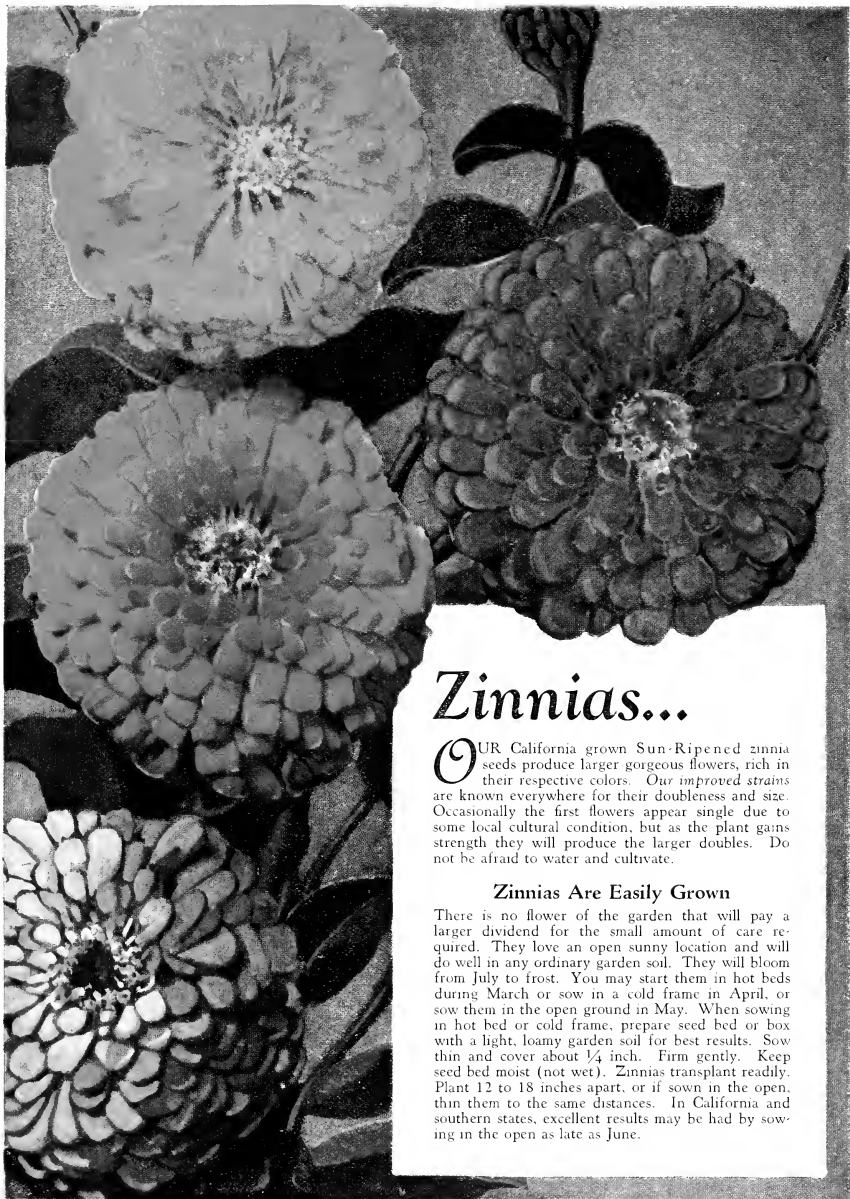
Please use the enclosed order form. Write your name and full address on every letter and order you send us.

Be sure to order by correct catalog number to eliminate mistakes.

Remit, at our risk, by money order, check, currency, or draft. (Please do not send stamps.)

Note. The prices quoted in our catalog guarantee free and safe delivery to any part of the United States, Canada, or Mexico.





Zinnias...

OUR California grown Sun-Ripened zinnia seeds produce larger gorgeous flowers, rich in their respective colors. Our improved strains are known everywhere for their doubleness and size. Occasionally the first flowers appear single due to some local cultural condition, but as the plant gains strength they will produce the larger doubles. Do not be afraid to water and cultivate.

Zinnias Are Easily Grown

There is no flower of the garden that will pay a larger dividend for the small amount of care required. They love an open sunny location and will do well in any ordinary garden soil. They will bloom from July to frost. You may start them in hot beds during March or sow in a cold frame in April, or sow them in the open ground in May. When sowing in hot bed or cold frame, prepare seed bed or box with a light, loamy garden soil for best results. Sow thin and cover about 1/4 inch. Firm gently. Keep seed bed moist (not wet). Zinnias transplant readily. Plant 12 to 18 inches apart, or if sown in the open, thin them to the same distances. In California and southern states, excellent results may be had by sowing in the open as late as June.

Zinnias

from Fraser's
Sun-Ripened Seeds

New 1931 Purple and Gold Combination

(See part of this combination illustrated in color on Page 4)

OUR new Purple and Gold Zinnia blend is a balanced formula of our Giant and Mission purples, lavenders, oranges, and several beautiful yellows, which have been selected from our very finest strains. This purple and gold color combination will produce a mass of flowers in most beautiful harmony, adding a brilliant color note to your garden.

It was this same combination, blooming in our trial grounds a few months ago, which was very highly praised by the many people viewing it. And well they might! For these are the most gorgeous zinnias we have ever seen in our many years of experience raising them. You should not delay for a day ordering these seeds which will add so much beauty to your garden.

New 1931 Purple and Gold Combination, No. 246. Per Pkt. 75c

Special Free Offer No. 249 { With your first order for \$5.00, selected from this catalog, we will include without charge one packet of our Purple and Gold Combination, No. 246

1930 Combinations in Giant Zinnias

Last year this collection of giant zinnias proved itself to be our most popular group, judging by the unprecedented number of testimonial letters received from all over the United States and Canada. Many of our customers have written that the zinnias raised from these seeds are the finest they have ever seen. Such letters make us proud to be growers of fine flower seeds. We feel richly rewarded. The seeds in this remarkable collection are selected from the new crop of seeds from twenty-four of the best of our Giant Mammoth and Balloon types, and are grouped into separate shades. This collection has helped to make Fraser's California-grown zinnias admired the world over for their size and coloring.

Stuart, Florida
May 10, 1930.

Fraser & Son,
Pasadena, Calif.
Gentlemen:

Last summer I ordered your Special Collection and had such wonderful results with them that I want to tell you about it. After giving about half of the small plants away, my garden was a riot of color, many of the plants growing to a height of six feet and the blooms to a diameter of from six to eight inches. It so happened that there was a beautification contest being held in this county and my flowers received first prize for the best zinnias.

Sincerely,
ELNORA M. KRUEGER.

Rose-Pink Shades, No. 240. Per Pkt. 50c
Yellow-Gold-Orange Shades, No. 241. Per Pkt. 50c
Scarlet-Crimson Shades, No. 242. Per Pkt. 50c
Lavender-Purple Shades, No. 243. Per Pkt. 50c
New Salmon Shades, No. 244. Per Pkt. 50c

Collection Offer No. 245 { All five of the above packets in our 1930 combination for \$1.00

Growers of California Grown Flower Seeds

Zinnias

from Fraser's
Sun-Ripened Seeds

Giant California Zinnias (Mammoth Flowered Type)

WE OFFER this wonderful strain of seed in the following selected varieties. These giant flowers often attain a size of six inches or more in diameter, and come in a wide range of brilliant colors. Plants grow three feet or more and the flowers are supported on strong stems. Fraser's Giant California Zinnias are invaluable for the garden. They supply a dazzling color note, and make excellent cut flowers. Very easy of culture.

- Mammoth Autumn Glory, No. 208**—Large buff blooms tinted with bronze, and lavender. Flowers have beautiful reflex, overlapping petals. Extra fine stems and foliage of a wonderfully soft shade. Per Pkt. 25c
- Mammoth Orange King, No. 210**—A beautiful deep orange shade. Reflexed type. Has strong stem and fine foliage. . . . Per Pkt. 25c
- Mammoth Scarlet Gem, No. 211**—A wonder in size and depth of color. Sensational color, bright scarlet, with petals that are somewhat loose. Has fine dark green foliage. Pkt. 25c
- Mammoth Rose Queen, No. 215**—An immense deep rose. Reflexed type. Perfectly shaped and colored flower. Foliage extends well up to the flower which is carried on long strong stems. Per Pkt. 25c
- Mammoth Pink Perfection, No. 216**—A very beautiful delicate flesh pink. Extra fine, strong stems and luxuriant foliage. . . . Per Pkt. 25c
- Mammoth Purity, No. 220**—Reflexed petals closely overlapping to make an enormous pure white, having the flat appearance of a mushroom. Good stem and foliage. Per Pkt. 25c
- Mammoth Lemon Queen, No. 222**—Petals loosely arranged (similar to Scarlet Gem) to make a fragrant magnificent bloom of lemon-yellow. Per Pkt. 25c
- Mammoth Giant Wonder Mixture, No. 223**—A mixture of the seven shades, listed above, in the one packet. Everyone pronounces this mixture a wonder when seeing it in bloom in our Mission Gardens. Per Pkt. 50c

Collection Offer No. 233

All of the above 25c packets in separate colors
(7 packets) for \$1.00

California Mission Zinnia (Balloon Flowered Type)

THIS zinnia type is an improved strain that is noted for its semi-globular form and doubleness. It is similar in habit of growth and size to the Giant California Zinnia. It is an unusually free bloomer. Our seed this year was gathered from the finest parent plants we have ever grown.

- Mission Crimson, No. 165**—A beautiful bright rich crimson. The flower has a fully rounded top of the semi-globular shape which characterizes our balloon flowered group. Per Pkt. 25c
- Mission Golden Trophy, No. 166**—A magnificent, perfectly shaped canary-yellow, splendid for exhibition purposes, excellent for cutting. Per Pkt. 25c
- Mission Orange, No. 170**—A striking flower, richly colored with a deep orange. This variety is one of the best all purpose zinnias in the group. Per Pkt. 25c
- Mission Purple Prince, No. 172**—A large, distinctive purple bloom. Although an uncommon shade, we consider it a winner in color, size and shape. Per Pkt. 25c
- Mission Lavender Princess, No. 177**—A large flower, very full and perfect in form, deep lavender in color. Borne on splendid stems, it keeps exceedingly well when cut. Per Pkt. 25c
- Mission Pale Moon, No. 179**—A large flower of unusually fine form in a brilliant sulphur yellow shade. Slightly lower in growth, it is fine for foreground planting. Per Pkt. 25c
- Mission Scarlet Beauty, No. 181**—A gorgeous scarlet, splendid for mass planting. A prolific bloomer and fine cut flower. A good all-purpose zinnia. Per Pkt. 25c
- Mission Grand Mixture, No. 184**—A glorious mixture of all seven colors of the above groups. Very effective for mass planting or planting in the distance. Per Pkt. 50c

Collection Offer No. 192

All of the above 25c packets in separate colors
(7 packets) for \$1.00

Fraser & Son, Ltd. ✦ Pasadena ✦ Growers of

Double Lilliput Zinnias



Note the contrast in size between the Lilliputs in basket and the three Mammoth Zinnias at the base.

AN IMPROVED dwarf Pom-Pom Zinnia. Excellent for cut flower and basket work as it combines successfully with other flowers. Extra strong stems will be produced when grown in rich or well fertilized soil. These are replicas in miniature of the most beautiful double giant zinnias grown, in both form and color. Grow them this year, and you will be so fascinated you'll grow them each succeeding season. We are offering Lilliput Zinnias for the first time in a wide variety of colors. You will get best results by setting them quite close together. They are fine in borders.

Lilliput Canary Yellow, No. 90—A brilliant splash of color for the border. Per Pkt. 25c

Lilliput Golden Orange, No. 91—One of the most colorful oranges you have ever seen. . Per Pkt. 25c

Lilliput Salmon Rose, No. 92—A most unusual zinnia shade.

Per Pkt. 25c

Lilliput Scarlet, No. 93—A dazzling keynote for the focal point of the garden. Per Pkt. 25c

Lilliput White, No. 94—A wonderful companion for the above varieties. Per Pkt. 25c

Zinnia Lilliput Mixture, No. 100—A well chosen blend of the above colors 50c

Collection
Offer
No. 99

All of the
separate colors
in regular full
size individual
packets
(5 packets)
\$1.00

Specialties in California Grown Flower Seeds

California Wildflowers

Sun-Ripened Seeds—California Grown

OUR California Wildflower Seed Formulas will grow anywhere in the United States or Canada with the most ordinary care. They have been proportioned to produce a succession of bloom over a period of many months.

California Wildflowers are especially adapted to beds and areas that receive little or no care, or to some unused corner. They will do equally well in shrubby borders, along wooded walks, or in sections of the garden set aside for wild or natural plantings. They are also very effective when sown in the rock garden. Note: A plan has been recently formulated in different cities to plant these seeds in vacant lots, as they thrive well under almost all conditions, and dress up the appearance of the neighborhood considerably. Plant our California Wildflower Formulas and have a bit of California floral charm in your own

garden. This year many new varieties have been added to all our formulas.

Fraser's California Wildflower Formulas are superior mixtures of the more hardy and decorative sorts of California wildflowers. They contain Wild Snapdragons, several Lupines, Baby Blue Eyes, Wild Coreopsis, Indian and Pink Paint Brush, Evening Primrose, Tidy Tips, Wild Heliotrope, California Poppies, Gilias, Godetias, Blue Bells, Buttercups, Blazing Stars, and many others. *Our California friends will find Fraser's California Wildflower collection a wonderful gift to their friends in the Eastern states.* (Cultural notes on each packet.)

- Wildflower Formula No. 11—California Poppies in six selected colorsPer Pkt. 50c
- Wildflower Formula No. 22—California Wildflowers in a general mixture of many choice varieties.....Per Pkt. 50c
- Wildflower Formula No. 33—Six selected varieties for sowing in partly shaded areas.....Per Pkt. 50c
- Wildflower Formula No. 44—A beautiful blend in orange, yellow, and cream shades.....Per Pkt. 50c
- Wildflower Formula No. 55—A mixture in blue, purple, and lavender colorsPer Pkt. 50c

Collection Offer No. 60 { A novel collection containing one packet of each of the above formulas (5 packets) for \$1.00

Cultural Notes—Cultivate and prepare ground in the usual manner, by raking the surface as fine and smooth as possible. Seed bed should be firm. Sow seed broadcast. For an easy way to sow seed broadcast, mix seed at the rate of a spoonful to a quart of dry sand. Rake

in very lightly with a garden rake. Just before a rain is a good time to sow. Frequent watering in a dry year will bring better results. In the East, sow after all danger of frost. In California sow from October to February.



Fraser & Son, Ltd. ✓ Pasadena ✓ Growers of

California Wildflowers

THIS is a distinct novelty indeed! Be sure to save a nook in your garden for this wonderful display of native color from California. Many delightful colors. Fragile shapes. Unusual beauty . . . California Wildflowers. Your friends will all be wondering what these bright, dainty, little flowers are. They will afford you a world of pleasure.



Specialties in California Grown Flower Seeds

Dahlias • from Seed



*Decorative type
seedling from our
American Beauty
strain*



GIANT prize-winning dahlias can be grown the first year, as easily as zinnias, from Fraser's Sun-Ripened Dahlia Seed. Experience this thrill in your own garden. You can expect the very finest blooms in size, form, and color, but each bud will be a mystery to you until it opens its face. It may be almost any shape or color. You never know, when planting from seed, what kind of dahlia will result until it opens and begins to expand to a gorgeous full blown flower. One new novelty will more than repay you for your effort.

Fraser & Son, Ltd. † Pasadena † Growers of

Dahlias • from Seed

OUR early flowering dahlia seed is grown and selected from propagated cuttings taken from prize-winning parents.

These prize winners (see outside back cover) were originally developed by a special method of hybridizing as originally practiced in the Busch Gardens by R. G. Fraser, resulting in the phenomenal seed strains offered below.

The strong germinating quality of Fraser's Dahlia Seeds is due to the long favorable seed growing season.

Cultural Notes—Use the same direction for sowing seeds as given for zinnias (see page 4). When sown in hotbed or cold frame, transplant to open ground in May or after danger of frost. Plant from 18 to 30 inches apart in a sunny location. Plant in rich, well drained garden soil for extra large flowers. Use bone meal fertilizer and plenty of water when plants set bud. Good cultivation will aid materially. In California and Southern states dahlia seed can be sown in the open as late as June.

- American Beauty Strain (decorative type), No. 250**—Enormous blooms. Floral rays rather flat and loosely arranged. Has a wonderful range of gorgeous colors. Striking new novelties can be expected from this seed. 100 seeds for \$1.00
- California Beauty Strain (show type), No. 262**—Large double flowers of a globular shape. Many colors. Floral rays are more or less quilled. Excellent for cut flowers. 100 seeds for 75c
- Pacific Beauty Strain, No. 270**—A mixture of unnamed novelties. Many marvelous new shades. 100 seeds for 75c

Collection Offer No. 275 || One packet (100 seeds) of each of the above strains for \$2.00

Fraser & Son,
Pasadena, Calif.

Gentlemen:

Last spring I bought 100 dahlia seed from you (No. 250, American Beauty strain) and despite the drought I got some lovely dahlias from them. One of them is the loveliest clear rose pink I have ever seen. The Jersey Beauty is not in a class with it in color or formation. . . . I am enclosing newspaper picture of me holding the beautiful pink dahlia grown from your seed. The picture was taken in my back yard.

Very truly yours,

MRS. M. P. BROUGHTON.

Athens, Ga.,
Oct. 29, 1930.



Specialties in California Grown Flower Seeds

Asters

from Fraser's
Sun-Ripened Seeds



IF YOU have ever grown asters you will agree with us that there is a mysterious fascination in raising them. Perhaps it is the individuality of their blooms that demands this respect from the gardener; or perhaps it is their beautiful, delicate shades. Or perhaps their value as cut flowers, vased or presented as long stemmed bouquets, has a lot to do with their popularity. Mass them in an open plot in your grounds. We are sure you will be richly rewarded for the care you will give them.

Grow them this year in your garden. We would be interested in hearing your story of how you were caught in the spell of aster culture.

How to Grow Asters

Sow the seed in shallow boxes or flats, using a light loamy garden soil. Sow thin and cover about $\frac{1}{8}$ -inch thick. Firm gently. Keep seed bed moist (not wet). Keep seed boxes in the house or a hot bed in March or a cold frame in April. Transplant seedlings into boxes

or pots. Keep in cold frame until after danger of frost. Then transplant to their permanent location in the garden. Plant 10 to 18 inches apart. Asters may be sown in seed boxes in March, April, or May, and can also be sown in the open ground in May. Asters enjoy a rich, well dug soil.

California Giant Asters

GORGEOUS cut flowers. These new Giants, recently introduced, are a non-lateral branching type. Plants grow to three or more feet. Enormous flowers grow on long strong stems. Five lovely colors.

Giant Blue, No. 310—Clear azure blue Per Pkt. 50c

Giant Pink, No. 311—Delicate shaded pink Per Pkt. 50c

Giant Purple, No. 312—A rich purple Per Pkt. 50c

Giant White, No. 313—A snow white Per Pkt. 50c

Giant Rose, No. 314—A deep rich rose Per Pkt. 50c

Giant Mixture, No. 319 Per Pkt. 75c

Fraser & Son, Ltd. ✓ Pasadena ✓ Growers of


Asters

from Fraser's
Sun-Ripened Seeds

Fraser's Plume Aster

FRASER'S Plume Aster is an early branching type with unusually long flower stems. The flowers have long, graceful, feathery petals, chrysanthemum-like in form, often growing to five or six inches across. A very continuous bloomer. This is an improved strain of the "Ostrich Feather" type. Plants grow to 2-2½ feet. Six beautiful colors:

Fraser's Crimson, No. 141—Mellow rose-crimson tone	Per Pkt. 25c
Fraser's Rose, No. 142—A bright rose	Per Pkt. 25c
Fraser's Pink, No. 143—A dainty shell pink	Per Pkt. 25c
Fraser's White, No. 144—Pure snow white	Per Pkt. 25c
Fraser's Lavender, No. 145—Gorgeous lavender blue	Per Pkt. 25c
Fraser's Purple, No. 146—Deep violet purple	Per Pkt. 25c
Fraser's Plume Mixture, No. 149	Per Pkt. 50c

Collection Offer No. 150  All of the above 25c packets in separate colors
(6 packets) \$1.00

Fraser's Famous King Asters

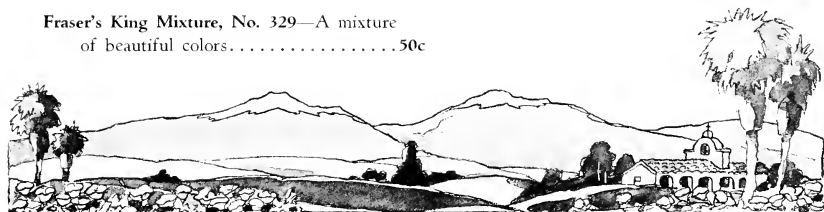
are so different from other asters as to almost form a distinct class of their own. The flower is of great size and substance and when cut lasts a longer time than other asters. The flowers are composed of long narrow petals, beautifully quilled. Fraser's King Asters are invaluable for cutting. They are needle type and are luxuriantly double, and upright in habit. These mid-season asters grow 1-1½ feet high. Fraser's King Asters are far superior, due to the long dry season in which all Sun-Ripened Seeds are brought to maturity.

Fraser's King Mixture, No. 329—A mixture
of beautiful colors 50c

*Our new Pom-Pom type
American Beauty Asters*

A NEW double dwarf aster of a beautiful old rose shade. Decidedly different. Wonderful for border and mass planting. Plants grow 1-1½ feet. Branching habit. A novelty of our own introduction.

Fraser's Pom-Pom Old Rose,
No. 332 Per Pkt. 50c



Specialties in California Grown Flower Seeds

Rainbow Asters



FRASER'S new Rainbow Asters are an improved strain of the well known single aster. The delicate beauty of these large flowers defies description. The flowers, much larger than the ordinary single aster, come in colors quite different from those of most flowers. In vases, in combination with other flowers or by themselves, they create a picture not to be forgotten. This aster is a most charming and graceful plant that is worthy of a place in your garden. It will do well anywhere that asters grow. Follow planting directions for asters as given on a previous page.

- Rainbow Pink, No. 290—A delicate flesh pink. Per Pkt. 25c
 Rainbow Carmine, No. 291—Same color as the American Beauty
 Rose Per Pkt. 25c
 Rainbow Lavender, No. 292—A beautiful clear lavender of a remark-
 able size Per Pkt. 25c
 Rainbow Crimson, No. 293—The brightest of all these asters, an
 excellent crimson shaded to scarlet. Per Pkt. 25c
 Rainbow Rose, No. 294—Deep rose pink. A magnificent flower, fine
 for basket decoration. Per Pkt. 25c
 Rainbow White, No. 298—A very large pure white. Will blend
 beautifully with any one of the above colors. Per Pkt. 25c
 Rainbow Blend, No. 299—A fine mixture of selected rainbow colors. Lge. Pkt. 50c

Collection Offer No. 300 { All of the above 25c packets in separate colors
 (6 packets) for \$1.00

Fraser & Son, Ltd. † Pasadena † Growers of

Delphinium from Fraser's Sun-Ripened Seeds

FRASER'S Giant Hollyhock-flowered Delphinium—tall, massive, and indescribably rich in their full range of color tones—excite the eye of the gardener who seeks something out of the ordinary. Our long dry growing season permits gathering seeds from the finest spikes. You are sure to be amazed with the size and color and form of these glorious flowers. The individual flowers are well distributed along tall, graceful spikes. They are giants in this family of plants. Fraser's Giant Hollyhock-flowered strain represents a great advance in delphinium culture. All of our shades have received an ovation from many professional growers.

Complete Color Range Mixture of Fraser's Giant Hollyhock-flowered Delphiniums, No. 829. Per Pkt. \$1.00

Delphinium Cultural Note—Although a perennial, if sown in February or March in shallow boxes either indoors or hot beds, this strain of delphinium will bloom in the autumn of the first year. When seedlings are 1-inch high, transplant to flats, about four inches apart. For the finest plants be sure to set out in deep, rich, well drained soil, and apply plenty of water. (Complete cultural notes on each packet.)



Giant Hollyhock-flowered Delphinium

Larkspur

Improved Double Annuals

THESE Delphinium-flowered Larkspur are a wonderful all-round annual. No garden is complete without them. They make handsome beds or lines, and are excellent for cutting. This is a vast improvement over the old-fashioned types. Tall lateral branching. Larger double flowers are held on strong long stems. Six beautiful shades (cultural notes on each packet).

Cultural Note—Plant in well drained, deep soil. Seeds sown in the open ground before the close of April will produce flowers from July to frost.

- Double Larkspur, Salmon Pink, No. 858. Per Pkt. 25c
- Double Larkspur, Rose, No. 859. Per Pkt. 25c
- Double Larkspur Dark Blue, No. 860. . . Per Pkt. 25c
- Double Larkspur, Shell Pink, No. 861. . . Per Pkt. 25c
- Double Larkspur, Lilac, No. 862. Per Pkt. 25c
- Double Larkspur, Sky Blue, No. 863. . . . Per Pkt. 25c
- Double Larkspur, Mixture, includes all above colors,
No. 864 Per Pkt. 50c

Collection Offer No. 865 { All of the above 25c Larkspur packets in separate colors (6 packets) for \$1.00

Specialties in California Grown Flower Seeds

Five Beautiful Summer Annuals for Every Garden



SALPIGLOSSIS

SALPIGLOSSIS (Gloxinia Flowered), No. 449—This is a new, giant improved type. The flowers are of a velvety texture, and beautifully veined and pencilled. They are of very easy culture and are profuse summer producers. If you do not know salpiglossis, you have a wonderful treat in store for you. In a rich mixture of selected varieties.

Per Pkt. 25¢

HERE are five annuals that you must include in this year's garden. They are all of easy culture and bloom throughout the summer. You will find each packet produces flowers of surpassing merit—flowers that will make your garden one to be proud of. Purchase them individually or as a collection for \$1.00. Or you may obtain this collection free with every \$10.00 order from the catalog. Cultural notes are given on each packet.

SWEET SCABIOSA (Fairylend Mixture), No. 459—A recent improvement in the old-fashioned pin-cushioned flower. Large double flowers are produced on long strong stems in a beautiful range of colors from light blue to deepest red. Easily grown. Cultural notes on packet.

Per Pkt. 25¢



SWEET SCABIOSA



GAILLARDIA

GAILLARDIA (Indian Chief), No. 480—An unusual shade of rich coppery red. Blooms the first year from seed. Very valuable in cut flower combinations for the house. May be used successfully as a ground cover in the garden.

Per Pkt. 25¢

Collection Offer No. 908

All five packets described
on this page for **\$1.00**

or

Special Free Offer No. 910

Collection No. 908 will be sent free of charge with
every order for \$10.00 or over from this catalog.



DWARF CALLIOPSIS

CALLIOPSIS (Dwarf, Mixed), No. 479—The dwarf calliopsis is excellent for edgings and low massed planting. The richly marked flowers come in shades of yellow, orange and mahogany. Plants grow about 1 foot, and are of very easy culture.

Per Pkt. 25¢



COSMOS (Early Pink Cherokee), No. 461—This new prolific blooming cosmos can be counted on for a wealth of flowers during the summer months. Blooms 50 days from seed. Of medium growing height. A beautiful shade of pink. Cultural notes on packet.

Per Pkt. 25¢



COSMOS

Sweet Peas

from Fraser's
Sun-Ripened Seeds

THE popularity of the sweet pea has grown very rapidly since the introduction of the Spencer Type. Selection and breeding has developed marvelous varieties of larger flowers in new colors and beautiful forms borne three and four and sometimes five to a stem. Our climatic conditions and a long growing season are most favorable for producing vigorous seed of unusual vitality and a high percentage of germination, a fact recognized by a number of eastern seedsmen, who grow their sweet pea and other seeds in California. We offer our sun-ripened sweet pea seed in very choice selections of both the early and late flowering Spencer varieties.

New California Novelties in Frilled and Giant Types

WE OFFER, for the first time, a choice mixture of new sweet pea novelties, including the beautiful frilled types, and several giants of unusual worth. Our mixture includes six individual colors—in blue, orange, pink, and rose shades. These are early flowering varieties. Try this mixture this year; you will appreciate this new group in your garden.

Early Spencer Novelty Sweet Peas in Mixture, No. 579. Per Pkt. 50c

Early Flowering Spencer Sweet Peas

THIS excellent strain of sweet peas will flower three to four weeks earlier than the Orchid Type when planted at the same time. In eastern states sow seed in March and early April or as soon as ground can be prepared after frost is out. In California and states having mild winters, sow seed in August, September and October for winter and spring blooming. (See cultural directions on page 19.)

- Early Spencer Aviator, No. 515—A glowing crimson. Per Pkt. 25c
- Early Spencer Amethyst, No. 516—Large royal purple. Per Pkt. 25c
- Early Spencer Eldorado, No. 517—A new orange. Per Pkt. 25c
- Early Spencer Grenadier, No. 518—Brilliant scarlet. Per Pkt. 25c
- Early Spencer Zvolanek's Rose, No. 519—Giant rose pink. Per Pkt. 25c
- Early Spencer New Blue, No. 520—A beautiful deep blue. Per Pkt. 50c

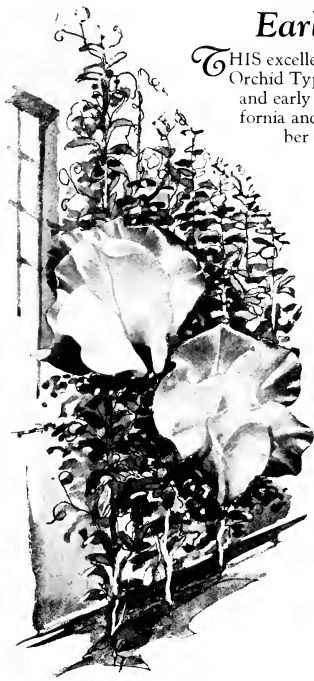
Collection Offer No. 525

One packet each of our Nos. 515, 516, 517, 518, 519, and 520
(6 packets) for \$1.00

- Early Spencer Sweet Lavender, No. 530—Beautiful large frilled lavender. Per Pkt. 25c
- Early Spencer Glitters, No. 531—Orange cerise shade. Per Pkt. 25c
- Early Spencer Fair Maid, No. 532—A delicate blush pink. Per Pkt. 25c
- Early Spencer Imperial Pink, No. 533—A large clear pink. Per Pkt. 25c
- Early Spencer Snowstorm, No. 534—Improved large pure white. Per Pkt. 25c
- Early Spencer Mrs. Calvin Coolidge, No. 535—A lovely salmon pink. Per Pkt. 50c
- Early Spencer Choice Mixed, No. 542—A perfect mixture containing all of the above 12 colors and shades. Large Pkt. 50c

Collection Offer No. 540

One packet each of our Nos. 530, 531, 532, 533, 534, and 535
(6 packets) for \$1.00



Fraser & Son, Ltd. / Pasadena / Growers of

Sweet Peas from Fraser's Sun-Ripened Seeds

Giant Orchid Flowering Spencer Sweet Peas

THIS wonderful new strain of the Spencer Sweet Peas is a later blooming type, maturing about three or four weeks after the early flowering. The flowers are very large and often attain a 2-inch spread. They are beautifully waved and frilled and usually borne in fours. We recommend them for eastern states and along the coast of California, Oregon and Washington.

Giant Spencer Tangerine, No. 545—An improved glowing orange.

Per Pkt. 25c

Giant Spencer Defiance, No. 546—Wonderful orange scarlet. Burnless.

Per Pkt. 25c

Giant Spencer Warrior, No. 547—A clear deep maroon.

Per Pkt. 25c

Giant Spencer Royal Purple, No. 548—Large rich royal purple.

Per Pkt. 25c

Giant Spencer Fortune, No. 549—A beautiful rich dark blue.

Per Pkt. 25c

Giant Spencer Pinkie, No. 550—A magnificent large bright rose pink. A lovely variety.

Per Pkt. 50c

Collection Offer No. 555

One packet each of our Nos. 545, 546, 547, 548, 549, and 550 (6 packets) for \$1.00

Giant Spencer Heavenly Blue, No. 560—A beautiful large delphinium blue.

Per Pkt. 25c

Giant Spencer Supreme, No. 561—Soft delicate pale pink.

Per Pkt. 25c

Giant Spencer Gold Crest, No. 562—A light orange tinted with salmon.

Per Pkt. 25c

Giant Spencer Wembley, No. 563—Lavender shaded with pale blue.

Per Pkt. 25c

Giant Spencer Avalanche, No. 564—A great glistening white.

Per Pkt. 25c

Giant Spencer Mary Pickford, No. 565—Very large dainty cream pink suffused with salmon. A lovely variety.

Per Pkt. 50c

Giant Spencer Choice Mixed, No. 572—A grand mixture. All of the above 12 colors and shades.

Large Pkt. 50c

Collection Offer No. 570

One packet each of our Nos. 560, 561, 562, 563, 564, and 565 (6 packets) for \$1.00

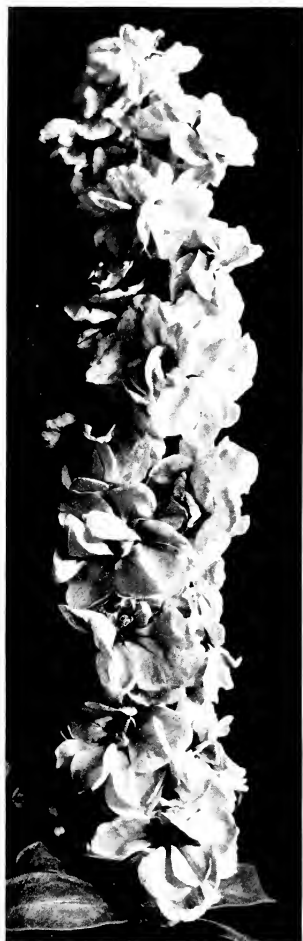
Cultural Directions—Select a rich garden soil in a sunny location. Dig out a trench 6 inches deep by 12 to 18 inches wide and put to one side. Fill in 2 to 3 inches of well-rotted manure and spade thoroughly another 12 inches deep. Then replace top soil and work in liberal amount of bone meal 6 inches deep. Thoroughly soak with water. When dry enough to work, open a small trench 4 inches deep. Sow seed in bottom and cover about 1 inch. Fill in trench gradually as the plants grow until ground is again level. Seed should be sown 1 to 2 inches apart in the row and thinned to 6 inches, as the plants begin to crowd. Provide wire netting support as soon as the plants show. They like plenty of water and cultivation. After plants are up 12 inches, work top dressing of sheep manure and bone meal into surface of soil and water thoroughly. Repeat every three weeks.



Specialties in California Grown Flower Seeds

Stocks

from Fraser's
Sun-Ripened Seeds



WHEN Fraser's stocks bloom they will be the pride of your garden. Enormous pyramids of rich gorgeous colors. Multitudes of dainty double blossoms overlap each other, and press together to load the stem with a solid mass of fragrance, charm, and beauty. These flower heads, in turn, stand together almost as closely as the blossoms on the stems. Fraser's stocks will please you with their fragrance, and delight you with their abundance of individual flowers. Stocks are the one flower you certainly MUST have. They look wonderful in beds, make splendid borders. You can transfer their beauty in the garden to the interior of your home in many ways, as stocks may be used most successfully as cut flowers. These free-flowering hardy garden annuals will grow anywhere. They will supply you with an abundance of flowers from early June until late November. Be sure to order some of these Fraser's stocks seeds. They are sun-ripened. Our strains will produce a high percentage of doubles.

California Giant Perfection

THIS early free flowering strain is in great demand by florists, because of their high percentage of doubles and perpetual branching habits of growth. They are especially desirable for cutting. A very large flowering type. In six interesting colors.

- Giant Perfection Terra Cotta, No. 762—A rose shaded terra cotta Per Pkt. 25c
- Giant Perfection Flesh, No. 763—A beautiful light pink Per Pkt. 25c
- Giant Perfection Red, No. 764—Brilliant crimson red Per Pkt. 25c
- Giant Perfection Yellow, No. 765—This beautiful canary yellow received recognition from the Royal Horticultural Society . . . Per Pkt. 25c
- Giant Perfection Lilac, No. 766—A fascinating silvery lilac shade Per Pkt. 25c
- Giant Perfection Violet, No. 767—An interesting violet shade Per Pkt. 25c
- Giant Perfection Mixture, No. 769—A well proportioned blend of the above colors.
Per Pkt. 50c

Collection Offer No. 770

All of the above 25c packets in separate colors
(6 packets) for \$1.00

Cultural Notes—For summer flowers sow in seed pans or flats in February, March and April, or in the open ground after danger of frost. Use light clean soil. Sow thin and cover about $\frac{1}{8}$ -inch thick. Keep moist (not wet) and provide shading until seed is sprouted. Keep seed pans or flats in hot bed or cold frame. Transplant seedlings to boxes or small pots when about 1-inch high and protect from frost. (Do having mild winters, sow in July, August and September in boxes or the open ground. For winter flowers in greenhouse or pots in cold climates start in July and August.

Do not discard the smaller seedlings as these usually produce the best double flowers.) When $2\frac{1}{2}$ to 3 inches high plant out in the open ground. For winter and spring flowers in gardens of California and other states

Fraser & Son, Ltd. √ Pasadena √ Growers of

Early Giant Imperial Stocks

THIS wonderful improved strain is invaluable for both summer and winter flowering. Fraser's Early Giant Imperials are robust, heavily branched plants, growing to 2-2½ feet. The strong spikes are profusely covered with very fragrant, large double flowers. See illustration in color. Sow in February, March, or April for summer flowering. In California and other states having mild winters, sow in July and August for winter and spring flowering. (See cultural notes on page 20.)

Giant Imperial Blue, No. 710—A beautiful dark blue. . . . Per Pkt. 25c

Giant Imperial Red, No. 711—A fiery blood red. . . . Per Pkt. 25c

Giant Imperial Pink, No. 712—A beautiful light pink. . . . Per Pkt. 25c

Giant Imperial Rose, No. 713—Perfect deep rose pink. . . . Per Pkt. 25c

Giant Imperial Lavender, No. 714—Pure in color, very fragrant. . . . Per Pkt. 25c

Giant Imperial Golden Rose, No. 715—A novelty, light golden rose in color. . . . Per Pkt. 50c

Giant Imperial Mixture, No. 716—A choice blend of all the above. . . . Per Pkt. 50c

Collection Offer No. 720

All of the above six packets in separate colors for \$1.00

Double Mammoth Beauty of Nice Stocks

This type is well-known for the high percentage of double flowers it produces in the most delicate shades.

It is a beautiful early, tall growing variety. Although these stocks are classed as winter flowering, they are excellent for summer bedding in most of the eastern states and along the Pacific Coast. (See cultural notes on page 20.)

Beauty of Nice Flesh Pink, No. 735—True Beauty of Nice color. . . . Per Pkt. 25c

Beauty of Nice Light Blue, No. 736—Beautiful azure blue. . . . Per Pkt. 25c

Beauty of Nice Pale Violet, No. 737—Light violet blue. . . . Per Pkt. 25c

Beauty of Nice Salmon Rose, No. 738—Beautifully shaded in salmon rose. . . . Per Pkt. 25c

Beauty of Nice Almond Blossom, No. 739—Very delicate shaded variety. . . . Per Pkt. 25c

Beauty of Nice Monte Carlo, No. 740—Canary yellow. . . . Per Pkt. 25c

Beauty of Nice Mount Blanc, No. 741—A pure white. . . . Per Pkt. 25c

Beauty of Nice Mixed, No. 742—A mixture of the above colors. . . . Per Pkt. 50c

Collection Offer No. 750 { All of the above 25c packets in separate colors (7 packets) for \$1.00



Candytuft

from Fraser's
Sun-Ripened Seeds



Candytuft (Umbellata Type) Fine for Cutting

SINCE the beginning of gardens candytuft has held its place among annuals. For edgings and in borders, they are indispensable. Candytufts are amazingly prolific with their flowers. Fraser's Umbellata type, in particular, form almost a solid carpet of color. For early flowering they may be started in a hot bed in March. Successive sowings outdoors, made in May and June, produce flowers for the late garden. Choose a sunny location and a well-limed soil.

Annual

Double Wallflowers

THIS is a new double Wallflower that blooms six months from sowing. Grows to 1½ feet. Very fragrant. Long-stemmed, well suited for cutting. In a beautiful range of rich hues of yellow, brown, and red.

Sow in March and April in flats or hot bed and set out in well prepared ground, after danger of frost.

Wallflower, annual mixture,
No. 87950c

Candytuft (Umbellata Type)

Exceptionally fine for the foreground of borders, in rockeries, or in small corners in the garden. Grow to about 1 ft. In six separate colors.

Candytuft, Flesh Pink, No. 422 . . . Per Pkt. 25c
Candytuft, Lavender, No. 423 . . . Per Pkt. 25c
Candytuft, Rose, No. 424 Per Pkt. 25c
Candytuft, Carmine, No. 425 Per Pkt. 25c
Candytuft, Crimson, No. 426 Per Pkt. 25c
Candytuft, White, No. 427 Per Pkt. 25c
Candytuft, Mixed, No. 429 Per Pkt. 50c

Collection Offer No. 430

All of the above 25c packets in separate colors
(6 packets) for \$1.00

Candytuft (Giant Hyacinth Flowered)

This variety grows to about 1½ feet, carrying enormous trusses of white blooms. Fraser's Giant Hyacinth flowered Candytuft is from a very superior strain of seed.

Giant Hyacinth Flowered, White,
No. 435 Per Pkt. 50c

Fraser & Son, Ltd. ↗ Pasadena ↘ Growers of

Petunias

Mammoth Flowered Types

THE most magnificent types of all petunias. The improved strains which we offer on this page are a striking departure from the plain old-fashioned sorts. The day of drab colored petunias has gone. These are indescribably beautiful. Many have bright, exotic markings contrasted vividly against the soft texture and the delicate tone of the flower. The mammoth deep throated single flowers are charmingly fringed, ruffled, and frilled. These flowers sometimes grow to five inches across, and are veined and pencilled in many bright colors.

Fringed Giants, No. 580—New Novelties. Immense single flowers in crimson, scarlet, carmine, white, and pink shades. Deep colored throats ranging from golden to maroon. Beautifully fringed edges. . . . Per Pkt. 50c

Dwarf Giants, No. 595—New. Enormous flowers of the ruffled and fringed type. Beautifully blotched and veined; plants dwarf (see photograph at bottom of page). Per Pkt. \$1.00

California Giants, No. 585—The largest of all single petunias. Marvelous shades. Deep wide open throats. Petals waved and frilled. Beautifully veined. . . . Per Pkt. 50c

Ruffled Giants, No. 590—Very choice. Flowers beautifully ruffled and frilled of heavy texture. Ruffles often overlap, giving appearance of a double flower. Most pleasing colors. Per Pkt. 50c

Collection Offer No. 600

|| All of the four packets listed above
for \$2.00

Petunia Culture—Prepare soil for seed bed by mixing two parts good, light, clean soil or leaf mold with one part sand. Use no fertilizer; sift through fine screen. Put this mixture into seed pans or flats and press down firmly and evenly within 1 inch of top. Water thoroughly. Allow soaked soil to drain well. Then sprinkle seed evenly on this surface. Press seed lightly with a flat block of wood and barely cover with a light sifting of sand. Dust new sown seed bed lightly with fine charcoal or sulphur to prevent fungi and damping off. Keep seed bed moist (not wet) by lightly sprinkling with a very fine spray, and only when necessary. Cover pans or flats with a pane of glass, and

protect from sun by shading with paper. Seed pans or flats should be kept in a warm location (about 60 degrees) and well ventilated during germination period. They will sprout in about 10 days. When the seedlings have developed four or five leaves, transplant into small pots or flats, and keep in a hot bed or cold frame, or outside if danger of frost is over. Save all the weakest looking plants as they usually develop the finest flowers. When two or three inches high transplant into larger pots or into the garden. In eastern states petunia seed may be sown from February to May; in California to June. Handle your petunia seed packets carefully as the seed is very fine and quite expensive.



Specialties in California Grown Flower Seeds

Snapdragons

from Fraser's
Sun-Ripened Seeds



AND snapdragons, of course! What garden is worthy of being called a garden without some of these fierce faces with snarling lips curled back and fuzzy glistening tongues. Diminutive . . . but what roguish wags they are! Press the sides of their jaws, watch tiny mouths flash open to relieve the stern set of their faces in a big hearty laugh. What jolly companions! Their laugh will brighten up even your gloomiest mood.

Plant them in borders along your walks, or bed them in some happy spot where they'll get plenty of the sun they love so much.

As cut flowers they'll give a new air of charm to the living room or bedroom. You can choose between many glorious colors. The spikes will come in various lengths. No two snapdragons are exactly alike.

New Giant Snapdragons *(Antirrhinum Maximum)*

THIS wonderful new strain is superior to anything yet introduced, and will prove a revelation to those who know only the ordinary garden snapdragon. They grow to four feet high. The immense flowers of beautiful texture are closely set on long graceful stems.

Giant Apple Blossom, No. 810—Soft apple blossom pink with yellow lip and white markings. Solid spikes of magnificent flowers. . . . Per Pkt. 50c

Giant Canary Bird, No. 811—Beautiful bright canary yellow. Excellent cut flowers. . . . Per Pkt. 50c

Giant Copper King, No. 812—Rich bronze scarlet, showing a rich, velvety sheen. . . . Per Pkt. 50c

Giant Old Gold, No. 813—Pure golden yellow. A most effective color. . . . Per Pkt. 50c

Giant Purple King, No. 814—Deep reddish purple or garnet. A very striking color. . . . Per Pkt. 50c

Giant Snowflake, No. 815—Wonderful cream white of soft texture. Massive spikes. . . . Per Pkt. 50c

Giant Rose, No. 816—Flowers of extraordinary size of clear rose-pink. . . . Per Pkt. 50c

Giant Snapdragon Mixed, No. 821—All the above colors mixed in 1 packet for. . . . \$1.00

Collection Offer No. 820

All of the above 50c full size packets
(7 packets) for \$2.00

New Los Angeles Maximum Snapdragon

THIS marvelous new color, a beautiful salmon-rose—identical in color to the famous Los Angeles Rose—has never before been obtained in the Maximum Antirrhinum. It combines a beautiful shade of salmon with Begonia Rose. It is sure to create a sensation in your garden. It is a vigorous grower.

No. 825 . . . Per Pkt. \$1.00; 6 Pkts. for \$5.00



One of our growing fields (Snapdragons)

Medium Snapdragons (Large Flowering)

THIS popular group is most valuable for bedding purposes. The plant is more compact in habit and will grow $1\frac{1}{2}$ to 2 feet high. Very free flowering. The flowers are closely set on good spikes.

Medium Pink Perfection, No. 640—Beautiful Hermosa pink suffused salmon. Per Pkt. 25c
 Medium Empress, No. 641—Rich velvety crimson. Brilliant shade Per Pkt. 25c
 Medium Carmine Queen, No. 642—A very bright rose carmine. Per Pkt. 25c

Medium Silver Pink, No. 643—A magnificent pearly pink. A clear delicate color. Per Pkt. 25c
 Medium Defiance, No. 644—Rich orange scarlet. Per Pkt. 25c

Medium Prima Donna, No. 645—A beautiful terra cotta pink. White marking. Per Pkt. 25c

Medium Snapdragon, Mixed, No. 649—Containing all the above six colors. Lge. Pkt. 50c

Collection Offer No. 650 [All the above six 25c packets for \$1.00

Tall, Large Flowering Snapdragons

THIS strain will grow $2\frac{1}{2}$ to 3 feet. They are excellent for bedding. The individual flowers are very large and somewhat loosely set on beautiful long spikes. Exceptionally fine for cutting. We offer a very choice selection of six varieties.

Tall Cardinal, No. 625—A dazzling scarlet, very rich in depth of color. Long spikes. Per Pkt. 25c
 Tall Coral Rose, No. 626—Beautiful shade coral rose. Per Pkt. 25c
 Tall Harmony, No. 627—Terra cotta orange shaded rose. Per Pkt. 25c

Tall Pink Venus, No. 628—A delicate flesh pink with white marking. Per Pkt. 25c
 Tall Rose King, No. 629—Deep rose color clear through. One of the finest in this group. Per Pkt. 25c

Tall Torchlight, No. 630—Bright orange with a yellow lip. Per Pkt. 25c

Tall Snapdragons, Mixed, No. 634—Containing all the above six colors. Lge. Pkt. 50c

Collection Offer No. 635 [All the above six 25c packets for \$1.00

Specialties in California Grown Flower Seeds

Hollyhocks

from Fraser's
Sun-Ripened Seeds

New Annual Hollyhocks

OUR Hollywood Star strain blooms the first year from seed. The large single and semi-double flowers are beautifully fringed, and come in many soft art shades. Blooming over a longer period than the perennial variety, this new hollyhock is a valuable acquisition for the gardener who appreciates an effective landscape setting. Sow indoors in March and April and transplant where wanted after danger of frost.

Annual Hollyhocks, Hollywood Star, Mixed Colors, No. 889, Per Pkt. 50c

Helichrysum

(California Straw Flower)

BECAUSE of their "ever-lasting" cut flower qualities, these pretty and colorful flowers are steadily increasing in popularity. Grow them in the sun in almost any soil. Plants grow 1½ ft. tall, and flower from July to frost.

To make a permanent bouquet,

cut the flowers early in the morning and hang upside down until thoroughly dry. They may be dyed, if desired. Fraser's helichrysum are an improvement on the older varieties. The flowers are quite double and come in a wide range of colors.

California Strawflowers, light shades, No. 917,
Per Pkt. 25c

California Strawflowers, deep shades, No. 918,
Per Pkt. 25c

California Strawflowers, general mixture of all
shades, No. 919. Per Pkt. 50c



California Strawflowers

Marigolds

from Fraser's
Sun-Ripened Seeds

New Giant African Marigolds

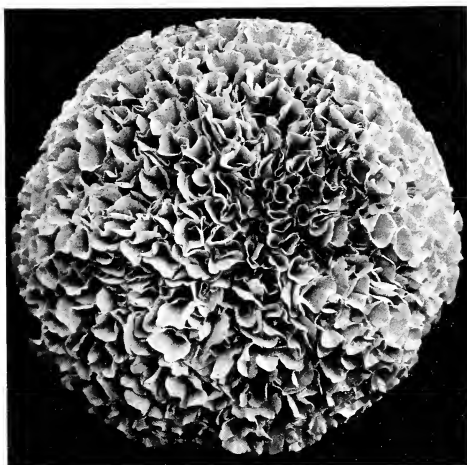
THE finely cut, bright green foliage, and the brilliant displays of orange and yellow make African Marigolds invaluable for mass and border planting. These flowers have an important place in every garden. Fraser's seed is from improved marigold strains only.

Marigolds are valuable for their long blooming period, producing a wealth of flowers. And they are of very easy culture. For early flowers, sow in hot bed during March, or a cold frame in April, and transplant to the open ground in May. In California and states of similar climate, marigolds can also be sown in August for late fall and early winter flowers.

Giant Orange, No. 397—Enormous rich golden orange flowers of the quilled type, 4 to 5 inches across. Globular in form, will grow three feet high or more. . . . Per Pkt. 25c

Giant Yellow, No. 398—Same in size and form as Giant Orange listed above, but of a pure lemon yellow color. . . . Per Pkt. 25c

New Giant Perfection Orange, No. 399—This new orange marigold has come 100% double for the past two years. . . . Per Pkt. 50c



French Marigolds

- Ramona, No. 377**—Tall French single marigold. Strikingly beautiful. In rich mahogany shades, edged with gold. . . . Per Pkt. 25c
- Fraser's Golden Wave, No. 379**—Tall French doubles. Beautifully striped in gold, orange, and brown combination. Grows 2½ to 3 feet high. Very striking flowers, often 2 inches or more across. . . . Per Pkt. 25c
- Fraser's Parisian Wave, No. 380**—A compact plant bearing dwarf French doubles. Excellent for borders or pot plants. Mahogany brown with velvety golden stripes. Very profuse bloomers. . . . Per Pkt. 25c

Amaranthus

Bonfire, No. 895—A brilliant flame colored foliage plant. The top of the plant is a veritable burst of flame. So easily and quickly grown from seed and so highly ornamental you will miss much by not having it in your garden. For large mass bedding, or scattered plantings in the background, or shrubby borders, it is beautiful beyond description. . . . Per Pkt. 25c

Special Collection Offer No. 900

One each of all the 25c packets on this page, \$1.00



Specialties in California Grown Flower Seeds

Calendulas

from Fraser's
Sun-Ripened Seeds



Top—Improved Yellow; Center—Improved Orange; Bottom—Sensation

FRASER'S Calendula seed will produce for you the most faithful flowers in your garden. These plants are exceedingly generous with their blooms and will border your beds with a mass of exotic flaming color, and will keep your home supplied with cut flowers from early summer until after frost. You can count on successful flowers every time you plant these sun-ripened seeds. Do not confuse these flowers with the calendulas grandmother raised, for they are much larger and well variegated as to size and coloration.

Calendulas will thrive in almost any soil, on the minimum of care. They offer you as much for your time and effort as any other flower in the garden. They are valuable for bordering and desirable for pot culture.

- | | |
|-------------------------------------------------------------------------------------------------------------------------|---------------|
| Improved Orange, No. 410—A rich golden orange. Large double flowers. | Per Pkt. 25c |
| Improved Yellow, No. 411—Large pure lemon yellow. | Per Pkt. 25c |
| Sensation, No. 414—Brilliant orange. An exceptionally fine and large flower with dark center, uniformly double. | Per Pkt. 25c |
| Ball's Gold, No. 415—Wonderful golden yellow. | Per Pkt. 25c |
| Radio, No. 416—Quilled orange. A startling, comparatively new variety | Per Pkt. 25c |
| Golden Splendor Mixture, No. 420, including the above and several striped varieties | Lge. Pkt. 50c |

Collection Offer No. 421



All of the above 25c packets in separate colors
(5 packets) for \$1.00

Fraser & Son, Ltd. ✦ Pasadena ✦ Growers of

California Poppies

from Fraser's
Sun-Ripened Seeds

FEW gardeners know that when cut in the early morning before the buds are open, these flowers are wonderful for cutting. Fraser's California Poppies can easily be grown in your own garden, and are a vast improvement over the native golden poppy. They are extra large and come in many beautiful colors; some are gracefully fringed and fluted; others are single tulip shape or double. The lace-like silvery foliage is truly charming. This year we have added several fine varieties to our formulas. You have a new experience in store for you if you have never raised these improved Fraser poppies.

Cultural Notes—Poppies, being of very easy culture, will grow in any garden soil. As they do not transplant readily, they should be planted where you want them to bloom. Sow in rows 18 inches apart, or broadcast. Thin to 8 inches apart. Sow in April or May in the eastern states. In California, poppies can be sown from October to March. Keep old flowers picked for a color sheet of continuous bloom.



Poppy Scarlet Blend, No. 485—Including a new deep scarlet of the tulip-flowered type Per Pkt. 25c

Poppy Orange Blend, No. 486—Beautiful fluted and double types in rich orange. Per Pkt. 25c

Poppy Crimson Blend, No. 490—Rich crimson shades, including a fluted type Per Pkt. 25c

Poppy Yellow Blend, No. 493—New fringed yellow and yellow shades Per Pkt. 25c

Poppy White Blend, No. 497—Large single and double varieties in white Per Pkt. 25c

Poppy Pink Blend, No. 499—Bright and delicate shades of pink . . . Per Pkt. 25c

Poppy Carmine Blend, No. 504—Deep carmine shades including a lovely frilled type Per Pkt. 25c

Poppyland Formula, No. 506—A glorious blend of 12 choice colors. . Lge. Pkt. 50c

Collection Offer No. 509 { Your choice of any three of the 25c packets listed above for 50c

Collection Offer No. 510 { All of the 25c packets in separate blends listed above (7 packets) for \$1.00

Specialties in California Grown Flower Seeds

Our Customers' Page



DURING the course of a year it is our extreme pleasure to receive hundreds of unsolicited letters from our many flower-loving friends throughout the United States and Canada. Most of these letters are aglow with encouraging praise for Fraser's Sun-Ripened Seeds, their growing qualities, and prize-winning results. Some of the letters request gardening advice and technical information. All such communications are joyfully received, thoroughly read and gratefully acknowledged. You, too, write us if you have questions to be answered or desire help in your gardening problems. Our business is helping as well as selling. The limitations of space permit printing below just a few excerpts from the many letters received.

Mrs. A. D. Mires of Plainview, Texas, who sent us the photograph of the basket of seedling Dahlias shown at the top of the page, writes: "I have had the community wild about your seedling Dahlias, as several have measured 9 inches across. I won first and second prizes in the Hale County Flower Show, September 19-20."

Mr. John Mysterly sent us the photograph in the center with a letter which said: "Words cannot express the pleasure gained in growing your wonderful Zinnia seeds. Many blossoms were larger than the face of the alarm clock in the picture . . . and such flower colors as we have never seen in the East."

From Parsons, Kansas, Mrs. O. G. Yancey writes: "We wanted you to see what we can grow in Kansas from your Dahlia seeds so I am sending a picture, which my husband took, of a couple of large Dahlias that I grew from your seed. The larger one measured 7 inches across and very double. Our Dahlias are beginning to bloom again this Fall after a long, dry hot summer. The giant Zinnias we grew from your seed were giants. The stalks looked like small trees." (The picture at the bottom of the page is the one which Mr. Yancey took.)

To each customer who sends us a photograph of flowers grown from our seeds which is suitable for reproduction in our next year's catalog, we will mail with our compliments a coupon good for a \$5.00 selection of Fraser's Sun-Ripened Seeds. Snapshots may be suitable if they are bright and clear. Photographs must be received not later than November 15, 1931.



From far-off Sackville, New Brunswick, Canada, G. R. Viets writes: "I have seen some magnificent Dahlias grown from seeds purchased of you this year. It is almost unbelievable that such exquisite flowers could be produced by seedlings of the current season. For many years I have specialized in an amateurish way with Dahlias but have never been able to produce such blossoms."

Mrs. Rosalie Kelly writes from her home in Daventry, Iowa: "I want you to know the wonderful success I had with the Zinnia, Snapdragon, Aster, Shasta Daisy and Lilliput seed which I purchased from you last Spring. The Zinnias were 5½ inches and 6 inches across. The Lilliputs were real aristocrats. I am planning to plant one-half acre of flowers next spring."

Mrs. Jack Coppock of Bradford, Ohio, writes to us of her prize-winning results with Fraser's Sun-Ripened Seeds: "We took first prize on Zinnias, first and second on Asters, first on Snapdragons, and first on basket of mixed flowers—and we had very strong competition. The Asters and Snaps were far superior to any flowers we have ever raised. The Dahlias from seed were the joy of all—some gorgeous specimens were 9 inches in diameter, and such colors!"



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DAHLIAS *From Seed*



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