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1933 *Fraser's* SUN RIPENED SEEDS

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Fraser & Son, Ltd.

HORTICULTURAL ESTABLISHMENT

PASADENA - CALIFORNIA

CALIFORNIA'S
EXCLUSIVE
FLOWER SEED
GROWERS

FRASER'S CUPID POM POM ZINNIAS - COLLECTION No. 99

"SUN RIPENED" SEED... *America's Best*

THE CHOICE OF THOUSANDS OF GARDENERS *from COAST TO COAST*

Guaranteed Satisfactory or Money Back



A DAHLIA and BUD grown from our No. 250, American Beauty Strain, in Pueblo, Colo., by Blanche Smith.



ZINNIAS grown from No. 245 Collection of Giant Zinnias in Thompsonville, Conn., by Mrs. R. F. Maylott.



ASTERS growing in Toledo, Ohio, from "Sun Ripened Seed," by C. W. Patch, who took five first prizes at the flower show.



"SUN RIPENED" ZINNIA seed produces giant flowers for Mrs. Geo. Sutherland of Reno, Nevada.



SWEET PEAS and other "Sun Ripened" flower seed produce wonderful results in Miles City, Montana, says Mrs. Carl Zimmerman.



GIANT MISSION ZINNIAS grow 6 inches across in her garden at Wechawhen, N. J., writes Miss L. Bernecker.



RAINBOW ASTERS are wonderful in San Francisco, says Mrs. C. Cleeland.

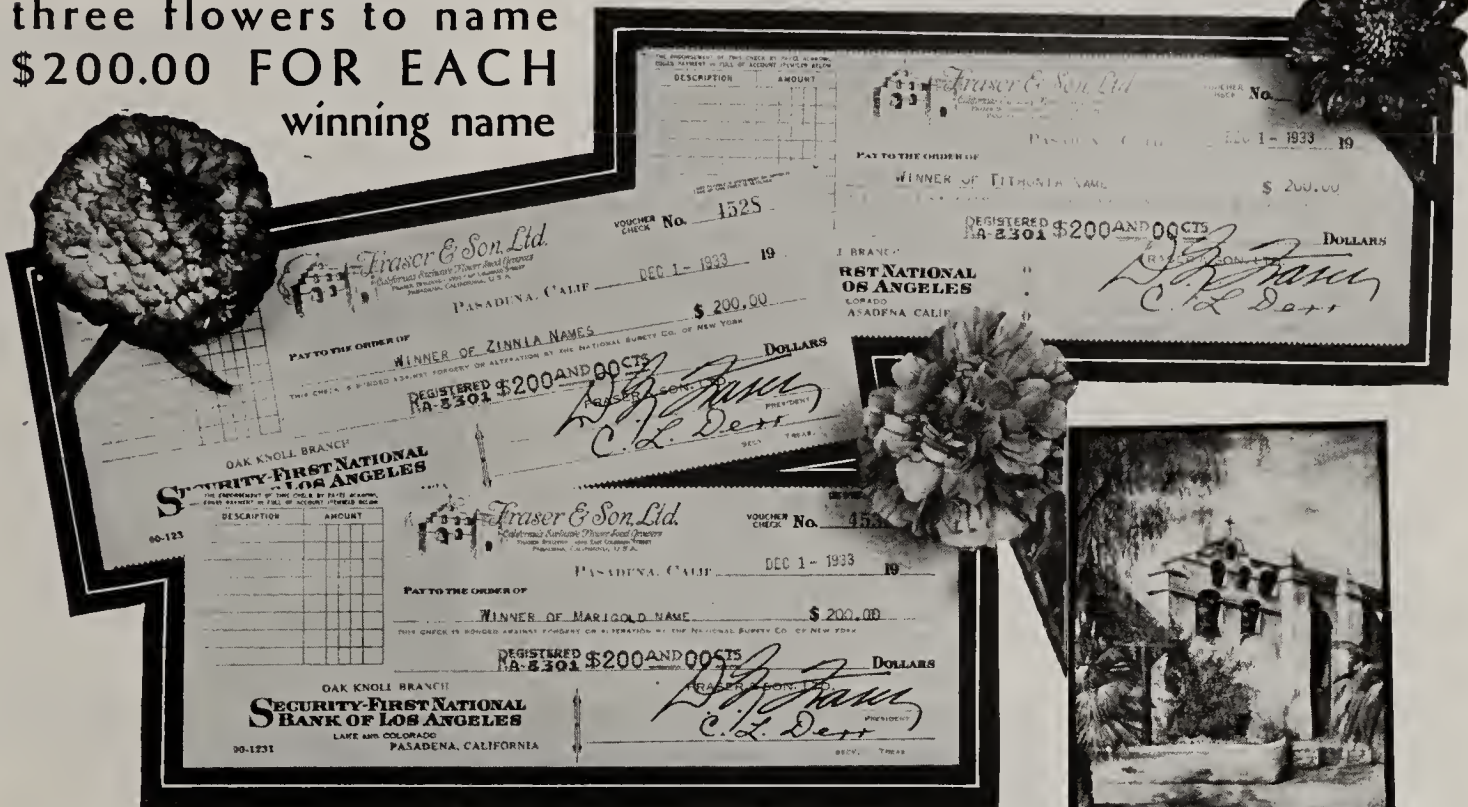


ZINNIAS GROWN BY FRASER & SON, LTD. CALIFORNIA'S GREATEST ZINNIA SHOW 1000 EXHIBITORS AT PALM BEACH

OUR PRIZE WINNING COMMERCIAL EXHIBIT OF ZINNIAS AT LOS ANGELES DAHLIA SHOW, BILTMORE HOTEL, LOS ANGELES

\$600.00 IN CASH PRIZES TO WINNERS IN OUR NAME CONTEST

three flowers to name
\$200.00 FOR EACH
winning name



You can have one of these checks made payable to you by sending us a winning name.

OPEN TO ALL FLOWER LOVERS Absolutely Free—Nothing to Sell

We will furnish seed FREE to grow the flowers named in this contest if your regular order for flower seed this year amounts to \$2.00 or more. This free offer is good only as long as our supply of seed lasts. OFFICIAL ENTRY BLANK will be issued ONLY on receipt of Request attached to foot of our regular order blank.

GROW THE FOLLOWING FLOWERS THIS YEAR—STUDY THEM CAREFULLY, then send us your choice of names on or before November 1st, 1933 on our Official Entry Blank.

Guinea Gold Marigold (Our Gold Lace). Preference will be given to the most original coined name suitable for our trade name.

Zinnias Elegans Type (Our Miniature Mission). This name must be suitable to apply to this entire group rather than to any individual color.

Tithonia Speciosa. A novelty, each grower or seedsman giving it a name to their own liking. It is truly a beautiful flower, native to Mexico and Central America and is sure to become very popular with a name that everyone can remember and pronounce.

\$200.00 in cash will be paid for the winning name selected for each flower. Judges decision to be final and binding on all entrants. A beautiful monk's cloth tapestry of the San Gabriel Mission, hand painted in oils, will be given to second best name.

RULES OF CONTEST Read Carefully

1. To Make Entry. Request for Official Entry Blank must be made on space provided at foot of our numbered order blank in this catalog, and all contestants must submit their choice of names to us on our Official Entry Blank to be eligible for prizes, because in no other way can we keep accurate record of Contestants. Requests for Official Entry Blank must be made on or before midnight of June 1st, 1933. Positively no Official Entry Blanks will be issued thereafter.

2. Eligibility. Only one Official Entry Blank to a customer will be issued. No employees or relatives of employees of Fraser & Son, Ltd., are eligible to enter this contest.

3. Closing Date. You will have until November 1st, 1933 to grow these flowers, study them and submit your choice of names. Only one name for each flower will be accepted, submitting two will disqualify your entry. Remember, all names received must bear postal cancellation on or before midnight of November 1st, 1933 to be eligible for prize.

4. Choice of Name. Preference will be given to the most original coined name submitted for each flower and the judges

decision shall be final and binding on all entrants. Only one name for each flower will be accepted, submitting two will cause your entry to be rejected. No erasures can be made of names submitted on Official Entry Blanks, and no names will be accepted on any other form. Names must be filled out on Official Entry Blank in ink or typewriter.

5. Ties. In the event of a tie, a prize identical with that tied for will be awarded each winning contestant.

6. Special Promptness Prize. To encourage our customers to place their regular order before the peak of our rush season we will give an additional prize of \$25.00 to each first prize winner shown by post mark as having mailed their order to us amounting to \$2.00 or more, on or before March 31st, 1933.

7. Judging. Selection of winning names will be made between November 15th, 1933 and December 1st, 1933, by three impartial judges. Serving in this capacity will be R. E. Page, Manager of the Beverly Hills Nursery, prominent in local horticultural circles; E. H. Lenz, Southern California Manager of the Schmidt Lithograph Company, and G. R. Trefzger, Owner and Manager of the Crown City Typewriter Company of Pasadena. This group consisting of a competent horticulturist and two enthusiastic amateur gardeners, gives us responsible judges thoroughly able to select the best names.

8. Payment of Awards. Our check covering the amount of their prize will be sent to the winners as soon as Judges have completed their selection, which will be not later than December 15th, 1933.

9. Announcement of Winners. Winners and winning names will be announced in our spring catalog for 1934, which will be issued and mailed to all Participants during the month of January, 1934. Do not write in requesting information about the winners, this information will be published or given out only through the pages of our 1934 catalog, positively in no other manner.

BE SURE TO REQUEST OFFICIAL ENTRY BLANK ON SPACE PROVIDED AT FOOT OF OUR NUMBERED ORDER BLANK—WE CANNOT BE RESPONSIBLE FOR REQUESTS MADE IN ANY OTHER MANNER.

**MAKE YOUR REQUEST FOR OFFICIAL ENTRY BLANK BEFORE JUNE 1ST, 1933
WIN ADDITIONAL PRIZE OF \$25.00—READ RULE NUMBER 6**

MERITORIOUS NOVELTIES and LATE INTRODUCTIONS

This year we have grouped all of the best novelties and late introductions on this page and the next for the convenience of our customers. We have listed not only those of our own introduction and growing, but we have also listed the outstanding novelties brought out by other California seed growers. Flowers that are new or unique are interesting and fascinating to grow—why not try some in your garden this year.

ANTIRRHINUM

Majus nanum maximum

656 Gold of Ophir. A beautiful new giant-flowered, half-medium Snapdragon, 18 to 22 inches tall. A sparkling reddish orange with lower lips of clear orange. A bright color for garden display or for cut flowers. Pkt. 35c.

657 Sweet Briar. Another new color of this group you will like, clear rose with white throat. Pkt. 35c.

GIANT ENGLISH DAISY

Bellis Perennis Monstrosa

Wonderful for bedders and low borders in partially shaded locations and here's a couple lovely new colors. You will like even better than the old ones.

2784 Versi-Color Giant. A large white flower, prettily variegated with rose pencilings. Pkt. 35c.

2785 Lilac Gem. A new color all growers have been striving for. Pkt. 65c.

DAHLIA

253 Red Crown. Brilliant scarlet flowers with quill-like crested centers; sweetly scented. Plant is vigorous and "free-flowering"; grows about 5 feet tall and produces flowers unusually true to color on long strong stems. Pkt. 65c.

ASTER

3001 Autumn Dawn. A gorgeous new aster, soft lilac with yellow center, flower about 2½ inches across. Plant grows about 18 inches, branching habit. Pkt. 35c.

CHRYSANTHEMUM (Annual)

2346 Radiatum album. Attractive and odd flower with curved and quilled petals of white radiating like spokes of a wheel from a dark brown center. See illustration. Pkt. 35c.

2347 Radiatum aureum. The same as above, but rich, golden yellow petals. Pkt. 35c.

2345 Radiatum hybridum. Quilled and curved petals like above, but colors mixed. Pkt. 35c.

2348 Golden nivellii. Similar in growth to the Painted Daisy, growing about 2 feet tall. Flowers are 2 to 3 inches across and a rich golden yellow. An abundance of bloom makes it valuable for cutting. Pkt. 35c.



URSINIA. A real Jewel from the Cape of Good Hope. One of the best for cut flowers, keeping unusually long. Bright orange and dark center.

URSINIA

2498 Jewel of Africa. A real beauty, too. For cut flowers it's one of the very best, lasting unusually long. In the garden, the golden-orange daisy-like flowers and lacy, light green foliage makes a distinctively pretty color effect. The plant grows about 12 inches high and is very easy to start from seed sown inside during early spring or outside when the ground is warm. Blooms from July till frost. Pkt. 35c.

FLAME CELOSIA

The best celosia you have ever seen: A dwarf grower with many branches ending in bursts of brilliant red or warm glowing golden yellow feathered plumes. It's very effective for garden display and for pot culture. Comes in two colors and is described and illustrated on page 18.

2284 Fireflame. Pkt. 50c.

2285 Afterglow. Pkt. 50c.

TRICHOLAENA

Ornamental Grass

The prettiest ornamental grass we have ever seen. Small downy plumes of pale pink or silvery-lilac. One of the daintiest bouquet mixers you can imagine. Just try a few stalks with a bowl of pink roses. Grows about 2 feet tall and is easily started from seed sown in the open ground as soon as the soil is warm.

2911 Rosea. Pkt. 35c.

2912 Atropurpurea. Purple. Pkt. 35c.

PETUNIA

Grandiflora Fimbriata

603 Floretta. Beautifully fringed and waved flowers averaging 4 inches across. Color runs through light purple shades attractively marked with black veins and deep, rich purple throat. A vigorous grower and blooms profusely. Pkt. 65c.



ANNUAL CHRYSANTHEMUM. RADIATUM. New and odd, truly a novelty for your garden and very attractive.

CANTERBURY BELLS (Annual)

Campanula

1153 This very desirable addition to the Canterbury Bells is the introduction of a California grower. We have watched its development with a great deal of interest, because a strain of this popular family that will bloom in less than six months from seed is going to fill a long felt want. The plant grows 2 to 2½ feet tall and produces anywhere from 6 to 8 flower spikes of dark blue, light blue, pink, rose and white. It may be planted very early in the spring inside or in a hotbed and transplanted to the garden in time for bloom during late summer and fall. In climates such as California and southern states it can be planted in the fall for spring flowers. Offered in mixed colors only. Pkt. 35c.

ANNUAL CANTERBURY BELL. An outstanding introduction for 1933 that is going to fill a long felt want.



UNUSUAL FLOWERS OF RARE BEAUTY OF RECENT INTRODUCTION



GOLD LACE MARIGOLD. Our Improved Guinea Gold, one of the brightest and most cheerful of all fall flowers.

MARIGOLD

Improved Guinea Gold

401 Gold Lace. One of the finest introductions of 1932, it still ranks as a novelty of real distinction. Flowers average about 3 inches across, are rich golden orange and petals are loosely arranged, crinkled and waved, giving the flower a fluffy, lacy-like appearance. Plant is very vigorous and will grow to 4 feet tall when planted in rich soil. Produces an abundance of flowers on long strong stems fine for cutting. We saved only the finest plants last year for stock seed; as a result our crop is better in every way this year. Pkt. 35c.

See Name Contest on Page 3.

GOMPHRENA

Globe Amaranth

2453 Haageana. One of the popular everlasting flowers. Grows about a foot high and the clover-like flowers are an interesting orange-henna color. Makes a very pretty border and will bloom from midsummer till frost. Pkt. 35c.

CLARKIA ELEGANS

2408 Enchantress. A new color of this popular native of California. A beautiful soft shade of salmon-rose, very double and excellent for cutting. Develops best in a cool climate and flowers in six weeks from sowing. Pkt. 35c.

TITHONIA SPECIOSA

2477 A strikingly colorful flower and a distinctive novelty. The flowers are flaming orange and closely resemble the single dahlia. Plant varies in height, being 6 to 10 feet tall depending on climatic conditions and richness of soil. A fine thing to plant among tall shrubbery for color and as a tall background it has few equals. It is a native of Mexico and Central America and was offered last year by a number of seedsmen under a variety of common names. Further description given on page 28. Pkt. 35c.

A beautiful flower but a difficult name to remember. We are going to pay well for a good popular name. See contest on page 3.

VENIDIUM FASTUOSUM

2479 A native of South Africa and one of the outstanding novelties of last year. Flowers are 3 to 4 inches across, brilliant orange petals ending in a purplish-black zone at the base. See illustration on page 39 and complete description on page 28. Pkt. 35c.

LILLIPUT NASTURTIUM

A very pretty, dainty little nasturtium; novel and new to most flower lovers. The plant is fully dwarf in every sense; leaves are small and the flowers are perfect replicas in miniature of the larger members of the family. They are colorful and profuse bloomers. Planted in solid beds, borders or in the rock garden they are most attractively used.

2677 Baby Rose. Creamy white, spotted with pink.

2678 Lady Cherry. Wine red flowers and dark green leaves.

2679 Ruby. A good clear ruby red.

2680 Snow Queen. A cream white, different for a nasturtium, but you will like it.

• Packets 25c each

GOLDEN GLEAM NASTURTIUM

2600 Golden Gleam. A semi-dwarf or probably better described as semi-trailing. Flowers pure golden yellow, very large, double and sweetly scented. The most vigorous grower and prolific blooming nasturtium we have ever seen. Flowers are borne well above the foliage on long stems; a beauty for cutting or garden display. See illustrations on page 24. Pkt. 20c.

SWAN RIVER DAISY

Brachycome

This pretty, daisy-like little flower is familiar to many gardeners in mixed colors only. Now, we are able to offer it to you in separate colors that come quite true from seed. The plants grow from 8 to 12 inches high and are covered with flowers throughout most of the summer. They like a sunny location; are fine for pot culture, borders, edgings and small beds.

2904 White	} Packet
2905 Blue	
2906 Dark Violet	
2907 Rose	
2908 Red	

2909 Mixed Colors. A fine blending of all the above colors. Pkt. 15c.



TITHONIA SPECIOSA. Flaming Orange—a real beauty and makes most artistic bouquets.

SWAN RIVER DAISY. Dainty, colorful and hardy, just the thing for a bright border or bed. Offered by us in separate colors.

DELPHINIUM chinensis

Annual

848 Tall Butterfly Blue. This strain will flower from June to September from seed sown inside during early spring. Rich dark blue flowers like the perennial delphinium. Grows about 3 feet tall and should be planted in mass for best effect. Pkt. 35c.



FRASER'S FAMOUS ZINNIAS

YOU SHOULD READ THE INFORMATION GIVEN ON THIS PAGE IF YOU ARE INTERESTED IN GROWING THE FINEST ZINNIAS

Planting instructions are given below, but the following few short facts will be of interest to you.

Zinnias are gross feeders and should not be planted year after year in the same plot without adding some good fertilizer such as well rotted manure.

To produce maximum size blooms, zinnias must receive an abundance of water either in the form of rainfall or irrigation.

In dry climates, or if it fails to rain, they should be irrigated thoroughly once every week or two, depending on how fast the evaporation of moisture from the soil has been. Don't sprinkle—this produces too many tiny surface feeding roots that have neither the feeding ca-



**CUPID
POMPON**
(Lilliput Type)



MINIATURE MISSION
(Elegans Type)

The illustrations on this page are of the four most popular types of zinnias. These show the characteristic form and relative sizes of each as the photograph of all four flowers was taken at one exposure.

HOW TO GROW ZINNIAS

Zinnias produce the most beautiful flowers during late summer and fall, so don't "rush" the season by planting too early. Start them in flats during March and April and in May, June, July and August they may be planted in the open ground where they are to bloom.

When you plant Zinnias in the open ground the first essential is preparing the seed bed. Whether you plant in beds or in rows, the ground should first be thoroughly soaked with water to a depth of 8 to 12 inches, then when dry enough to be worked without being muddy, spade up and pulverize the soil thoroughly; make your trenches about 1/4 inch deep, plant the seed, cover and firm down with a board or roller.

This first soaking will germinate the seed and carry the Zinnia to vigorous little plants. Thin out plants to stand 18 to 24 inches apart. After this they should be given a thorough watering every week or two, depending on how hot it gets. Never water your Zinnias with a sprinkler, this ruins the flowers and often causes a brown blight or mildew to attack the leaves.

After the plants are well established you can work well rotted manure into the ground between the rows, but never close enough to the plant to burn the roots. Irrigation will carry the food elements to the feeding roots. In California and Southern States plant in the open ground until August 1st; even in Eastern and Northern States you can plant up to the first part of July as they will bloom in about sixty days from seed.

Try these California Grown, Sun-Ripened Zinnia Seeds in your garden this year.

capacity nor depth to supply sufficient moisture to the growing plant when hot weather comes on. Cultivate around the plant while young and when you water, soak the ground thoroughly.

You can make successive plantings of zinnia seed in the open ground from May 1st to at least July 15th and in California and mild climates you can extend the season well into August. During warm weather they will come into bloom easily in sixty days from seed.

If you want to grow exhibition flowers, space your plants 2 to 3 ft., apart each way and if the soil is impoverished, use well rotted manure and work into the ground around the plants, but keep it about six inches away from the main stock so roots will not be burned. Wide spacing is also your best preventive for mildew because it allows a free circulation of air around the plant.

If you wish to plant solid beds or borders in separate colors to carry out a color scheme in the garden you should set out or thin out your plants to about 8 or 10 inches apart, then when they come into bloom you can take out any of the plants that happen to be off-color without leaving too much space between those remaining. After this rogueing process thin out all plants to stand 18 to 24 inches apart. In no other way can you have perfect beds of separate shades. The zinnia cannot be fixed to produce 100% true to color and we are sure that no grower has done more than we have to bring this popular flower to its present state of perfection.

Don't pick the flowers too soon for house decoration if you want size and gorgeous coloring. Let them develop. It takes fully two weeks for opened buds to grow into full-sized double flowers. Many people think that the zinnia is a complete flower when the first circle of petals flattens out. Give it time, each day this flower grows increasingly larger and is still in the process of growing when it has reached huge proportions and the first set of petals are actually so old that they have started to turn brown.

Like all hollow-stemmed flowers, the zinnia keeps better as a cut flower if the end of the stems are submerged in boiling water for 15 seconds.

Don't rush the season. Don't plant when the ground is wet and cold, the seed will only rot. The zinnia is a hot weather flower, coming into its full beauty in late summer and early fall.

For a lower more branching plant pinch out the first bud that appears on the main stem, when plant is about 8 to 10 inches tall.

ZINNIAS

By Edgar A. Guest

Old-fashioned Zinnias seem to me
Like certain patient friends and true,
Who seek no words of flattery
Nor any praise for what they do,
But are the first when sorrows fall
With offerings of help to call.

Some friendships and some flowers appear
Too pale and delicate to last.
Who loves them dwells in constant fear
Of thoughtless word or icy blast.
The last contrary wind may end
The fragile bloom or fragile friend.

But Zinnias have a sturdier way,
No pampering from friends they ask.
Whenever planted they will stay
And blithely go about their task.
Whatever winds or storms descend
On Zinnias you can depend.

(Copyright, 1932, by Edgar A. Guest)

We are proud to say that Mr. Guest has been buying our Zinnias for several years



CALIFORNIA MISSION ZINNIA
(Giant Balloon Flowered Type)

CALIFORNIA GIANT ZINNIA
(Mammoth Flowered Type)





Fraser's **MINIATURE MISSION ZINNIAS GROWN
SUN RIPENED SEEDS ARE FREE FLOWERING**

[7]

CUPID POMPON ZINNIAS

LILLIPUT TYPE

These charming petite little zinnias are becoming more popular each year with our customers. They are fascinating little beauties and perfect replicas in miniature of the most beautiful double giant zinnias grown, in both form and color. These are the smallest flowered zinnias and perfectly double and are offered in six beautiful shades of color. Plants are vigorous growers to 12 to 18 inches tall and flowers are great for cutting. Plant them fairly close together in beds or borders. Extra long stems will be produced when grown in rich or well fertilized soil.

90 Cupid Pompon Irene. Canary yellow shades of cheerful, sparkling qualities for the border. Pkt. 25c.

91 Cupid Pompon Edith. Golden orange shades, rich and colorful. Pkt. 25c.

92 Cupid Pompon Mary. Rose-pink shades some suffused with salmon, delicate. Pkt. 25c.

93 Cupid Pompon Jean. Scarlet-crimson shades. A dazzling keynote for the focal point of the garden. Pkt. 25c.

94 Cupid Pompon Pearl. A good clean white and a wonderful mixer with the above colors in bouquets. Pkt. 25c.

95 Cupid Pompon Alice. Rosy-lilac colors from soft silvery shades to dainty rose tints. Introduced by us last year. Pkt. 25c.

The photograph at right of Cupid Pompon Zinnias was received from Lois M. Craig of Claremont, California, who says:

"These flowers were raised in extremely sandy, rocky soil. Nevertheless they were blooming within two months of the time of planting. I have had such a great deal of pleasure from them that I dislike to see them stop blooming. They have had continued bloom now for over four months."



*Mrs. Clyde Roth-
ermel, of Gary,
Indiana, sends us
the photograph at
the left of her
prize winning
bowl of Mission
Zinnias which car-
ried off the cov-
eted ribbon for
centerpiece.*

99 COLLECTION OFFER

Your choice of 3 of any above packets of separate colors..... **45c**

100 Cupid Pompon Mixture. A well chosen blend of separate colors mixed. Fine for the small garden. Pkt. 35c.



MINIATURE MISSION ZINNIAS

ELEGANS TYPE

See Name Contest, page 3.

This year, after several years of selection to obtain the finest stock seed, we are offering as Miniature Mission Zinnias our improved type of Elegans.

This plant is very branching, growing to about 2 feet tall and the flowers are perfect beauties between our Giant Missions and Cupid Pompons in size. They all come almost 100% double and are the most popular of all zinnias with the florist trade, being the best to grow under glass. They are unusually prolific bloomers, the plant becoming literally covered with flowers during the peak of the season and as fast as you cut them there always seems to be more.

Offered in five gorgeous shades

- | | | |
|--------------------|---|-----------------------|
| 24 Golden Yellow | } | Packet
25c
each |
| 25 Golden Orange | | |
| 26 Crimson-Scarlet | | |
| 27 Salmon-Rose | | |
| 28 Pink Shades | | |

40 COLLECTION OFFER

Your choice of three packets of any above separate colors..... **45c**

39 Blended Mixture. All of the above separate colors mixed for a balanced variety of color. Pkt. 35c.

Phyllis Fraser with an armful of Salmon-Rose Miniature Mission Zinnias.



CALIFORNIA MISSION ZINNIAS

(Giant Balloon Flowered Type)

The flowers in this group average somewhat smaller than those of the California Giants; however, this difference is very slight and in some of the colors the sizes will run identical in both types. As the name implies the Balloon Flowered Type is more rounding than the Mammoth and the petals are more closely set, over-lapping like shingles, very compact and symmetrical in perfect flowers. Like our Mammoth types, they have been developed to a high stage of doubleness of flowers and are obtainable in a greater color range. This group is the result of years of plant selection to develop a perfect zinnia, and while we have not as yet gained our goal, still, we don't hesitate to recommend this type as the most perfect of all large flowered zinnias.

160 Mission Majestic Rose. One of the most outstanding of all separate colors. A real beauty. Rich, warm carmine-rose shades, different than other rose shades. This one made a "big hit" with all visitors to the ranch last year. Compact, fully rounded flowers on strong stems and a heavy bloomer. Pkt. 25c.

161 Mission White. Last year at the flower shows and the ranch as well it was quite evident that few people realized the beauty of the white zinnia. They are splendid in a bouquet by themselves, and two or three used in combination with such colors as reds and purples "makes" the bouquet. Personally, we wouldn't plant zinnias without a few whites. You don't have to plant the full packet, just a few, and the balance will be good for next year. This year we are offering only the Mission White, it's the best. Try some this year. Pkt. 25c.

170 Mission Burnt Orange. A striking flower, richly colored in gorgeous orange shades, and deeper orange centers. This variety is one of the best all purpose zinnias in this group. Flowers are immense in size, petals somewhat curved and irregular, extra strong stems and a prolific bloomer. Pkt. 25c.

162 Mission Pink Shades. Flowers develop a pleasing variety of two-toned effects as they age, outer edge of petals on many deepening to rose, while some are suffused with salmon. Fine for cut flower. Pkt. 25c.

164 Mission Radiant Rose. Flowers are large, borne on long stems in pretty shades of deep rose, radiant, soft and pleasing. Older flowers take on two-toned effects with deep rose centers and lighter outer petals. Pkt. 25c.

166 Mission Golden Trophy. A magnificent, perfectly shaped flower of clear yellow shades. Splendid for exhibition purposes, excellent for cutting. Flowers are somewhat lighter than Daffodil (214) and deeper than Buttercup (179). Pkt. 25c.

172 Mission Purple Profusion. This year we have combined Mission Royal Purple and Purple Prince. Flowers of both are the same in size but the Royal Purple, a shade darker when new. The most perfect formed flowers of the Balloon Types are to be found in these deep, rich purple shades. These colors are indescribably beautiful under artificial light. The plants are quite tall growing and wonderfully good producers. Pkt. 25c.

177 Mission Lavender Princess. A large flower of beautiful lavender shades from silvery lilac to deep orchid; very full and perfect in form. Borne on splendid stems, it keeps exceedingly well when cut. Pkt. 25c.

178 Autumn Glory. Practically all the Mammoth Types have been eliminated in this color this year so we have placed it in the Balloon Types and combined with Mission Bronze, the two colors being practically identical. The large flowers of buff shades become beautifully tinted with bronze, rosy-lavender shades and soft autumn colors as they age. Flowers have beautiful reflex and overlapping petals and extra strong stems and good foliage. Pkt. 25c.

179 Mission Butter-cup Yellow. A large flower of unusually fine form in soft, creamy-yellow shades, slightly lower in growth than other Balloon types making it desirable for foreground planting. An excellent bouquet mixer with other zinnias because its soft color does not seem to clash with other shades. Pkt. 25c.

181 Crimson-Scarlet Beauties. In this number we have combined Crimson, Scarlet Beauty and Fraser's Red. This gives you a perfect range of shades so near alike that you can hardly select one from another. The flowers are very rounding in shape, good size and extra long stems, exceptionally good for baskets. A prolific bloomer and rather tall grower. If you want a bed of real color, rich, vivid and lively, plant these shades. Pkt. 25c.

182 Mission Salmon Queen. Beautiful salmon-rose shades, fully rounded, two-toned flowers. Colors are bright and lively, delicately tinged with light pinks. Pkt. 25c.

183 Poppy Gold. A new color this year. Rich shades of golden and chrome yellows between our Burnt Orange and Daffodil in depth and color value. A poppy color comparable to our own California Poppy. Pkt. 25c.

MISSION BURNT ORANGE ZINNIA. A fine specimen of our Giant Balloon Flowered Type and a color everyone likes.



COLLECTION OFFER NO. 192

Your own choice of three of the above packets in separate colors.....**45c**

184 Mission Grand Mixture. Including all the California Mission Zinnia shades in one packet. Very effective for mass planting and for the small garden where space is limited, and a splendid range of colors is desired. Pkt. 35c.

185 Mission Pastel Shades. A beautiful blend of all the soft, delicate shades in the Mission Zinnias. The many repeat orders received last year speak much in its favor. Pkt. 35c.

PURPLE AND GOLD COMBINATION

Number 246

Our Purple and Gold Zinnia blend is a balanced formula of our California Giant and Mission purples, lavenders, oranges, and several beautiful yellows, selected from our very finest strains. This combination will produce a mass of flowers in most beautiful harmony, adding a brilliant color note to your garden. These are the most gorgeous colored zinnias we have ever seen. Pkt. **50c**

GOLDEN WEST BLEND

Number 248

This combination ranges through all the rich yellows, golden yellows and orange shades of our California Giant Zinnias. We recommend this combination very highly as it brings to your garden a wonderful planting of golden glowing California sunshine. Pkt. **50c**

From Canada Wm. A. Jay sends us photograph at right of some of his zinnias and says—

"My zinnias have been the admiration of dozens of people, many of whom are anxious to procure the seeds. I might add that at this late date (Oct. 13th) I still have quite a fine showing."

CALIFORNIA GIANT ZINNIAS

(Mammoth Flowered Type)

This variety is the largest of all zinnias. Flowers are very double, large petaled, somewhat flat in form and of enormous size. The average flower is 5 inches across and during the peak of the blooming season it is not unusual to pick flowers 6 inches across, with many growing to 7 inches under proper cultivation and plenty of water with occasional applications of fertilizer. These enormous, double flowers have been obtained by many years of careful selection and rigid roguing in our growing fields to eliminate singles and small sized flowers as well as fixing unusually well the trueness of our wide range of separate colors. Flowers of different colors vary somewhat in size.

- 210 Mammoth Orange King. Combined this year with Orange Queen. A large well formed flower of gorgeous golden yellow and orange shades, many beautiful two-toned and reflexed types. A vigorous grower with long strong stems. Pkt. 25c.
- 211 Mammoth Scarlet Gem. 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.
- 212 Mammoth Vermilion Queen. Formerly listed as Cerise Queen, but pronounced vermilion by so many visitors to our ranch this year that we decided to adopt this more popular interpretation of the predominating color shades found in this number. A vivid, brilliant color verging to rose, makes a striking bouquet. Pkt. 25c.
- 214 Mammoth Daffodil. Brilliant canary yellow shades and exceptionally good keepers when cut. Introduced last year, this number proved very true, but will be better in every way when grown from our stock of seed harvested this year. Pkt. 25c.
- 215 Mammoth Rose Queen. An immense flower of bright rose shades with deeper rose center. Reflexed type, with foliage extending well up to the flower which is carried on long stems. Pkt. 25c.

- 216 Mammoth Pink Perfection. Bright, lively pink shades, delicate yet stronger coloring than Mammoth Pink Profusion. Extra fine, strong stems and luxuriant foliage. Pkt. 25c.
- 217 Mammoth Pink Profusion. Glorious shades of light, delicate pinks, some deepening as the flowers age. Some have a delicate salmon flush, while others are light flesh pinks. A tall strong plant with long stems, fine for cutting or garden color. Because of their almost exact coloring, we have combined Miss Wilmot with this number. Pkt. 25c.
- 219 Mammoth Enchantress. Beautiful rose shades with deeper rose centers; distinctly a two-toned flower, very pleasing and one of the largest blooms of the California Giant Zinnias. If you like rose colors you'll like this one. Pkt. 25c.
- 222 Mammoth Lemon Queen. Petals loosely arranged (similar to Scarlet Gem) makes a magnificent bloom of lemon-yellow. Pkt. 25c.
- 224 Mammoth Purple. Violet-purple shades, huge flowers with petals somewhat loosely arranged. Extra good stems for cutting and a strong grower. Pkt. 25c.

COLLECTION OFFER

NO. 233

Your own choice of any three
25c packets in separate colors. **45c**

- 223 Mammoth Giant Wonder Mixture. Including all the California Giant Zinnia shades in one packet. Produces a gorgeous array of color and huge flowers and is especially good for the small gardens where room is limited and a variety of color is wanted. Pkt. 35c.
- 247 Art Shades. A special blend of all the best rich, flashing colors and shades of the California Giant Zinnias. The deepest and most colorful of the rose, yellow, orange, scarlet and purple shades. If you want a bed of dazzling beauty, plant this mixture. Pkt. 35c.
- 249 "All American" Giants. A mixture combining all the colors in the California Giant Zinnias (Mammoth Flowered Type) and our California Mission Zinnias (Balloon Flowered Types), besides a new wine-red shade and orange shade that has never been released as a separate color. This mixture will give you the greatest variety of all mixtures in color and form. Plants will not vary over about a foot in height. Many interesting forms and beautiful colors for cut flowers. A dandy mixture for the small garden. Pkt. 35c.

COMBINATION OF GIANT ZINNIAS

"All-American" Giants

COLLECTION OFFER 245

Three shades of this popular collection are illustrated on the back cover page.

Ever since the introduction of this collection of blended color shades they have proved to be the most popular collection of Giant Zinnias we have ever offered.

Most flower lovers like this idea of blending all harmonizing colors together in separate packets so color schemes in beds and borders can be worked out. These separate color shades are made up from twenty-four of the best colors in our Mammoth and Balloon Type Zinnias.

We couldn't offer you better seeds or more value in packets of separate colors or mixtures, and when bought as a collection this is the biggest \$1.00 value we can offer you in Zinnias.

240 Rose-Pink Shades.	Pkt. 35c
241 Yellow-Gold-Orange Shades.	Pkt. 35c
242 Scarlet-Crimson Shades.	Pkt. 35c
243 Lavender-Purple Shades.	Pkt. 35c
244 New Salmon Shades.	Pkt. 35c

All of the above
five packets; a
\$1.75 value for.. **\$1.00**

MAMMOTH DAFFODIL. California Giant Zinnia of our Mammoth Flowered Type. A beautiful new shade of canary yellow, introduced last year.



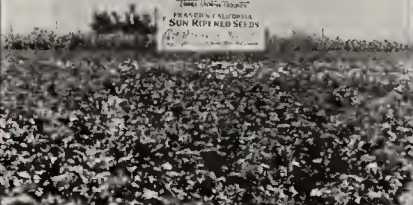
**SUN RIPENED
 ZINNIA SEED
 IN 155 DAYS**



Ground prepared and seed sowing is started on May 28, 1932



July 12th, just 45 days after sowing, and a splendid show of color



August 11th, 75 days after sowing, and zinnias almost at their peak



October 15th, first picking made of seed that has Sun Ripened on the plant



Rolling the Sun Ripened seed to break it from the flower core



Hand screening to eliminate coarse stalks, chaff and light seed



Final cleaning November 1st, where seed is run through separators three times to remove all light seed and chaff from plump, virile Sun Ripened Seed

NOVELTY ZINNIAS



SCABIOSA-FLOWERED ZINNIA. Bright colors and a real novelty Zinnia you will like.

SUNBURST PICOTEE. One of the Elegans with petals attractively picotted in contrasting color.



SCABIOSA-FLOWERED ZINNIA

A new and interesting, novel little Zinnia, and pretty, too, with its single circle of broad petals surrounding a cluster of quill-like petals resembling a small pin-cushion. The petals are usually of a lighter shade than the center and the colors are many bright shades of yellow, orange, pink, red and lavender. The average flower is about 2½ to 3 inches across and is borne on vigorous plants about 3 feet tall.

This type is still too new to be perfectly fixed and will produce only about 50% true to the types illustrated in the above photograph.

We think well enough of this new novelty to devote considerable time and space to it at the ranch for the purpose of developing a higher percentage of perfect types. If you like something different in your garden we are sure you won't be disappointed in this new Zinnia.

No. 19. Mixed Colors.Pkt. 35c

SUNBURST PICOTEE ZINNIA

While this one is not new, still it is considered a novelty. It is not of the standard group that have been brought to a high stage of perfection, but it is very attractive. The flowers are 3 inches across, are borne in an excellent range of color and the petals are tipped or picoteed in a contrasting color. Comes about 50% true to type.

plants grow 2 to 2½ feet tall, are vigorous and branching habit and bloom abundantly. We recommend planting these about 4 inches apart and as soon as the plant blooms, rogue out those that are not true to type. This will leave you a well filled bed of truly beautiful flowers for cutting or garden display.

No. 59. Mixed Colors.Pkt. 25c

GIANT CACTUS-FLOWERED ZINNIA

Unique and attractive with its many colored flowers of bright shades and oddly quilled and curved petals. Flowers are of the giant type and plants grow to at least 3 feet; vigorous, branching habit and profuse bloomers. They produce much truer to type than either of the above and are splendid as cut flowers.

69 Mixed Colors.Pkt. 25c

**ZINNIA
 DOUBLE HAAGEANA
 HYBRIDA**

88 Very charming small double flowers ranging from yellow to mahogany-red shades; fine for rock gardens, beds or borders, grows 10 inches. Pkt. 25c.



GIANT CACTUS-FLOWERED ZINNIA. Quilled and curved petals and a variety of beautiful colors.

FRASER'S VALUE-PLUS COLLECTIONS

PLEASE ORDER COLLECTIONS BY NUMBER



No. 5011—A CALIFORNIA WILDFLOWER GARDEN

There are five choice separate varieties and two mixtures in this collection; all annuals as follows: California Blue Lupine, California Canterbury Bell, Blazing Star, California Blue Bells, Tidy Tips, Monterey Poppyland Blend and a General Mixture of Wildflowers. A \$2.10 value if bought in separate packets..

\$1.00

Postpaid

BLUE AND GOLD GARDEN COLLECTION OF GORGEOUS ANNUALS FOR CUT-FLOWERS

Blue Shades

- 863 Larkspur, Sky Blue... Pkt. 25c
- 710 Stocks, Early Giant... Pkt. 25c
- 2037 California Blue Bell... Pkt. 25c
- 2301 Centaurea Cynas, Blue... Pkt. 25c
- 3310 California Gt. Aster... Pkt. 25c
- 848 Annual Delphinium ... Pkt. 35c

Value.....\$1.65

5012 COLLECTION OFFER \$1.00

All above Blue Shades for \$1.00

Golden Yellow and Orange Shades

- 248 Zinnias, Golden West Blend. 50c
- 651 Snapdragon, Talisman... Pkt. 35c
- 410 Calendula, Fraser's Improved Golden Orange. Pkt. 25c
- 397 Marigold Gt. African... Pkt. 25c
- 2078 Tru California Poppy... Pkt. 25c
- 2036 California Tidy Tips... Pkt. 25c

Value.....\$1.85

5014 COLLECTION OFFER \$1.25

All above Golden Shades for \$1.25

The Entire Above Collection of Blue and Golden Shades

Collection **\$2.00** Sent Postpaid

CUT FLOWERS FOR SUCCESSIVE BLOOM

For Early Bloom

- 420 Calendula, Golden Splendor Mixture. Pkt. 35c
- 1421 Sweet Pea, Choice Mix... Pkt. 15c

For Mid-Season Bloom

- 3299 Rainbow Asters Mixed... Pkt. 35c
- 809 Giant Stocks, Orange Blossom Mixture Pkt. 25c

For Late Bloom

- 461 Cosmos, Pink Cherokee... Pkt. 25c
- 249 Zinnias, "All American" Mixture of Giant Types..... Pkt. 35c

Value.....\$1.70

No. 5006 **85c** Sent Postpaid

ANNUALS FOR HOT, DRY CLIMATES

The plants recommended here will do exceptionally well, but, of course, must be given thorough watering when needed.

- 249 Zinnia, "All American" Mixture of Giant Zinnias..... Pkt. 35c
- 584 Petunia, Balcony Mix... Pkt. 25c
- 380 Marigold, Persian Wave. Pkt. 25c
- 2681 Portulaca, Double, Mixed. Pkt. 25c
- 2281 Plume Celosia, Mixed... Pkt. 15c
- 2416 Cosmidium, Brown Eyed Daisy. Pkt. 25c
- 2078 True California Poppy... Pkt. 25c
- 2712 Sunflower, Double Sunbeam. Pkt. 15c
- 2909 Brachycome or Swan River Daisy, Mixed Colors..... Pkt. 35c

Value.....\$2.25

Collection **\$1.15** Sent Postpaid

ANNUALS FOR SEMI-SHADE

- 2036 California Tidy Tips... Pkt. 25c
- 2409 Clarkia Elegans, Double Mix. Pkt. 25c
- 2267. Calliopsis, Golden Wave. Pkt. 25c
- 2584 Nasturtium, Giant Trophy Dwarf. Pkt. 15c
- 2751 Wallflower, Single Mix. Pkt. 15c
- 2319 Centaurea Imperialis, Fraser's Blended Mix. Pkt. 35c
- 981 Godetia, Duke of York... Pkt. 25c
- 2419 Cynoglossum, or Chinese Forget-Me-Not. Pkt. 25c
- 2037 California Blue Bells... Pkt. 25c

Value.....\$2.15

Collection **\$1.25** Sent Postpaid

PERENNIALS FOR HOT, DRY CLIMATES

The plants recommended here will do exceptionally well, but, of course, must be given thorough watering when needed.

- 2811 Coreopsis, Lanceolata... Pkt. 25c
- 899 Hollyhock, Hollywood Star. Pkt. 35c
- 2799 Carnation, Beauty Mix... Pkt. 35c
- 276 Dahlia, Collarette. Pkt. 35c
- 2449 Gaillardia, Tangerine... Pkt. 35c
- 1945 Orientale Poppy, Colosseum. Pkt. 35c
- 2568 Perennial Phlox, Mix... Pkt. 25c

Value.....\$2.25

Collection **\$1.15** Sent Postpaid

PERENNIALS FOR SEMI-SHADE

- 2789 Bellis Perennis, Mix... Pkt. 25c
- 1169 Campanula, Canterbury Bells, Mixed Cup and Saucer Type. Pkt. 25c
- 2024 Aquilegia truncata, California Native Red Columbine... Pkt. 35c
- 942 Sweet William, Dianthus Barbatus, Double, Choice Mix. Pkt. 25c
- 1109 Viola, a Select Mix... Pkt. 25c
- 2776 Bedding Begonia. Pkt. 25c
- 951 Digitalis (Foxglove) Mix. Pkt. 25c

Value.....\$1.85

Collection **\$1.15** Sent Postpaid

ANNUALS FOR THE ROCK GARDEN

- 2903 Brachycome Swan River Daisy) Dwarf Star Mixed, White and Blue. Pkt. 35c
- 920 Sweet Wivelsfield... Pkt. 35c
- 2682 Portulaca, Double for Rock Gardens. Pkt. 35c
- 709 Snapdragon, Rock Hybrids. Pkt. 35c
- 2212 Sweet Alyssum, Lilac Queen. Pkt. 20c
- 2567 Phlox Drummondii, Semi-Double. Pkt. 35c
- 2749 Virginia Stocks or French Forget-Me-Nots. Mixed. Pkt. 15c

Value.....\$2.10

Collection **\$1.25** Sent Postpaid

PERENNIALS FOR THE ROCK GARDEN

- 924 Dianthus Plumaris, Mt. Whitney Mixture, 24 varieties. Pkt. 35c
- 2483 Armeria, Formosa Hybrids. Pkt. 25c
- 2784 Bellis Perennis, Versi-color. Pkt. 35c
- 2773 Aquilegia, Comet Columbine. Pkt. 65c
- 1062 Myosotis, Fraser's Double Blue, a biennial... Pkt. 65c
- 2459 Gypsophila, Paniculata repens. Pkt. 35c
- 1103 Viola, Cornuta Papilio, Blue Butterfly Viola..... Pkt. 15c

Value.....\$2.75

Collection **\$1.50** Sent Postpaid

CALIFORNIA WILDFLOWERS

There is a real treat in store for those who have never planted California Wildflowers. They will add charm and distinctiveness to your garden. Few wildflowers rival their beauty in the native and when brought under cultivation they are larger and even more colorful and attractive. They bring romance, novelty and beauty to the garden and require a minimum of water and care. The best time to sow seed is in the fall or during the rainy season. Sowings made after the rainy season is past will have a shorter blooming period, slower germination and will require artificial watering to succeed.

BARTONIA AUREA

Blazing Star

2025 *Bartonia Aurea*—Blazing Star. A very desirable golden yellow flower entirely hardy in all parts of the country. Flowers average about 3 inches across, single with bristling, long, bright yellow stamens. Sow seed where plant is to bloom, likes full sun but not much water. Plant as you would other California wild flowers. Pkt. 25c.

GILIA CAPITATA

Queen Ann's Thimble

2028 *Gilia Capitata*. This annual grows 1½ to 2½ feet high, of slender branching habit. Flowers are of lavender blue, borne on long stem and somewhat like *Scabiosa* in form. Pkt. 25c.

LAVATERA

Mission Mallow

2023 *Lavatera assurgentiflora*. Evergreen perennial shrub in California, but can be treated as an annual in cold locations like the castor bean. Plants will flower the first year from seed and if they can be started soon enough they will reach a height of 6 feet in one season. The brilliant rose, dark-veined flowers contrast beautifully with the bright green maple-like foliage. This was the choice of the Franciscan monks for an ornamental shrub for their gardens. At its best near the seashore. Pkt. 25c.

PHACELIA

2037 *California Blue Bell* — *Phacelia campanularia*. Grows 1 to 1½ feet high. Intensely vivid, dark lobelia blue flowers borne profusely in clusters. The foliage is bright green, plant compact, very effective for edgings, borders and beds. Flowers are wide bell-shaped, and about the size of a half-dollar. If you want a real decorative, vividly blue flower you will not be disappointed in this one. One of the quickest annuals to flower from seed sowing. Pkt. 25c.

2038 *Wild Heliotrope*—*Phacelia Tanacetifolia*. Annual, lavender blue, used extensively for bee food. Grows 1½ to 2 ft. tall. Pkt. 15c; oz. 50c.

CALIFORNIA CANTERBURY BELL

Whitlavia

2039 *Phacelia whitlavia*. Annual, grows 1 to 1½ feet; covered with bell-shaped deep purplish-blue flowers with creamy throat. Blooms continuously for many weeks, will thrive in partly shaded, moist places. Pkt. 25c.

CALIFORNIA TIDY TIPS

Layia Elegans

2036 *Layia Elegans*—Tidy Tips. A very pretty, dainty little annual growing 1 to 1½ feet high. Very satisfactory in the garden; a wildflower that will more than repay you with a wealth of golden yellow flowers, each little flower is circled or edged with a band of creamy white, making a contrasting and pleasing relief to solid yellows. Dandy cut flower. Pkt. 25c.

CALIFORNIA RED COLUMBINE. Bright cheerful native Columbine of unusual grace.



CALIFORNIA TIDY TIPS. A captivating golden yellow flower satisfactory in any climate.

CALIFORNIA COLUMBINE

2024 *Aguilegia Truncata* (Red Columbine). Perennial growing 2 to 3 feet. The gay yellow-tipped, scarlet flowers hang gracefully from slender bending stems. They prefer a semi-shady, moist location, where they will brighten the dullness with vivid spots of flame. They are entirely hardy in the most severe climates as well as mild climates of the southern states. Sow seed where they are to stand for best results. Pkt. 35c.

SCARLET LARKSPUR

Delphinium Cardinale

2026 *Delphinium cardinale*—Scarlet Larkspur. Perennial. Native of Southern California, usually found blooming in the early summer on the dry, chaparral covered slopes of the foothills and Coast Range mountains. After most other wildflowers have passed this Larkspur sends up its flaming, torch-like flower-spikes to a height of 3 to 4 feet, sometimes even higher. Flowers set thickest on short stems, which usually occurs in the driest places, so do not give them but very little water after plant is about 2 feet tall. Pkt. 35c.



SAND VERBENA

Abronia Umbellata

2021 *Abronia Umbellata*. Thrives in sandy soil and is at its best near the seashore. Its gay, rosy-pink flowers will form a beautiful carpet over sandy patches where other flowers and ground covers refuse to grow. Pkt. 25c.

LUPINE

2051 *California Mountain Blue* (*Lupines Nanus*) Annual. California native lupine, dwarf growing about 12 inches. Fragrant bright blue flowers with contrasting purple and white marks. Under cultivation they bloom even more abundantly and over a longer season than in the native. Pkt. 25c.

CALIFORNIA BLUE LUPINE. Will produce a wealth of beautiful blue flowers for your garden. Illustration shows this prolific strain blanketing the floor of the Lower San Joaquin Valley in a carpet of vivid blue.



COLORFUL and DELIGHTFULLY DIFFERENT

FRASER'S SPECIALTY—CALIFORNIA POPPIES IN GOLDEN RAINBOW SHADES

Eschscholtzia

The original golden cup that is known as the true California Poppy, has furnished the base for the remarkable color range of the present poppy. The size has been greatly increased, and the petals of the flowers have been charmingly frilled and ruffled. As a cut flower they are far more satisfactory than most people realize, the trick being to cut the flowers in the early morning before the buds open. Our Sun Ripened seed represents a vastly improved strain. They are colorful, easily grown and practically free of garden pests. You will experience a new delight if you plant them this fall. Perfectly hardy in eastern states; we have known them to self-seed for five years as far north as Massachusetts, until crowded out by weeds.

2061 Scarlet Shades. Includes a new deep scarlet of the tulip-flowered type. Pkt. 25c.

2062 Orange Shades. Beautiful fluted and double types in rich orange. Pkt. 25c.

2063 Crimson Shades. Rich crimsons and fluted types. Pkt. 25c.

2064 Yellow Shades. Golden yellow shades and new fringed types. Pkt. 25c.

2065 Pink Shades. Bright to delicate shades of pink. Pkt. 25c.

2066 Carmine Shades. Deep carmine shades and lovely frilled types. Pkt. 25c.

2080 COLLECTION OFFER Your choice of any three above packets for..... **45c**

2069 Monterey Poppyland Blend. These poppies are the direct descendants of the wild poppies abounding in the Monterey Bay district. New improved colors of more vivid and striking shades than we have ever offered. Pkt. 35c; oz. \$1.00; 4 ozs. \$3.50; 1/2 lb. \$6.00; 1 lb. \$10.00.

CALIFORNIA WILDFLOWERS

California Wildflowers are especially adapted to beds and areas that receive little or no care, or to some unused corner that would be brighter with these flashing colors. They will do equally well in shrubbery, borders, along wooded walks, or in sections of the garden set aside for wild or natural plantings. They are also very effective for the rock garden.

Fraser's California Wildflower Formulas are superior mixtures of the more hardy and decorative sorts. They contain Wild Snapdragons, several Lupinus, 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.

2003 Poppy Mix. California Poppies in six selected colors. Pkt. 25c.

2004 Purple and Gold Shades. A harmonious blend of striking purple and gold Poppies. Pkt. 25c.

2005 Shady Blend. Six select varieties for partly shaded areas. Pkt. 25c.

2006 Yellow-Gold Shades. A beautiful blend of orange, yellow and cream. Pkt. 25c.

2007 Blue and Purple Shades. A blend of blue, purple and lavender colors. Pkt. 25c.

2009 General Mixture. A mixture of choice varieties for all-around planting. Pkt. 25c.

2010 COLLECTION OFFER Your choice of any three above packets for..... **45c**

Special Quantity Prices True California Poppies

2078 *Eschscholtzia aurantiaca*. For planting large areas to the True California Poppies. Pkt. 25c; oz. 50c; 4 oz. \$1.75; 1/2 lb. \$3.00; 1 lb. \$5.00.
Postage Paid

Special Quantity Prices CALIFORNIA WILDFLOWERS

Any of the above listed blends, Pound \$7.50; 1/2-pound, \$4.00.
Postage Paid.

Cultural Note

Cultivate and prepare the ground as you would for any garden seed. Mix a spoonful of seed with a quart of sand and sow broadcast. Poppies may be planted in rows and thinned out as desired when plants are up. After sowing rake the seed in very lightly and if possible cover with a thin layer of coarse leaf mold. If planted in early spring you may have to resort to some watering until the plants are established.

A parkway made into a magic carpet with rainbow shades of California Poppies.



ANNUAL FLOWER SEEDS

Without question the annuals are our most popular flowers—they complete their life cycle in one season. By proper planning you can have these colorful flowers in bloom from early spring until frost and in mild climates such as California there is not a month in the year but what there is some annual in bloom. There is one suited for every need, whether for a color scheme in the garden, beds, borders, cut flowers or particular situation.



AGERATUM. Fraser's Blue Boy compact, beautiful deep sky blue and a beauty for the rock garden and low border.

BUY COLLECTIONS AND CUT COST

Make Up Your Own Collections of Any Packets of Seed in This Catalog and Save Money

Your choice of any six 25c packets.....\$1.00
Your choice of any three 35c packets..... 1.00
Your choice of any three 65c packets..... 1.50

By taking advantage of this offer, Fraser's Sun-Ripened Flower Seed costs you no more than you would pay for the ordinary kind. Our seeds are not cheap, but each packet is a generous one, filled with Sun-Ripened Seeds of first quality and truest type. This seed is always fresh; we sell direct to you, there are no dealers or distributors. Order early as the demand for certain varieties often exceeds our supply. Plant the best seeds, they are the lowest item of cost in your garden regardless of what you pay for them.

AGERATUM

Floss Flower

Ageratums flower over a long period of time, the winsome blue flowers of this half-hardy annual growing in compact clusters. Plant in a sheltered spot and cover seed very lightly when the ground is warm, or start in seed flats and transplant. Set six inches apart. Blooms eight to ten weeks after sowing.

2201 Fraser's Blue Boy—Large, bright blue flowers, uniform throughout and the truest blue of all large flowering ageratums. Good for rock gardens or edging borders or for bouquets. Pkt. 25c.

2202 Venus. Something new for the rock garden; compact, dwarf plant covered with soft, fluffy looking flowers shading from creamy white to blush pink. Pkt. 65c.

2203 Fraser's Tall Blue. Grows about 2 ft.; branching habit and produces a mass of bright azure blue flowers. Pkt. 25c.

SWEET ALYSSUM

That dainty, honey-sweet little flower found in almost every garden—an annual to be sown where it is to grow. Extensively used as an edging plant and as a ground cover for bulb beds, also well adapted for rock garden use.

2211 White Gem. Grows 4 to 5 inches high and covered with small sparkling white flowers. Blooms continuously from early spring through summer.

2212 Lilac Queen. The same habit of growth as White Gem, but flowers are of a dainty lilac shade, changing to lighter shade as they age. Apparently few people know this variety. Try it, we are sure it will win a permanent place in your garden.

20c per packet; two packets, 30c; \$1.00 per oz.

2213 Carpet of Snow (*Alyssum procumbens*). An excellent low type growing 2 to 3 inches high. Exceptionally good for bedding, and rock gardens. The little white, glistening flowers simply cover the plant, very good as a bulb bed cover where a real dwarf, low growing annual is needed. Pkt. 25c; \$1.00 per oz.



AMARANTHUS

Colorful Foliage Plant

When it is better known, we prophesy a tremendous popularity for this foliage plant easily grown from seed, of striking beauty; at its best in late summer and fall gardens. Use it to light up the shrubbery borders.

2221 Molten Fire or Bonfire—A variety as spectacular as the name implies—a vigorous grower. Pkt. 25c.

2223 Flaming Fountain Plant. Long, graceful, willow-like foliage; tinted crimson and gold. Pkt. 35c.

2224 Tricolor splendens (Joseph's Coat). Very spectacular with its flaming crimson head and green, yellow and red variegated foliage. Grows 2 feet tall and is fine for brightening up the border. Pkt. 25c.

2225 Sunrise. The most brilliant of this family. The bronzy-crimson foliage terminates in a cluster of vivid, flaming carmine. Very effective among dull shrubbery or against buildings. Pkt. 25c.

ARCTOTIS

Blue-Eyed African Daisy

2246 Grandis. Large, showy, silvery-white flowers with sky-blue eye and silvery lilac to reverse of petals. Very free-flowering, fine for cut flowers and does exceptionally well in hot weather. A vigorous grower to 2 feet. Pkt. 15c.

ANCHUSA

Summer Forget-Me-Not

A hardy annual that provides, either in the tall growing sorts or the dwarf type, a dependable source of that much-sought blue note in the garden. Enjoys some shade.

2236 New Annual Blue Bird. Will bloom all summer from spring-sown seed. Has sprays fully 18 inch long, laden with deep blue flowers. Pkt. 25c.

2237 Capensis. Dwarf with forget-me-not blue flowers. Pkt. 25c.

2238. Annual Blue Bonnet. Blooms in 90 days. A lovely pale blue variety. For tall borders or background. Will bloom continuously from June to early August if seed pods are picked off. Pkt. 25c.

ANAGALLIS

Blue Pimpernel

2231 Peek-a-Boo Flower. Our strain of this charming flower produces a bushy little plant about 8 inches high covered with pretty violet-blue flowers. They want a sunny location and are best sowed in the open ground where they will bloom until frost. A real gem for the rock garden. Pkt. 25c.

BALSAM

Lady Slipper

2251 Camellia-Flowered. Double, mixed. Very pretty. Bears double, wax-like flowers in bright colors and is very free flowering. Plant grows 1½ to 2 feet and somewhat resembles small tree. Wants sunny location, rich soil and plenty of water. Sow seed in the open when ground is warm and thin to 1 foot apart. Plants started late may be potted and used for winter house plants. Pkt. 35c.

BROWALLIA

2256 Elata, Blue. Flowers are bright blue; spreading growth to 18 inches; flowers during summer and fall. Easy to grow sown in the open; is suitable for bedding or pot culture. Pkt. 15c.

LILAC QUEEN ALYSSUM. Maybe you have always planted the white. Try this one, a dainty lilac shade you will like.



A Winner from Spring City, Pa.

"I am enclosing a photograph of a basket of snapdragons that won first prize at the American Legion Flower Show, held Sept. 7th, 8th, at Spring Valley, Pa.

Seeds purchased from you last spring. They were the Copper King and Giant Rose Snapdragon. The following week, Sept. 14th, flowers cut from the same plants took first prize at the Twin Valleys Garden Club Show of Valley Forge, Pa., held in Phoenixville, Pa.

Snapdragons grown from your seeds were far superior to others at the shows."

—from Mrs. Chas. B. Styer.

HYBRID SNAPDRAGON

Majus Nanum Maximum

Extra Giant Flowers

New Hybrid, Medium Snapdragon growing between Maximum and Nanum, about 22 inches. Flower spikes are closely set with very large flowers of unusually good colors.

- 651 Talisman. Tangerine.
- 652 Golden Emblem. Yellow to orange.
- 653 Rose Marie. Deep rose.
- 654 Hadley. Dark red.
- 655 Daily Mail. Salmon Pink.
- 656 Gold of Ophir. Orange.
- 657 Sweet Briar. Rose, white throat.
- 658 Afterglow. Light yellow with salmon-rose suffused with gold.
- 661 Golden Dawn. A warm salmon terra-cotta and yellow.
- 659 Mixed Hybrids

Packets 35c Each

TALL, LARGE FLOWERING SNAPDRAGONS (Majus)

This strain grows 2½ to 3 feet high. The large flowers are openly spaced on long spikes, giving it a very graceful appearance and making them exceptionally fine for cutting, as well as for bedding.

- 625 Cardinal. Long flower spikes of dazzling scarlet. Pkt. 25c.
- 626 Coral Rose. A soft coral pink, deepening to rose. Pkt. 25c.
- 627 Orange Harmony. Terra Cotta orange shaded rose. Pkt. 25c.
- 628 Pink Venus. Flesh pink with white marking. Pkt. 25c.
- 629 Rose King. One of the finest deep rose snapdragons. Pkt. 25c.
- 630 Torchlight. Bright orange with yellow lip. Pkt. 25c.

635 COLLECTION OFFER

Your choice of any three above 25c packets for..... **45c**

- 634 Tall Snapdragons Mixed. Containing all the above six colors. Pkt. 35c.

ANTIRRHINUM or SNAPDRAGON

This group is one of our most popular garden flowers. They are easy to grow, very colorful, fine for cut flowers or for color in the garden. They are really a perennial and treated as an annual the first crop of flowers is usually the only desirable one. They flower the first year from seed sown in either spring or fall, depending on climate and when you wish flowers. Seed can be started inside during early spring or sown in the open ground when soil is warm with equally fine results. The seed is fine and should be covered lightly and soil kept moist. Pinch back the tops of the plant when 3 or 4 inches tall and you will have more and finer flowers. **BE SURE AND KEEP THEM ON THE GROW, KEEP ROOTS MOIST; IF IT DOESN'T RAIN, TAKE A GARDEN HOSE AND IRRIGATE.**

GIANTS OF CALIFORNIA SNAPDRAGONS (Maximum)

A comparatively new strain, superior to anything yet introduced and a revelation to those who have been growing only the ordinary garden snapdragons. Immense flowers of beautiful texture closely set on long graceful stems growing to four feet high.

- 671 Orchid Cattleya. New. Very pretty, rosy-lilac. Pkt. 35c.
- 672 Golden Oriole. Flashing light orange, underlip marked with large yellow spot. Pkt. 35c.
- 673 Ruby. A pleasing deep ruby red. Pkt. 35c.
- 682 Apple Blossom. Soft apple blossom pink, yellow lip and white marking. Pkt. 35c.
- 683. Canary Bird. Bright canary yellow. Fine color for mixed bouquets. Pkt. 35c.
- 684 Copper King. Bronzy scarlet with rich velvety sheen. Pkt. 35c.
- 685 Old Gold. Pure golden yellow. An effective, pleasing color. Pkt. 35c.
- 686 Purple King. Deep reddish-purple or garnet. Pkt. 35c.
- 687 Snowflake. Soft, creamy white flowers on massive spikes. Pkt. 35c.
- 688 Rose Giant. Very large flowers of clear rose-pink. Pkt. 35c.

690 COLLECTION OFFER

Your own choice of any three above 35c packets for..... **75c**

- 689 Giant Mixed Snapdragons. All of the above colors correctly mixed to produce an harmonious blend. Lge. Pkt. 50c.

MEDIUM, LARGE FLOWERING SNAPDRAGONS (Nanum)

This group is valuable for bedding purposes as the plant is a compact grower to 1½ to 2 feet high. It is very free flowering, individual flowers set closely on long spikes suitable for cutting.

- 640 Pink Perfection. Beautiful clear pink suffused with salmon. Pkt. 25c.
- 641 Crimson Empress. Brilliant rich, velvety shade of crimson. Pkt. 25c.
- 642 Carmine Queen. A bright rose carmine. Pkt. 25c.
- 643 Silver Pink. A magnificent flower, delicate, pearly pink. Pkt. 25c.
- 644 Orange Defiance. A rich, orange-scarlet of pleasing character. Pkt. 25c.
- 645 Prima Donna. Soft, terra cotta pink with white marking. Pkt. 25c.

650 COLLECTION OFFER

Your choice of any three above 25c packets for..... **45c**

- 649 Medium Snaps Mixed. All above six colors blended. Large Pkt. 35c.

ROCK HYBRIDS

709 A very dwarf Snapdragon forming small compact plants; very fine for rock gardens. Flowers are bright shades of rose, pink, purple, mauve and some bicolor. Pkt. 35c.

LOS ANGELES SNAPDRAGON (Maximum)

670 A beautiful salmon-rose—identical in color to the famous Los Angeles Rose. 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. Pkt. 35c.

GIANTS OF CALIFORNIA SNAPDRAGON—
OLD ROSE. A beautiful pure golden yellow of immense size.





Fraser's Gorgeous ASTERS

After another year has passed and with every mail bringing reports of new laurels won by our customers with their asters grown from Sun Ripened seeds, we are bound to admit that we are more enthusiastic than ever about asters. Their wonderful variation in form and color, adaptation to all manner of climatic conditions and ease of culture places them next to our famous zinnias in popularity with the gardeners. They reign supreme in the autumn garden and are invaluable for cutting, as well as for garden display. We offer several new charming novelties this year as well as a full range of the best improved strains. All are from seed fully matured in the sun—they will produce vigorous plants and are prolific bloomers.

Fraser's California

OSTRICH PLUME ASTER

We have been growing Asters for over thirty years and this strain has had our particular attention. We recommend them without hesitancy to the most exacting gardener. They are distinguished by enormous flowers in many exquisite colors, borne on long, stiff stems and sturdy plants 2 feet tall.

- 3141 Fraser's Crimson. Mellow rose-crimson tone.....Pkt. 25c
- 3142 Fraser's Rose. A bright rose.Pkt. 25c
- 3143 Fraser's Pink. A shell pink.....Pkt. 25c
- 3144 Fraser's White. Snow white.Pkt. 25c
- 3145 Fraser's Lavender. Gorgeous lavender blue.....Pkt. 25c
- 3146 Fraser's Purple. Deep purple.Pkt. 25c
- 3147 Fraser's Light Blue.Pkt. 25c

3150 COLLECTION OFFER

Your selection of any three above colors **45c**

- 3149. Frasers Plume Mixture.Pkt. 35c

FRASER'S CALIFORNIA OSTRICH PLUME ASTER. A continuous bloomer, gorgeously tinted and of immense size.

CALIFORNIA GIANT ASTERS

Our strain of these new Giants, recently introduced, is a non-lateral branching type which does not require disbudding. Plants grow three or more feet, producing enormous flowers on long, strong stems. A superb cutting flower. Five of the loveliest colors you could have in your garden.

- 3310 Giant Blue. Clear azure blue. Pkt. 25c.
- 3311 Giant Pink. Delicately pink. Pkt. 25c.
- 3312 Giant Purple. Rich purple. Pkt. 25c.
- 3313 Giant White. Snow white. Pkt. 25c.
- 3314 Giant Rose. Deep, rich rose. Pkt.25c.

3320 COLLECTION OFFER

Your choice of any three above 25c packets for..... **45c**

- 3319. Giant Mixture. A blend of all the above colors. Pkt. 35c.

CALIFORNIA SUNSHINE ASTER

While introduced about four years ago it is still classed with the novelty types. A vast improvement over the old sunshine or anemone-flowered asters, somewhat larger and far more graceful and airy in appearance. As yet it is too new to be counted on to produce 100% true, some reverting to the anemone-flowered type and a few occasionally come single. This frank statement should not deter you in the least from planting these asters. We still feel that they are the most beautiful and striking of all asters recently introduced and you'll surely fall in love with them. The center is made up of small, quilled petals in contrasting color to the long, graceful outer petals of white, carmine lavender, pink and violet shades.

- 3339 Sunshine Mixture. Pkt. 35c.

CALIFORNIA SUNSHINE ASTER. Beautiful delicate shades of carmine, lavender, pink, violet and white with contrasting centers of quilled petals. A graceful lacy flower and a wonderful keeper when cut.

THE CULTURE OF ASTERS IS EASY

Seed should be sown in shallow boxes or flats, using a light, loamy garden soil; sow thin and cover lightly with finely sifted soil and press down firmly. Keep the seed bed moist (not wet) either in the house where the temperature and ventilation are good, or in the hot bed in March, or the cold frame in April. Transplant seedlings after danger from frosts is past to open garden where they are to bloom, setting the plants from 10 to 18 inches apart. Asters may be sown in the open ground in May. They enjoy a rich, well-dug soil and a location with some shade in the late afternoon. It is better not to plant asters in the same place two years in succession and do not plant too early.



CALIFORNIA GIANT ASTERS—grown from sun-ripened seed by Mrs. Mary R. Richards, up in Stamford, Connecticut. Wherever you live Sun-Ripened Seed will produce hardy, vigorous flowers.



Her basket of Fraser's California Giant Asters takes first prize at the Marquette County Fair, reports Mrs. Lawrence Larsen of Marquette, Michigan.



Queen of the Autumn Flowers

HEART OF HOLLYWOOD

Improved Strain of Corcardeau Aster

3309 Variety Mix. Do you want something different in your garden? Try this new number we are offering. Those who have grown this type of aster will be delighted with our improved strain, developed by careful selection of parent plants to secure larger and even more colorful flowers. Lovely shades of rose, scarlet, blue and violet petals surround a center ball of creamy white petals like a spotlight in the center of a colorful stage setting. Flowers are 2½ to 3½ inches across, borne on good cutting stems and plants 1½ to 2 feet tall. Pkt. 35c.

AMERICAN BEAUTY ASTER

3359 A beautiful type, the blooms are large profuse and handsome. Grows about 2½ feet, good growing habit and makes a grand end-of-summer aster. Mixed. Pkt. 35c.



FRASER'S POMPON OLD ROSE ASTER. A beautiful soft old rose color, dwarf but branching habit and a very profuse bloomer.

DWARF ASTERS

FRASER'S POMPON OLD ROSE ASTER

A new double dwarf aster of a beautiful old rose shade. Decidedly different. Wonderful for border and mass planting. Plants grow 14 inches. Branching habit. A novelty of our own introduction.

3351 Fraser's Pompon Old Rose. Pkt. 35c.

HEART OF FRANCE

3341 Rich, ruby red flowers borne prolifically during mid-season. Plants of branching habit about 18 inches tall. Very popular. Pkt. 25c.

MISSION ALL SAINTS

3389. Mixed. Fraser's beautiful dwarf baby border asters in colors of salmon, carmine, white and pink that are simply charming. This new aster is of a very dwarf, compact globular habit, 10 inches high, late, free and very long flowering. Flowers of the upright new Aster-Type, fine double and well keeping. Very useful for bedding and border purposes. Pkt. 35c.

NOVELTY ASTERS

LILLIPUT ASTER

3369. Mixed. Flowers are 1½ to 2 inches across of rich tones of red, blue and other exquisite shades of rose and pink. Plant grows 1½ to 2 feet tall, branching habit with unusually stout, strong stems which mark this strain as exceptional for cutting. Pkt. 35c.

BELLIS-FLOWERED ASTER

3371 Snow Queen. Medium size flower of pure white. Plants are semi-tall of branching habit with good flower stems. Splendid for cutting or planting in borders. Pkt. 35c.



FRASER'S FAMOUS KING ASTER. An immense flower, gorgeous color and wonderful keeping qualities makes this aster one of the best of the large double types.

FRASER'S FAMOUS KING ASTER

These are so different from other asters as to almost form a distinct class of their own. Flower is of great size and substance with wonderful keeping qualities. Flowers are composed of long, narrow petals, beautifully quilled, luxuriantly double and upright in habit. Plants grow about 1½ feet tall and is a mid-season bloomer.

- 3322 Crimson King.
- 3323 Lavender King. } Packet
- 3324 Rose King. } 25c each
- 3325 Violet King.
- 3326 White King.

3330 COLLECTION OFFER

Your choice of three of any above colors..... 45c

3329 King Mixture. A blend of all above colors. Pkt. 35c.

FRASER'S RAINBOW ASTERS

Fraser's New Rainbow Aster is an improved strain of wilt resistant single aster. The beauty of these large flowers in their delightful clear colors defies description. In vases, in combination with other flowers, or by themselves, they create a most refreshing picture. This aster is a most charming and graceful addition to any garden, and it will do anywhere that asters grow. Planting treatment is the same as given for asters on the preceding page.

- 3295 Rainbow Pink. A delicate flesh pink. Pkt. 25c.
- 3291 Rainbow Carmine. Same color as American Beauty Rose. Pkt. 25c.
- 3292—Rainbow Lavender. A beautiful clear lavender of a remarkable size. Pkt. 25c.
- 3293 Rainbow Crimson. The brightest of all these asters, an excellent crimson shaded to scarlet. Pkt. 25c.
- 3294 Rainbow Rose. Deep rose pink. A magnificent flower, fine for basket decoration. Pkt. 25c.
- 3298 Rainbow White. A very large pure white. Will blend beautifully with any one of the above colors. Pkt. 25c.

3300 COLLECTION OFFER

Your choice of any three above colors..... 45c

3299 Rainbow Blend. A fine mixture of selected rainbow colors. Large Pkt. 35c.

FRASER'S RAINBOW ASTER. Large flowers in delightfully clear colors of the rainbow. Hardy and prolific bloomer. Your garden is not complete without Fraser's Rainbow Asters.



CALENDULAS---Scotch Marigold

Fraser's Calendula Seed will produce for you the most faithful flowers in your garden, furnishing it with masses of glowing color and supplying your home with cut flowers from early summer until after frost.

Calendulas will thrive in almost any soil on a minimum of care. In California or mild sections it is simplest to sow them where they are to grow, two or three seeds together, spaced at intervals of 12 inches. When they germinate and throw out their first pair of leaves, select the thrickest one and pull out the others, leaving one plant to mature in each planting. Elsewhere, they can be started in hot bed in March or April, and transplanted to open ground in May. In California and mild climates they can be planted in the fall for winter blooming.

410 Fraser's California Improved Orange. A rich golden orange. Large double flowers. Pkt. 25c.

414 Sensation (Campfire). Brilliant orange, large flower, dark center. Double. Pkt. 25c.

411 Fraser's California Improved Yellow. Large, lemon yellow. Pkt. 25c.

415 Ball's Gold. Golden yellow. Pkt. 25c.

416 Radio. Quilled petals distinguish this interesting new variety. Clear orange. Pkt. 25c.

421 COLLECTION OFFER

Your choice of any three
above separate colors..... **45c**

420 Golden Splendor Mixture. Above assorted colors properly blended. Large Pkt. 35c



CALENDULAS—grown from our sun-ripened seed take on an even greater brilliance of color.

CANDYTUFT—Umbellata

We cannot imagine anyone not knowing this long-time favorite garden annual, so useful for edgings and borders. We offer a select strain amazingly floriferous.

For early flowering they may be started in a hot bed in March. Successive plantings in May and June will maintain a sequence of bloom from early until late summer. Give them a sunny location and well-limed soil; for larger blossoms, occasional applications of manure.

422 Candytuft Flesh Pink.

423 Candytuft Lavender.

424 Candytuft Rose.

425 Candytuft Carmine.

426 Candytuft Crimson.

427 Candytuft White.

} Packet
25c each

430 COLLECTION OFFER

Your choice of any three
above separate colors..... **45c**

429 Candytuft Mixed. Pkt. 25c.

Hyacinth-Flowered

428 Giant Hyacinth - Flowered. White. Pkt. 35c.

CANDYTUFT. An old time favorite for edgings and borders, easy to grow and vigorous.



CELOSIAS

People have finally discovered what a splendid effect they can achieve through the liberal use of Celosia. New types and improved strains have been partly responsible for the increased popularity. The plant is interesting and highly ornamental and not at all difficult to grow. It is widely used as a pot plant as well as in the garden. Seed may be started inside for early bloom or sown where they are to stand when the ground is warm.

NEW OSTRICH PLUME

CELOSIAS

Tall Varieties

Plants grow 2 to 2½ feet tall, well rounded bushes with many branches ending in large flower heads resembling an ostrich plume. An excellent plant where a tall colorful border is wanted and can be used in large bouquets very effectively.

2287 Ruby. Rich ruby red shades. Pkt. 25c.

2288 Golden. Golden yellow shades. Pkt. 25c.

2289 Mixed. A blend of the above shades. Pkt. 25c.

2281 Mixed. A blend of red, pink and yellow shades growing 3 feet or more. Taller than above varieties. Pkt. 15c.

Dwarf Varieties

FRASER'S FLAME CELOSIA

Novelty

A distinctive new novelty. Plants are real dwarf, growing about 12 inches, compact with many flower heads in bright flaming red and glowing chrome yellow. The best of all for pot culture and very striking when used in solid beds. If you want something unusual try a solid bed of the yellow bordered with two rows of the red.

2284 Fireflame. Flame red shades. Pkt. 50c.

2285 Afterglow. Warm, glowing chrome yellow. Pkt. 50c.

CELOSIA CHILDSII

2283 Chinese Woolflower. The heads of this variety suggest huge balls of silky wool set at the top of stems averaging about 18 inches in length. A range of crimson and yellow shades mixed. Pkt. 25c.

COCKSCOMB

Celosia Cristata

This variety with the cockscomb form gave these plants their common name. The heads are very thick and of rich velvety shades of crimson, rose and yellow.

2291 Fraser's Giant. Large compact heads on sturdy plants 15 to 18 inches tall. Rich velvety shades of crimson, rose and yellow. Pkt. 25c.

2292 Fraser's Dwarf Empress. Mammoth heads of rich purplish-red that almost hide the foliage. Grows only about 10 inches tall. Pkt. 25c.



FRASER'S NEW FLAME CELOSIA. A dwarf of unusual beauty suitable for pot culture as well as brilliant garden displays. Photograph above shows hundreds of potted plants grown for our exhibit at the Pasadena Horticultural Show—and they made a winning exhibit.

CALLIOPSIS

The dwarf Calliopsis is a splendid thing for edging, low massed plantings or rockeries. The richly marked flowers come in shades of yellow, orange and mahogany. Plants grow about one foot high and are of easy culture. Sow where they are to grow. The two listed below are the best and fine for cutting. This year we have a tall variety we can really recommend that doesn't get leggy and ugly.

Dwarf Varieties

2267 Golden Wave. A glorious yellow with mahogany zone. Pkt. 25c.

2268 Yellow Wave. Clear yellow. Pkt. 25c.

Tall Varieties

2266 Marmorata. Tall variety bearing a mass of yellow flowers prettily marked with maroon. Compact grower. Pkt. 25c.

2269 Hybrid Semi Plena. Mixed colors with crimson marking. Pkt. 25c.

CENTAUREAS—one of the best and most colorful Annuals



DOUBLE CORNFLOWER OR BACHELOR BUTTON. A showy annual for garden display or cut flower.

Double Cornflower or Bachelor Button *Centaurea Cyanus*

A flower that few gardeners care to be without, they are of easiest culture, showy in the garden and splendid for cutting. They ask little and give much. Plants grow 2 to 3 feet tall and like a rich soil.

- 2301 Fraser's Blue. Large, double flowers, true blue. Pkt. 25c.
- 2302 Fraser's Maroon. A very deep velvety color. Pkt. 25c.
- 2304 Fraser's White. Very double and is clear white. Pkt. 25c.
- 2305 Fraser's Rose. Soft pink. Pkt. 25c.
- 2306 Fraser's Carmine. A lively flashing red. Pkt. 25c.

2310 COLLECTION OFFER

Your choice of any three packets for..... **45c**

- 2309 Fraser's Blended Mix. All above colors mixed. Pkt. 25c.

Giant Sweet Sultan—*Centaurea Imperialis*

An indispensable annual for cutting or garden display. Sun Ripened seed is "free flowering", long season and produces giant double flowers on long, strong stems. Colors are simply beautiful and flowers sweetly fragrant.

- 2311 Fraser's Amaranth Red. A new color, outstanding for exhibition purposes. Pkt. 25c.

- 2312 Fraser's Brilliant Rose
- 2313 Fraser's Deep Lavender
- 2314 Fraser's Purple
- 2315 Fraser's White

Single Packets 25c Each

2320 COLLECTION OFFER

Your choice of any three 25c packets..... **45c**

- 2319 Fraser's Blended Mix. All of above separate colors mixed. Pkt. 35c.

Dusty Miller *Centaurea*

- 2340 *Gymnocarpa*. Planted extensively for low borders because of its silvery white foliage. Looks well all summer and grows about 10 inches tall, bearing small light lavender flowers. Pkt. 15c.



GIANT SWEET SULTAN. Large double flowers, beautiful colors and a sweet fragrance popularize this hardy annual.

CINERARIA

Fraser's Prize Strains

These flowers are the most gorgeously colored flowers to be had for winter blooming. They are biennials treated as annuals and are splendid for pot culture. Those in severe winter climates can enjoy them as house or conservatory plants, while in California or other mild sections, they are perfectly hardy for the open garden. A shady situation should be given them, the north side of the house, beneath trees, or in among shrubbery. Plant in California and southern states from August to November in open ground or flats and transplant. In states having cold climate sow in flats from spring to July and transplant to pots. Complete cultural information on each packet.

- 2391 Semi-dwarf *Grandiflora Hybrid*. Extra large flower on dwarf plants. A wonderful color range; purple, blues from dark to light, reds, salmon and rose, white and white with richly colored edges. Spectacular for mass bedding. Pkt. 35c.

- 2392 *Stellata* or Star. Clusters of star-like blossoms in delicate shades. Grows two feet, fine for backgrounds. Effective in pots. Pkt. 25c.

- 2393 *Multiflora Nana*. A dwarf plant, dense, compact form, covered with small flowers in a fine range of colors. Pkt. 35c.

- 2394 Fraser's *Imperial Mixture*. A balanced blend of the best strains of tall growing, large flowering varieties; flowers 3 inches across in brilliant colors. Pkt. 25c.

- 2395 Fraser's *Cactus Type*. Tall growing, star-like flowers with quilled petals; colors range through pinks, maroon, blue and purple shades. Pkt. 25c.

- 2396 Fraser's *Double Cineraria (Flora Plena)*. Grows about 10 inches; medium size double and semi-double flowers in color shades of pinks, maroon, blue and purples. Pkt. 50c.

COLEUS

- 2411 *Pyrenees Giant, Mixed*. The most beautiful foliage plant for beds or pot culture. Leaves are gorgeously variegated with many rich colors, and never any two alike. Grows 2 to 2½ feet, and develops most colorfully in sunny position. Plant indoors in cold climates in early spring and if preferred may be planted in mild climates outdoors in well prepared beds. Pkt. 35c.

CHRYSANTHEMUM

Annual Painted Daisy

Our strain grown on our seed farm is an improved variety of this useful summer garden annual. They are easily grown from seed and make a showy planting about 2½ feet high covered with daisy-like flowers.

- 2349 Fraser's *Painted Daisy Mixture*. Single of most beautiful colors. Pkt. 25c.

See also New Novelties on Page 4.

CLARKIA ELEGANS

Butterfly Flower

One of the most beautiful of our garden annuals has been developed from this California wildflower. The modern varieties now offer a wide range of lovely colors. Our strain produces thrifty plants with long sprays thickly set with very double flowers, suggesting blossoms of ornamental or flowering cherry.

They grow easily from seed and should be started in the cold frame in March, or in the open ground in May, except in California or other very mild sections where they can be sown in the fall for spring blooming. They enjoy partial shade, but will accommodate themselves to either sun or shade.

- 2409 Fraser's *Double Choice*. Mix of rainbow colors. Pkt. 25c.

See also Novelties on Page 5.



ANNUAL PAINTED DAISY. A riot of color and easy to grow.



FRASER'S EXTRA EARLY COSMOS. This favorite for the late summer and fall garden shown above will supply you with an abundance of beautiful cut flowers for house decoration.



DOUBLE CRESTED COSMOS. A recent development of the early single cosmos. If you like cosmos, you will surely like this new introduction.

COSMOS—Extra Early

Another much favored annual, supplying the late summer and fall gardens with quantities of artistic-shaped flowers, much wanted for cutting purposes.

The seeds can be sown in open ground about the middle of June in mild sections and in March and April in the hot bed or cold frame in colder sections of the country, thinning the germinating plants to three inches apart. When they are transplanted, after the ground is thoroughly warm, they should stand two feet apart. Cultivate frequently but lightly for best results. If the tops are pinched out when the plants are about ten inches high the plants will become more bushy and compact in growth.

461 Fraser's Early Pink Cherokee. Mammoth flowering type, color like the beautiful single Cherokee Rose. Pkt. 25c.

462 Fraser's Early Red Cherokee. Mammoth flowering. Bright red like the well known Red Cherokee Rose. Pkt. 25c.

463 Fraser's Early White Cherokee. Mammoth flowered, a pure white like the White Cherokee Rose. Pkt. 25c.

464 Fraser's Color Harmony Mix. A choice blend of all above colors. Pkt. 25c.

465 Fraser's Klondike Gold. A late single, suitable for Southern States only. A profusion of glistening tangerine gold flowers covering plants 5 feet high. Fine for cutting. Likes full sun. Pkt. 25c.

470 COLLECTION OFFER

Your choice of any three above 25c pkts..... **45c**

Double Crested Cosmos

Flowers are very beautiful and when cut are better keepers than the single. This is a very fine strain producing about 60% double flowers. Free flowering plants growing 3 to 4 feet tall, somewhat lower than the singles.

473	Crimson	} Packets
474	Pink	
475	White	

25c each

476 Double Mixed. Large packet 35c.

CALCEOLARIA

An attractive house or conservatory plant for pot culture. Flowers are odd pocket-shaped of many colors and shades, beautifully speckled and spotted. Seed requires ten days to two weeks to germinate.

2261 Grandiflora Hybrids. Tall. Pkt. 35c.
2265 Grandiflora Hybrids. Semi-dwarf. Pkt. 35c.

BROWN-EYED DAISY

Cosmidium

2416 Brown-eyed Daisy. Native of South America; grows 1½ feet tall. A winsome little flower with brown center circled with maroon and edged with bright, cheerful golden-yellow. Wonderful for bedding, border or cut flowers. Planted from May to June, where they are to grow, will flower in 70 days from seed. Pkt. 25c.

AFRICAN ORANGE DAISY. The bright golden orange of these flowers will make a colorful display in your garden.



CAPSICUM

Ornamental Peppers

Interesting little plants for borders or pot culture. Grows about 10 inches and may be planted in late spring outdoors or midsummer and grown on in pots for winter color, the bright green foliage and red peppers make excellent Christmas color.

2276 Birdseye. Compact, very dwarf, bears small, round red berries upright on end of stems. Pkt. 25c.

2277 Christmas Light. Somewhat larger than above, more branching, and bears long, red pepper-like fruit upright at end of stems. Pkt. 25c.

2778 Giant Christmas Light. Semi-tall, 15 inches; somewhat taller than above. Pkt. 25c.

CYNOGLOSSUM

Chinese Forget-me-nots

2419 Fraser's Select. A distinct addition to any garden. Fine for planting in California and southern states during fall months. Grows rapidly from seed and develops a good vigorous plant for early spring blooming and will continue for a longer period than when sowed in early spring. The flower branches are often 18 inches long and thickly set with large flowers of turquoise blue, deeper than the true forget-me-not and larger. Pkt. 25c.

DIMORPHOTHECA

African Orange Daisy

An annual of easy culture, the large daisy-like flowers in orange and gold shades make a gorgeous, colorful display wherever planted. The plants are bushy and well covered with bloom throughout the season. In California and southern states sow in the fall for winter and early spring flowers; in cold sections they may be started in hot bed in March and set out in May or sown in open ground when ground is warm and danger of frost is past. Blooms in about 90 days from seed.

2438 Aurantiaca. Bright, golden orange. Pkt. 15c.

2439 Aurantiaca Hybrids. Mixed from separate colors and blended from the following: light yellow, orange yellow, salmon cream and white. Pkt. 25c.

DIANTHUS

Annual Garden Pinks

Generally well known by all gardeners, very easy to grow, making colorful, bright beds and low borders. Their spicy fragrance and color make them excellent for cut flowers. Plants are very free flowering and produce best in a sunny location and rather heavy, rich soil. In mild localities they will often live over the winter. Sow seed in early spring inside in flats or hot-bed.

915 Heddewigii, Single Mixed. Flowers average 2 inches across, petals plain and some lacinated. Beautiful colors and markings. Pkt. 15c.

916 Heddewigii, Double Mixed. This is an exceptionally fine strain of free flowering plants producing large double and semi-double flowers, beautifully colored and marked in a wide range of exquisite shades. Pkt. 15c.

927 Vesuvius. A large single flower of rich orange scarlet of great brilliance. Pkt. 25c.

DIANTHUS. Heddewigii Double Mix illustrated below are colorful and fragrant.





DIDISCUS

Queen Anne's Blue Lace Flower

2426 *Didiscus Coeruleus*. An annual that is quite hardy. The common name is very apt, for the flowers are large, round lacy heads of azure blue; long stems, making a cutting flower of great charm. Start indoors in March as the seed germinates slowly. Grows 18 inches tall. Pkt. 25c.

GYPSOPHILA

Baby's Breath

This hardy annual has come to be regarded as the standard bouquet "mixer." It grows quickly from seed into a vigorous plant about three feet high, covered with a fairy cloud of tiny, star-like flowers, borne on the slenderest stems. Sow every three weeks from May to July for continuous supply of cutting flowers. Start in the hot bed in March and plant out in May in the East. Can be successfully sown in the open ground in California and Southern states any month in the year except December, January and February.

2456 New Los Angeles Market Variety. Pkt. 15c; oz. 50c.

See also Perennial Variety. page 37.

EUPHORBIA

Mexican Fire Plant

2941 *Heterophylla*. Often called Annual Poinsettia because of its resemblance. Top leaves of the plant turn a brilliant scarlet about mid-summer and can be used for cutting if the end of the stem is placed in boiling water about 3 seconds. Grows rapidly to 2½ to 3 feet. Pkt. 25c.

FOUR O'CLOCK

Marvel of Peru—*Mirabilis Jalapa*

2429 Tall Mixed. An easy to grow, showy annual, fine for background planting as hedges, along walks or the house. Flowers are shades of red and yellow, some marked and splashed with several colors. Grows 2 ft. tall. Pkt. 15c.

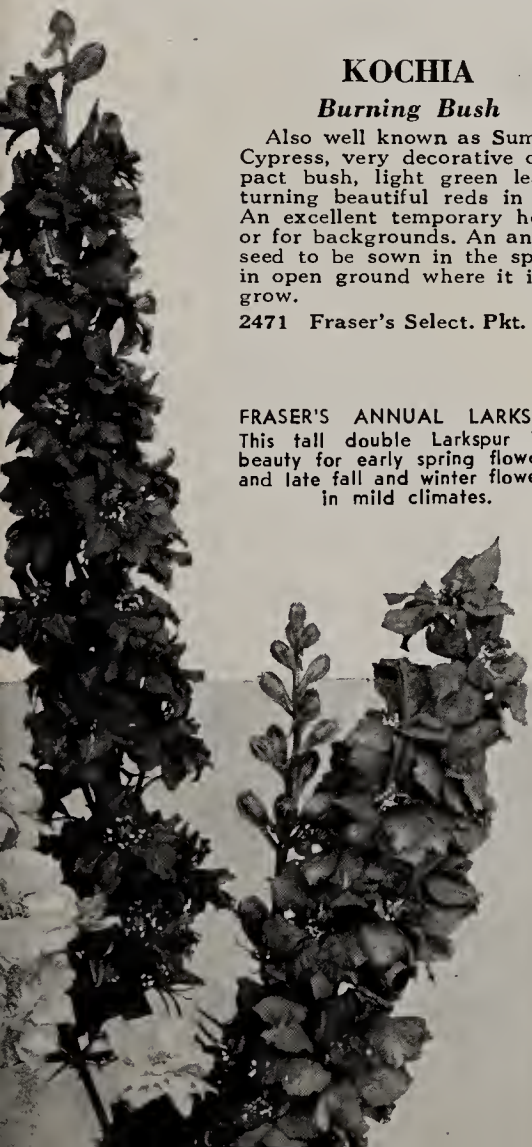
KOCHIA

Burning Bush

Also well known as Summer Cypress, very decorative compact bush, light green leaves turning beautiful reds in fall. An excellent temporary hedge or for backgrounds. An annual seed to be sown in the spring in open ground where it is to grow.

2471 Fraser's Select. Pkt. 15c.

FRASER'S ANNUAL LARKSPUR. This tall double Larkspur is a beauty for early spring flowering and late fall and winter flowering in mild climates.



GODETIA—Satin Flower

No trouble to grow this hardy annual. Flowers are large and satiny, in single and double forms set thickly on long stalks. They thrive in almost any garden soil except a stiff, heavy clay. Fine for planting from August to October in California and southern states as well as in the spring. In eastern states sow seed in the open ground during April and May. Plant them in the open ground in rows and thin to about six inches apart. After they are established don't give them much water. When you use them for cut flowers, pull up root and all and they will last from seven to ten days.

984 Azalea-Flowered Rose-Pink. Large flowers of rose-pink shades. Pkt. 25c.

985 Azalea-Flowered Red. Large flowers of rich crimson. Pkt. 25c.

986 Azalea-Flowered Mauve. Large flowers of clear mauve. Pkt. 25c.

987 Azalea-Flowered Cherry. Pkt. 25c.

988 Azalea-Flowered Pink. Pkt. 25c.

990 COLLECTION OFFER

Your choice of any three above 25c packets for..... 45c

989 Azalea-Flowered Supreme Mix. A blend of pinks, reds and mauve. Large double flower. Plant grows 1½ to 2 feet high and is profuse bloomer. Pkt. 35c.

999 Dwarf Azalea-Flowered Mixed. Fine for borders, growing about 10 inches high and covered with large double flowers in all colors as the above. Pkt. 25c.

981 Duke of York. A single flower of unusual brilliance and beauty. Cherry-red marked with white at base of petals. Grows about 1½ feet and makes fine cut flowers. Pkt. 25c.

GLOBE AMARANTH

Gomphrena globosa

2451 Everlasting Mixed. A showy little clover-like plant growing a foot high. Flowers come in white, red and orange shades, blooming from mid-summer until frost. Can be dried for winter bouquets. Pkt. 15c.

See also Novelties on page 5

FRASER'S ANNUAL LARKSPUR

Tall Double Larkspur

This annual of ancient lineage enjoys a never-waning popularity. In fact, it is used more every year. The new varieties of our modern Larkspurs are very double and much larger and the color range is superb. Our strain is a particularly fine one with tall lateral branching habit, the blossoms massed on firm stems. Offered in six beautiful shades.

Their culture is most simple. They bloom from seed sown in the spring as soon as the frost is out, or they may be started in the hot bed in March or April and transplanted in May.

They like cool weather in which to germinate—that does not mean cold, wet ground, but the kind of weather we have in early fall and late spring. Plant in the open ground in California and southern states.

- | | |
|-----------------|------------------|
| 858 Salmon Rose | } Single Packets |
| 859 Rose | |
| 860 Dark Blue | |
| 861 Shell Pink | |
| 862 Lilac | |
| 863 Sky Blue | |

865 COLLECTION OFFER

Your choice of any three above 25c packets for.... 45c

864 Double Larkspur Mixture. Includes all above colors. Pkt. 35c.



GODETIA, DUKE OF YORK. Brilliant cherry red petals marked with white at the base.

GAILLARDIA

Blanket Flower

These easy to grow annuals liven the garden with their bright, cheerful colors from July until September and in some climates they may be picked until frost. They thrive in full sun and in most any soil and should be sown where they are to grow as soon as the ground is thoroughly warm. Plants grow about 15 inches tall.

2441 *Picta Indian Chief*. A single, in bronzy red, a real beauty. Pkt. 25c.

2442 *Indian Blanket (Improved Picta Lorenziana)*. A double in beautiful Indian shades of red, yellow, maroon and bronze. Pkt. 25c.

See also Perennials, page 35

LINARIA—Baby Snaps

Annual Miniature Snapdragon

This dainty, charming, little annual is offered in mixed shades only. Fine for a more colorful mixer than "Gyp." Grows readily from seed sown in the open ground as soon as it is warm in the spring, also during October and November in California and southern states. Make successive sowings to have a continuous flowing crop.

2509 Mixed Colors. Shading through all the colors of the rainbow. Grows 18 inches tall. Pkt. 15c.

LINARIA. Dainty and charming, this little annual makes an excellent mixer.



HELICHRYSUM

California's Everlasting Flower or Strawflower

These strawlike flowers come in really handsome shades and are usually preserved for winter bouquets. For this purpose the flowers should be cut early in the morning and suspended upside down where the air can reach them until they are thoroughly dried. If given a sunny location they will thrive in any soil, attaining a height of about four or five feet. Our strain is a great improvement on old varieties and the flowers are quite double.

2467 California strawflowers, light shades.

2468 California Strawflowers, deep shades.

2469 California Strawflowers, mixture of all shades.

Above Packets 25c each.

LAVATERA

Annual Mallow

2501 Sunset. Beautiful rosy-carmine cup-shaped flowers. Grows about 2½ feet tall, very free-flowering. Sow seed where they are to grow in May and thin to a foot apart. Pkt. 15c.

See also California Natives, page 12.

LINUM—Annual Flax

2511 Scarlet Flax (*Grandiflorum Rubrum*). Showy plants about 18 inches tall, bearing in great profusion large rich, scarlet flowers, a color rare to annuals. Flowers are fugitive, lasting but one day, but each morning there is a bright new crop. Plant in the garden where they are to stand as soon as ground is warm. Make successive plantings for continuous garden display till frost. Pkt. 15c.

See also Perennials, page 37.

LOBELIA

A beautiful flowering annual, very good for edgings, borders, baskets and pots. Heavy bloomers and easy to grow. Sow seed indoors in seed flats and transplant to pots or garden.

2518 Blue Jewel, Semi-Double. A novelty. Dwarf grower, 5 to 6 inches and covered with the prettiest little double and semi-double flowers you have ever seen on any lobelia. Pkt. 50c.

2519 Rosy Jewel, Semi-Double. A novelty. Companion to the above but flowers are dainty rosy-pink shade. Pkt. 50c.

2516 Compacta, Crystal Palace Gem. Very effective for edging beds or borders; dark blue. Pkt. 25c.

2517 Sapphire Trailing. A beauty. Sapphire blue with white eye, trailing habit makes it best for window boxes and baskets. Pkt. 25c.

LOBELIA, BLUE JEWEL. Semi double and a real beauty.



LUPINE

Annual Lupinus are among the most useful of garden flowers, especially where you have sandy or poor soil. Sow seed in the open in May where it is to grow, later thinning out plants, leaving them about a foot apart. The following varieties are easily and quickly grown.

2521 Fraser's Dark Blue. Grows about 20 inches. Pkt. 25c.

2522 Fraser's Sky Blue. Grows about 20 inches. Pkt. 25c.

2523 Texas Blue Bonnet. Height 18 inches, medium blue. Pkt. 25c.

2529 Hartwegii Mixed. A mixture of the best lupines in white, blues, rose and mauve. Pkt. 25c.

See also California Natives, page 12.

MESEMBRYANTHEMUM

Ice Plant

2531 Tri-color. These plants grow only a few inches high and are excellent for ground cover in rock gardens and sunny banks. Flowers are daisy-like with red petals and black center marked with a circle of white. Pkt. 25c.

MIGNONETTE

Reseda odorata grandiflora

We have a splendid strain of this winsome old garden flower. The plants will produce long spikes of full bloom, sweetly scented and delightfully colored in about 90 days from seed sowing. It should never be transplanted. Sow in a cool, moist place in early fall (September) for early spring flowers; if possible with an eastern exposure where only the morning sun will reach it. It can be grown practically any time in pots. In eastern states sow in spring.

2541 California Gt., Gold Yellow. Pkt. 25c.

2542 Salmon Queen, Salmon. Pkt. 25c.

2543 Colonial Dame. The favorite of grandmother's day with all the fragrance this sweet mignonette ever had. The same today as 1776. Pkt. 25c.

FORGET-ME-NOT

Myosotis

The National Flower of Belgium

This is a biennial which we treat as an annual growing 1 foot high. It is never so effective as when grown in masses. If you want early flowers in spring sow the seed in August and protect the plants over winter in a cold frame. Can also be sown in spring. Good for rockeries. Give them a cool, half-shady place. Excellent cover for bulb beds.

1061 Big Blue Eyes. Large dark blue. early blooming and free flowering. Pkt. 20c.

1062 Fraser's Double Blue. A beautiful double blue, fine for little vases and rock gardens. Pkt. 65c.

1063 Mrs. Liffy Busch. Small bushes covered with large azure flowers. Pkt. 35c.

NEMESIA

This little plant with its beautiful orchid-like flowers came from South Africa. It grows to about a foot high, is excellent for spring or fall bedding.

2551 Fraser's Triumph Hybrids. A real rainbow mix; yellows, pinks, orange, blue and reds. Pkt. 25c.

NICOTIANA

Flowering Tobacco

A plant that grows rapidly into a husky, three-foot bush bearing trumpet-shaped flowers whose chief appeal lies in their delicious fragrance, particularly marked after dusk. They add witchery to the humblest garden. Sow in the open in May.

2561 Star of Bethlehem. White. Pkt. 25c.

2562 Star of the East. Crimson. Pkt. 35c.

OENOTHERA

Evening Primrose

2474 Lamarckiana. Large flowers of golden yellow, opening at evening; scenting the garden with their delightful incense-like fragrance. Plants grow about 2½ feet and bloom profusely from June till September and do well in a soil where lime is present. Pkt. 15c.

See also Perennials, page 37.



PHLOX DRUMMONDI. For a brilliance of color and a dazzling display in beds and borders, they have few equals. Photograph of our Geranium-Flowered Mixture

BABY BLUE EYES

Nemophila

A California hardy annual that is far more appreciated in Europe than in this country. It is used extensively as a ground cover for bulb beds. Have you tried it in your garden? It will do in full sun, but enjoys a somewhat shaded moist situation. Lovely cup-shaped, sky-blue flowers with white eyes.

2472 Insignis Blue. Pkt. 15c; oz. 50c.

2473 Choice Blend. A mix of blues, lilacs, purples and white. Pkt. 25c.

PHLOX DRUMMONDI

Grandiflora

One of the best liked hardy annuals, grown easily from seed. Flowers are produced on large trusses in brilliant colors, making them a dazzling feature in any garden. They should be planted in solid beds for best effect.

Start in seed flats or hot bed in March or April and transplant when large enough to handle and there is no more danger from frost. The plants grow ten or twelve inches in height, sometimes even more in rich soil. In good soil set 12 inches apart and somewhat closer in poor soil. They can be planted in open ground in May and still flower the same summer. They may be had in primrose, flesh, pink, scarlet, crimson, lilac and violet with a white eye, or mixed. For California and mild sections sow from August to March. This is our large flowered California phlox.

2573 Rose With Dark Eye. Pkt. 25c.

2574 Violet With White Eye. Pkt. 25c.

2575 Red With White Eye. Pkt. 25c.

2576 Buff Yellow. Pkt. 25c.

2577 Chamois Rose. Pkt. 25c.

2578 Scarlet. Pkt. 25c.

2580 COLLECTION OFFER

Your choice of three of any above 25c packets. **45c**

2579 Fraser's Geranium-Flowered Mixture. Blend of harmonious colors. Pkt. 35c.

2566 Star Gleam. Flowers come in beautiful shades of pink, rose, red and petals are curiously fringed and starred. Pkt. 25c.

New Semi-double Phlox

2567 Mixed. Flowers and plant the same size as above varieties but many of the flowers have smaller petals set above the regular set. Pkt. 35c.

MARIGOLDS—for Fall Color

The most brilliant Golden Annual

The Marigolds have few rivals for ruggedness; they adapt themselves to many soils and climatic conditions and their colorful blooms dominate the fall garden. They bloom over a long period and offer no difficulties in cultivation even for the amateur. For early flowers, sow in hot bed during March or in a cold frame in April and transplant to the open ground in May. In California and similar climates Marigolds can be sown in August for late fall and early winter blooming. They will bloom profusely until frost cuts them down. This year we have added a number of additional varieties in recognition of the popularity of this family.

GIANT AFRICAN MARIGOLDS

All Double

393 Giant Primrose. A pure European primrose yellow. A wonderful addition to the Marigold family. Pkt. 35c.

397 Giant Orange. Enormous rich golden orange flowers of the quilled type, 4 to 5 inches across; will grow 3 feet or more. Pkt. 25c.

398 Giant Yellow. Same in size and form as Giant Orange but a pure lemon color. Pkt. 25c.

401 Gold Lace Marigold (Our Improved Guinea Gold). A new and distinctive semi-double with long loose petals, which we can heartily recommend. Be sure and read about the name contest on page three. If you intend entering this contest be sure and check request for Official Entry Blank on our regular Order Blank, so you will have a qualifying number. Pkt. 35c.

FRASER'S GOLDEN BUTTERFLY (Signata pumila). Bright golden yellow flowers literally cover this plant. A dwarf grower and ideal for rock garden work.



GOLD LACE MARIGOLD. Our improved Guinea Gold. Brilliant golden orange flower—a beauty for the fall garden.

FRENCH MARIGOLDS

A smaller type than Giant African and less double, coming in tall and dwarf form, very desirable for both garden and cutting purposes. Culture same as Giant African Type, except we recommend they be planted from 3 to 6 weeks later.

Dwarf Varieties

362 Golden Ball. Round, double, good size flowers of bright orange. Compact plant growing about 1 foot tall. Pkt. 25c.

365 Robert Beist. Very attractive double flowers of dark maroon, plant 1 ft. Pkt. 25c.

366 Fraser's Golden Monarch Blend. A mix of the finest double, dwarf French types. Pkt. 25c.

378 Texas Lone Star. Single star shaped flowers of orange gold with brown-red centers the most beautiful single, dwarf marigold you have ever seen. Does well in any sunny location. Pkt. 25c.

380 Fraser's Persian Wave. A compact plant bearing dwarf French doubles. Excellent for borders or pot plants. Mahogany brown with velvety golden stripes. Very profuse bloomers. Pkt. 25c.



Tall Varieties

377 Ramona (Improved Josephine). Tall French single, strikingly beautiful; rich mahogany shades edged with gold. Pkt. 25c.

379 Fraser's Golden Wave. Tall French Doubles. Beautifully striped in gold, orange and brown combinations. Grows 2½ to 3 feet high. Very striking flowers, often two inches or more across. Pkt. 25c.

Dwarf Single

Fraser's Golden Butterfly

368 Signata pumila. A very pretty single dwarf type bearing flowers of bright golden yellow in such profusion as to make the little plant look almost solid yellow. Grows only about 10 inches and is fine for low borders or for the rock garden. Pkt. 25c.



385 COLLECTION OFFER

Your choice of any three above 25c packets for... **45c**



FRASER'S GOLDEN WAVE. The tall French Doubles illustrated at the right are beautifully striped in gold orange and brown combinations.

GIANT AFRICAN MARIGOLDS. The illustration at the lower right shows size and beauty of our Giant Orange.

From Mrs. Hammond, Atoka, Okla., who sends us the photo at left—

"... Gold Lace Marigold has been our constant delight and up to this time (Oct. 19th) have cut 1700 blossoms from these plants. They are by far the prettiest I have ever seen."





GOLDEN GLEAM NASTURTIUM. Last year's introduction; semi-double, large flowers, a vigorous grower, colorful golden yellow flowers and sweetly fragrant. Be sure and try this one.

GOLDEN GLEAM NASTURTIUM

There is no doubt but what this is the most vigorous growing, largest flowered and fragrant of all nasturtiums. In fact it is the most distinctive, worth while novelty brought out in recent years. It is everything you would want a nasturtium to be. We are really enthusiastic about this nasturtium, we can't praise it too much. They are wonderful and you'll be glad you planted them. The demand is going to be many, many times greater than last year, so get your order in early.

2600 Golden Gleam. Large double and semi-double, golden yellow flowers of delightful fragrance. Semi-dwarf growing and very vigorous. Extra fine for window boxes and pot culture. .Pkt. 20c.

A large block of Golden Gleam Nasturtiums has been raised this year to supply our customers with this remarkable new introduction.

FRASER'S GIANT PANSIES

Few gardeners realize how easily pansies may be started from seed. Since quantities of them are usually wanted, if they are to be effective, it is much cheaper than buying plants.

Pansies are perennials treated as annuals. Sow seed from May to October. The colder the winters the earlier they must be planted in order to get them started and transplanted so the plants will go into winter in a good, vigorous condition. They may be started indoors in January and February for late spring and summer bloom. They thrive in full sun or partial shade.

1071 Super Swiss Giants. Roggli strain. Produces unusually large flowers on long stems. A very choice selection of colors and a strain most gardeners know and rely on. Unexcelled in size and quality. .Pkt. 65c.

1072 Fraser's California Giants. An extra good strain at this price. Beautifully blotched flowers of large size and heavy texture. Compact plants and long, strong stems fine for cutting. Pkt. 25c.

1079 Pacific Majesty. Where a large flower of good quality and assortment of colors is wanted for bedding or border you will find this one entirely satisfactory. Pkt. 15c.

See also Tufted Pansies or Violas, page 39.

NASTURTIUMS—Selections of Best

Everyone knows this gay old hardy annual which has few rivals for easy culture, brilliant color and liberality of bloom. It flourishes even in poor soil.

They can be sown in open ground as soon as the earth is warm in April, in colder climates in May. California sowing can be done in June, and bloom will last until after frost. The seeds are large, soak in lukewarm water for a couple of hours and drop in holes about eight inches apart, two seeds to a hole. This will save labor of thinning out later.

See also Novelties, page 5.

Dwarf Nasturtiums—Indian Cress

2581 Dwarf California Mixture. 22 of the best varieties mixed.

2585 Indian Maid. Bright yellow flowers and light golden green foliage.

2586 Hiawatha. A bright salmon rose with rich green leaves.

2587 Empress of India. Gorgeous flowers of dark, rich scarlet and the darkest green leaves of all; foliage is almost as attractive as the flowers.

2588 Indian Chief. Clear Indian yellow and dark green leaves.

2589 Indian Princess. Reddish, golden bronze flowers and rich green leaves.

Ornamental Leaved Varieties

2582 California Fancy Mixture. Dwarf special of dark-leaved varieties, the popular Tom Thumbs.

2583 Ivy Leaved Mix. Dwarf grower, star-shaped leaves with white veins giving it an appearance of English Ivy. Flowers come in many bright shades, richly marked.

Any of above: Pkt. 15c; 1 oz. 25c.

Tall or Climbing Nasturtiums

2650 California Special Mixture. Tall varieties in a fine collection of colors.

2651 Lobb's Climbing. A variety which grows 12 feet high, particularly useful for covering fences; leaves are larger than on tall or trailing types and the flowers come in many brilliant colors.

Any of above: Pkt. 15c; 1 oz. 25c.

FRASER'S GIANT TROPHY NASTURTIUM

A large flower of unusual markings and colors; sunburst shades of creamy yellow, golden yellow and rich orange to crimson, beautifully marked and shaded in contrasting colors. Many of our customers have told us that if they had to choose but one nasturtium, it would be this one—they want color in a nasturtium.

2652 Climbing Giant Trophy Nasturtium.

2584 Dwarf Giant Trophy Nasturtium.

Pkt. 15c; 1 oz. 25c.



FRASER'S GIANT TROPHY NASTURTIUM. The most colorful Nasturtium we could recommend. Beautiful large flowers in a variety of different colors growing on one plant. A vigorous grower and profuse bloomer.

FRASER'S VARIETY PANSY BLEND NO. 1100

A choice mixture of 10 choice strains of mixed and separate colors. Large flowers of uniform size and beautiful colors and markings. Exceptionally fine for bedding.

Pkt. 25c



PETUNIAS—the finest grown

The most colorful and satisfactory all-around bedder you can buy. They adapt themselves to all manner of climate and soil conditions.

The large double, frilled and ruffled sorts are also excellent for pot culture; the balcony types are beautiful in window boxes and beds, while the smaller kinds such as Rosy Morn are at their best in beds, low borders, parkways and unexcelled as an annual for rock gardens.



CALIFORNIA GIANT PETUNIA. Rosy-lilac shades, beautifully veined petals waved and frilled.

LILLIPUT DOUBLE PETUNIA

598 Fraser's Carnation-Flowered Double, Mixed. A real beauty of recent introduction, producing an exceptionally fine percentage of fully double flowers, 2½ to 3 inches across. Plant is dwarf, growing about 12 inches high, blooms profusely. Colors range through pinks, rose, crimson, white with some striped and blotched. Seed is quite expensive because each individual flower must be hand pollinated to produce seed. Pkt. 75c; large pkt. \$1.50.

From Mandan, North Dakota—

"Replying to your letter of November 12th concerning the results obtained from the package of Fraser's Carnation-Flowered petunias, may I say that I was amazed at the germination. The petunias themselves were quite unique and a goodly proportion of them came double. They were not as large as we anticipated, but were decidedly worth while giving plenty of space in the garden. I used several hundred plants as a border to a big canna bed.

As I told you in a previous letter these petunias as well as practically all of the many other varieties of seeds I bought from you last spring were germinated in the private greenhouse of a friend. I would say that we had around 750 plants from the one \$2.00 packet of petunia seed.

Yours truly,

EARLE H. TOSTEVIN.



GIANT PETUNIAS

These magnificent petunias with their huge blossoms are gorgeous; velvety, exotic creations of appealing charm, and spicy fragrance. These deep-throated beauties with their petals ruffled, fringed or frilled, in both the single and the doubled forms, often measure five inches in diameter and are worth the bit of care it takes to grow them.

The seed of these varieties is very small and quite expensive so should be sowed in seed pans or flats and later transplanted to the garden.

Giant Double Petunias

599 Hibiscus-Flowered, Giant Double, Mixed. An extra fine strain of giant flowered double petunias in a wide range of colors running about 60% double and 20% semi-double. We have yet to find a petunia producing 100% doubles and by comparative tests we have found none better than our strain. Save the small seedlings with the crumpled leaves, they will produce the choice doubles. Pkt. 65c.

Giant Ruffled and Frilled Petunias

580 Hibiscus-Flowered California Frilled Giant. Immense single flowers in crimson, scarlet, carmine, pink and white shades. Deep colored throats ranging from golden to maroon. Beautifully fringed edges. Pkt. 40c.

595 California Dwarf Giants. Enormous flowers ruffled fringed and beautifully blotched and veined. Dwarf plants. Pkt. 65c.

610 COLLECTION OFFER

All three above packets for \$1.50

594 Giant Steel Blue. Single. A gorgeous petunia, immense flower of steel, or lavender-blue shades, beautifully veined and marked with a satiny, deep blue so dark it could be considered a blue-black. You'll like it. Pkt. 40c.

585 California Giant. One of the largest of all single Petunias. Marvelous rosy lilac shades, deep, wide open throats; petals waved and frilled, beautifully veined. Pkt. 40c.

587 Theodosia. Beautiful shades of rosy-pink, with brown veins and wide, creamy-yellow throats. Pkt. 40c.

590 California Ruffled Giants. Very choice. Flowers beautifully ruffled and frilled; of heavy texture; ruffles often overlap, giving the appearance of a double flower. Pleasing colors. Pkt. 40c.

620 COLLECTION OFFER

Your choice of any three above 40c packets..... \$1.00

589 Elks Pride, Improved. A rich, velvety, Elks' purple; many flowers attractively marked with white stars and blotches. Pkt. 30c.

592 Pink Triumph. Bright shades of rosy-pink with small white throat. Pkt. 30c.

See also Novelties, Page 4.

ROSY MORN PETUNIA. That dainty rosy-pink petunia so popular for edgings and low borders shown at the right in one of its most effective uses.

FRASER'S CARNATION FLOWERED PETUNIA. A real beauty of the lilliput type. Produces a high percentage of truly double flowers in beautiful colors.



FRASER'S HIBISCUS FLOWERED PETUNIA. A gorgeous single of huge size and gorgeous coloring.

BEDDING PETUNIAS

The following varieties are especially recommended for beds and borders. Flowers of medium size, plants are vigorous growers and bloom more prolifically than other types. Sow seed inside during early spring and transplant to garden when weather permits; seed can also be sowed in open ground when soil is warm. They bloom till frost.

597 Rosy Morn. Very popular. Dainty, rose-pink flowers, marked with wide, white throat, literally cover the plant. Pkt. 25c.

581 Violaeca. Deep violet flowers of soft, velvety appearance. The best violet. Pkt. 25c.

BALCONY PETUNIAS

Large Flowered Bedding Petunias

This variety is of pendulous or trailing habit; particularly adapted for porch boxes, terraces, rock gardens as well as large beds. Flowers average 3 inches across; somewhat larger than Bedding Petunias, and just as profuse bloomers, flowering continuously from early summer till frost. Culture is the same.

582 Blue (Violaeca) } Any
593 Rose. } separate colors:
604 Crimson. } Packet 25c

584 Balcony Choice Mix. A proportionate blend of separate colors including some white. Pkt. 25c.

583 Star of California. An improved, new balcony star petunia that will produce fully 50% or more true to type. Large flowers of rich violet shaded with crimson and prettily starred and blotched with white. Pkt. 25c.



ANNUAL POPPIES—Bright, Flashing Colors

No summer annual will bring such a riot of brilliant color into the garden as the annual poppies. These flowers should be sown with a generous hand and thinned after they have come up so that the plants are about 12 inches apart. It is practically impossible to transplant them successfully. Sow in March, April and May in the North and cold sections; in California and mild localities, from October to March. Make a succession of sowings for continuous display.

1930 Fraser's Annual Orientale. The flowers in our strain are from 4 to 6 inches across, flowering on long stems. The silky petals are sunset red with a black spot at the base. These annuals are like the old perennials in form, except for improved size. They have great substance and will keep several days as cut flowers when cut in bud. Pkt. 25c.

1931 Fraser's Double Annual Orientale. Novelty. A beautiful double form of the above. Pkt. 50c.

1935 American Flag. Double Peony-Flowered. Plants are thrifty, upright growers to about 2½ feet bearing immense double flowers; smooth edged petals of white background, margined with flashing scarlet. Pkt. 15c.

1934 Double Peony-Flowered, Mixed. Flowers and plants are like above, but colors range through shades of rose, pink, red, yellow and white. Pkt. 15c.

Fraser's Double Shirley Poppies

Each flower has many petals, giving the double and semi-double effect so much admired. They come in a wide variety of tints, vivid and soft, and a planting of them will make a gay spot in your garden.

1921 Art Shades. Unusual colors in Indian and Carmine-Lake tones. Pkt. 25c.

1922 Eldorado Blend. Large double flowers in Chinese orange-reds. Pkt. 25c.

1923 Fraser's Hybrids. Produces a pleasing variety of sunset reds. Pkt. 35c.

1924 Cossack. A fine large double flower of orange-scarlet. We believe that this is the finest addition to the Shirley poppies in recent years. Introduced exclusively by us last year. Pkt. 35c.

See also Perennials, Page 38.

SCHIZANTHUS Poor Man's Orchid

An annual to be sown in the early spring and set out in May. Makes a very effective border about 12 inches high. This little plant needs plenty of sun and water. Are fine grown indoors in pots.

2699 California Orchid Flowered Mixed. All the shades to be found in the orchid are to be found in this exquisite little bright flower which also somewhat resembles the orchid. Pkt. 25c.

SWEET WIVELSFIELD

920 This Dianthus is a cross between Dianthus Barbatus and Dianthus Alwoodii, being considerably larger than annual Sweet William. For this reason we are not offering the annual Sweet William. The plant is hardy, small in growth, but smothered in blossoms of various shades, blooms June till frost. You'll like this one far better than Annual Sweet William, and it's well worth the slight difference in price. Pkt. 25c.

SALPIGLOSSIS. Richly colored and velvety texture of the gold veined petals make this strain gorgeous for cut flowers.



SHIRLEY POPPY, ELDORADO BLEND. Flashing, bright Chinese reds.

PORTULACA Moss Rose

Just the thing for a rock cover where plenty of color is wanted in a hot, dry sunny location. Plants are very dwarf; flowers are double, semi-double, in shades of brilliant crimson, rose, pink and white. The dainty cup-like flowers are most attractive in low borders, edgings and wonderful in the rock garden. They spread rapidly forming a gay carpet from July to October. Broadcast the seed on ground that is moist (not wet) and press into soil with flat board.

2681 Grandiflora Double, Mixed. Pkt. 25c.
2682 Fraser's Upright. Novelty. More upright in growth than above type. Ideal for rock garden. Pkt. 35c.

PORTULACA. Our strain produces double and semi-double flowers in brilliant shades of crimson, rose, pink and white. Just the flower for the rock garden, beds or borders in a bright sunny location.



DOUBLE PEONY FLOWERED POPPY. Bright colorful poppies of huge size. They furnish an abundance of color with but little work.

SALPIGLOSSIS Painted Tongue

A half-hardy annual, the flowers being trumpet-shaped with wide, flaring petals, velvety in texture, rich in color and beautifully veined in gold. The plants are of a rather loose habit, growing to two feet or more in height, and should not be planted less than a foot apart. Sow them in the open as soon as the ground is warm, in a well prepared bed of light, sandy soil. Transplanting is not always satisfactory and if possible we recommend sowing where plant is to stand. In separate colors or mixed.

- 441 Alba Lutea. Pkt. 25c.
- 442 Light Blue and Gold. Pkt. 25c.
- 443 Violet and Gold. Pkt. 25c.
- 444 Rose and Gold. Pkt. 25c.
- 445 Purple and Gold. Pkt. 25c.
- 446 Scarlet and Gold. Pkt. 25c.

450 COLLECTION OFFER

Your choice of any three above packets in separate color..... **45c**

449 Fraser's Emperor Mix. Gloxinia flowered. A selection of exquisite colors of select varieties. Pkt. 35c.





ANNUAL SCABIOSA- Pincushion Flower

A recent improvement in the old-fashioned pin-cushioned flower. Large double flowers are produced on long stems in a beautiful range of color from light blue to deepest red.

Easy to raise, blooms continuously from summer until frosts. Very showy and fine for cutting. Sow from February to May. Culture notes on packet.

1193 Azure Fairy. Azure blue. Pkt. 25c.

1194 Fire King. A deep rosy crimson. Pkt. 25c.

1195. Black King. Red maroon. Pkt. 25c.

1196 Loveliness. Salmon rose. Pkt. 25c.

1197 Peach Blossom. Pkt. 25c.

1198 Shasta White. Pkt. 25c.

1199 Fairyland Mixture. A blend of all the annuals in proper proportions to produce a most colorful display. Pkt. 25c.

1200 COLLECTION OFFER

Your choice of three of any above packets..... 45c



SUNFLOWER, PAINTED REDMAN. Effectively used for screening out an unsightly lot.

ANNUAL SCABIOSA. That old-fashioned Pin Cushion flower. Above is Black King and Loveliness, two real beauties.

SUNFLOWER

Helianthus

Sunflowers are fast growers to a height of 5 to 7 feet, so make excellent background plants and for screening out objectional landscapes as shown in illustration on this page. They grow readily from seed planted where they are to stand. Plant about 4 inches apart and thin to stand 1½ ft. apart.

2711 Painted Redman. Shades of Indian red, Indian purple, and Indian reddish brown. A plant of many branches, grows 3 to 4 feet and produces an abundance of large 5-inch flowers on long stems, fine for cutting. Pkt. 25c.

Double Chrysanthemum-Flowered Sunflower

2712 Double Sunbeam. The most beautiful of all, one would hardly take this flower to be a sunflower, it is so different. Immense flowers measure 6 and 8 inches across of deep golden yellow; globular in shape and very double resembling the large double chrysanthemums. Pkt. 15c.

SUNFLOWER, DOUBLE SUNBEAM. The most beautiful sunflower grown. Huge, doubles of golden sunshine.

SAPONARIA

Soapwort

2686 Compacta. Small plant very satisfactory for edging and filling in between permanent plants in the rock garden. Starry, charming little flowers of rosy scarlet cover the plant during summer; dense bright green foliage. Sow seed where they are to stand, make successive sowings for continuous display. Pkt. 15c.

RICINUS—Foliage Plant

Castor Oil Bean

2476 Lucky's Red Spire. A strong grower reaching a height of 10 feet or more. Rich green leaves veined red and blood red stalks. Bears clusters of red seed pods. Very effective foliage plants, treated as annuals in cold climates, but perennial in California or mild climates where very light frosts occur. Pkt. 15c.

CASTOR OIL BEAN. An effective foliage plant, a rapid grower that will give you quick results and color in the fall garden.





VINCA. Dainty little flowers of soft rose and white, and attractive dark green laurel-like foliage makes this Periwinkle ideal for small hedges and borders.

VINCA

Periwinkle

2745 Mixed. This little plant is as desirable for its pretty dark green laurel-like foliage as for the dainty little flowers of soft rose and white marked with rose eye. Good for window boxes as well as beds and borders. Plant grows 12 inches high. Seed is sometimes slow to germinate so seed flats should not be neglected. Pkt. 15c.

TITHONIA SPECIOSA

2477 *Tithonia speciosa*. An interesting new novelty native to Mexico. Plant is a very vigorous, strong grower to a height of 6 to 10 feet, depending on soil and climatic conditions. In hot climates such as Arizona, Texas and the interior valleys of California it will grow to maximum height if given plenty of water. The flowers are flaming scarlet-orange, 3 to 4 inches across and daisy-like in appearance. Blooms in late fall from seed sown in the open ground during April and May. Reports from customers receiving this seed last year and our own experience indicate that this plant will not bloom any sooner than the latter part of August and September regardless of how early in the spring it is started. From this experience we would recommend starting seed in the open ground in May as soon as the soil is warm. It's very colorful and effective for tall backgrounds and cut flowers make up as very striking bouquets. It's well worth planting. Pkt. 35c.

See Name Contest on Page 3

**Tithonias Win in Novelty Class—Exhibited by
Y.W.C.A. of Evansville, Indiana**

"In the early part of the year the Y. W. C. A. bought seeds of your firm amounting to \$10.00 and for this order received seeds of the 'Tithonia Speciosa' as a premium.

"Last week at the flower show we took first premiums on a basket of these beautiful flowers, entering them under the class of Novelties. They attracted much attention and were greatly admired by the throng of people who attended the show.

Most sincerely,
(Signed): Residence Secretary."

TITHONIA SPECIOSA. This photograph shows an effective handling of these beauties in a low bowl. Graceful placement of flowers on long stems make artistic bouquets possible.

SALVIA

Flowering Sage

Tender perennial used as annuals because they will not stand cold temperatures. Will bloom in early summer if started inside in March or may be started in the hot bed in April in cold climates. Do not plant out until the weather is warm.

2716 *Fire Flame*. Gorgeous plant with long stems hung with brilliant red blossoms in striking contrast to deep green foliage. Plants grow two feet high. Pkt. 25c.

2717 *Blue Sage Farinacea*. A perennial that will winter if not too cold. Grows into a shrub-like plant. Many bright blue flowers are borne over a long blooming period. They are excellent for cutting. Pkt. 25c.

2718 *Blue Sage Salvia Azurea Grandiflora*. Similiar to *Farinacea* except that the flowers are large and a sky-blue, while the foliage is a grayish green. Pkt. 25c.

VENIDIUM

See Illustration, Page 39

2479 *Fastuosum*. The brilliant orange flowers with their glossy black centers average 3 inches and better across. These brilliant flowers are set off to perfection by the gray-green woolly foliage. Very effective in bouquets as well as for garden display. It needs a warm soil in which to germinate and should be planted inside or in a hotbed in March and April and in May when the ground is warm it can be sown outside. See illustration of this beautiful flower in comparison with our largest Shasta Daisy. Plants grow 2 to 3 feet tall. Pkt. 35c.

2478 *Calendulaceum*. Calendula-flowered venidium, somewhat smaller than *Fastuosum* and a bright clear yellow, with dark brown center. Culture is the same. Pkt. 25c.

ANNUAL WALLFLOWER

The new types, both single and double, in the annual strains are of such easy growth and produce such superb spikes of bloom, deliciously scented and in such rich colors, that they are in ever increasing demand. As these newer strains have been developed from perennials. They do wonderfully well when planted in the fall for early spring bloom. Can be started in early March inside and set out in the garden in April, where they will bloom from July till frost.

2751 *Single Wallflower Blend*. A mixture of red, brown, yellow and creamy white shades. An early flowering variety. Pkt. 15c; 1/8 oz. 25c; 1 oz. \$1.00.

2752 *Double Wallflower Blend*. A mixture of browns and yellows, coming into flower five months from planting. Pkt. 20c; 1/8 oz. 50c.

NIGHT SCENTED STOCK

Single Mathiola

734 *Bicornis*. Sow in Spring. This should be in every garden, as it possesses a most delicious odor, especially towards evening. Grows 1 ft. tall. Pkt. 25c.

VERBENAS

Fraser's Grandiflora Hybrids

If you are not acquainted with the new strains of this old-time flower, they will be a revelation in beauty to you. The colors have been intensified and can be had in much wider variation of shades, and the trusses of bloom are enormous, borne on long enough stems to permit their use for cutting flowers. They are very hardy, once established, and thrive on neglect. They should not have too rich soil nor too much water.

They can be started in the hot-bed in February and set out as soon as the ground is warm, in the East and other cold sections; in California and mild sections they can be started in seed flats in February and set out in the latter part of April.

Verbena Grandiflora Hybrids. A new strain with a robust compact habit of growth, prolifically blooming over many months. The trusses are enormous and each individual floret will measure 1 inch in diameter.

2723 *Blue. White Eye*. Pkt. 25c.

2724 *Etna. New. Geranium red with creamy yellow eye*. Pkt. 25c.

2725 *Luminosa. Luminous flame-pink shading to salmon*. Pkt. 25c.

2726 *Rosea Stellata. Rose pink, with white eye*. Pkt. 25c.

2727 *Lucifer. Vivid scarlet*. Pkt. 25c.

2728 *White*. Pkt. 25c.

2740 COLLECTION OFFER

Your choice of any three above 25c packets..... **45c**

2729 *Fraser's Grandiflora Mixed*. A fine collection of large flowered varieties. Pkt. 35c.

2722 *Novelty Grandiflora Lavender*. Comes in shades of true lavender, with creamy white eye. A new color for verbenas, sweetly fragrant, and the best introduction of recent years. Pkt. 35c.

VIRGINIA STOCKS

French Forget-me-nots

A hardy annual grown very easily from seed. About a foot high, flowers about 3/4 of an inch across, rosy-pink to white. A fine plant for borders and cover for bulb beds. Blooms from early spring to late fall by successive planting. Plantings may be made in the spring as soon as the ground is warm. Seed sowed in the fall will furnish early spring bloom.

2749 *Fraser's Compact Blend*. A mixture of rose to white shades. Pkt. 15c.



FRAGRANT STOCKS—Gilli Flower

Stocks are free-flowering annuals that grow anywhere, and keep you in flowers from spring until November. They have the color, beauty of individual flower, as well as the flower stalk as a whole, besides a wonderful fragrance that few other flowers can equal. Our strain of Sun Ripened Seeds will give you enormous pyramids of double-blossoms so thickly set that they overlap, and they will produce a very high percentage of double flowers.

Many exaggerated claims as to the percentage of double flowers in stocks has led amateur gardeners to think that all of their stocks would be double; if 60% to 80% come double the percentage is good. Double stocks are really freaks—the singles only produce seeds. Strains producing a high percentage of doubles are the result of plant selection.

To have a bed of all double stocks sow seed thickly, or, if started in cold frame, set out young seedlings very close together, then thin out all the singles when plants flower, leaving only the doubles. With this idea in mind we have filled our packets very liberally so you may later thin out all singles and still leave you plenty of plants.

Sow seed inside or in hotbed in March for June flowers or outdoors in May for late summer and fall flowers. In mild climates sow seed in coldframe or seed flats in February and March for late spring and early summer flowers and in fall from August to December for winter and early spring flowers.

CALIFORNIA GIANT PERFECTION STOCKS

Perpetual Branching

Well developed plants grow 2½ to 3 feet high, somewhat larger than Early Giant Imperial. Long, strong branching stems. Is also valuable for greenhouse growing for winter and early spring cut flowers. Will run approximately 60% doubles.

762 Giant Perfection Terra Cotta. A rose-shaded terra cotta. Pkt. 25c.

763 Giant Perfection Flesh. A beautiful light pink. Pkt. 25c.

764 Giant Perfection Red. Brilliant crimson red. Pkt. 25c.

765 Giant Perfection Yellow. This beautiful canary yellow received recognition from the Royal Horticulture Society. Pkt. 25c.

766 Giant Perfection Lilac. A fascinating silvery-lilac shade. Pkt. 25c.

767 Giant Perfection Violet. A deep violet shade with a bluish cast. Pkt. 25c.

770 COLLECTION OFFER { Your choice of any three above 25c packets for..... 45c

769 Giant Perfection Blend. A well proportioned mixture of all above colors. Pkt. 35c

EARLY GIANT IMPERIAL STOCKS *Improved Bismarck*

The earliest blooming stock, about 10 days ahead of Giant Perfection. Long stems branching from main stem just about the ground. Grows 2 to 2½ feet high, not quite as large a plant as Giant Perfection, but will produce about 10% more double flowers. Very floriferous. Of special value for greenhouse growing for cut flowers in winter months and recommended for winter and early spring blooming in California and Southern States, where it can be sowed from August to December.

710 Giant Imperial Blue. A beautiful dark blue with violet cast. Pkt. 25c.

711 Giant Imperial Red. A fiery blood red. Pkt. 25c.

712 Giant Imperial Pink. A very delicate shade of light pink. Pkt. 25c.

713 Giant Imperial Rose. A perfect deep rose-pink. Pkt. 25c.

714 Giant Imperial Lavender. A pure lavender and very fragrant. Pkt. 25c.

715 Giant Imperial Golden Rose. New; a light golden rose. Pkt. 25c.

720 COLLECTION OFFER { Your choice of any three above 25c packets for..... 45c

716 Giant Improved Blend. A well balanced mixture of all the above colors. Pkt. 35c.

BEAUTY OF NICE

749 Beauty of Nice Blend. A well balanced mixture by weight of beautiful, delicate shades. This variety is tall growing and excellent for a summer bedder as well as being exceptionally good for winter flowers in mild localities. Pkt. 35c.

GIANT PILLAR STOCKS

A Ten Weeks Variety

The large individual flowers placed on the stem almost from top to bottom form a vividly colored pillar of large flowers. This vigorous column stock has practically no branches. Individual flowers often 3 inches across. Each plant produces one flowering pillar about 2 feet high.

Sow in July and August for winter flowering, and in March and April for summer displays. Set plants in garden 4 inches apart.

771 Pillar Red. 774 Pillar Lilac.
772 Pillar Rose. 775 Pillar Violet.
773 Pillar Carmine. 776 Pillar White.
779 Mixed Colors.

Packets 35c each

LARGE FLOWERING DWARF TEN WEEKS STOCKS

799 Dwarf Mix. Plants grow 15 to 18 inches and produce a high percentage of double stocks sweetly scented. This mixture contains a fine color range of pinks, reds, purples, lavender and some white. Pkt. 25c.

FRASER'S EASTER STOCKS

Improved Emperor

This is a biennial of splendid intermediate type, averaging about 1½ feet high. The proportion of double flowers run about 70%, one of the highest of all stocks. Flowers about Easter from seed sown in the early fall. Sow in July, August and September. In northern states the little plants can be wintered over in the coldframe. They are hardy and make sturdy, strong growing plants for setting out in the spring.

789 Mixed Colors. Pkt. 35c.

GOLDEN STATE ORANGE BLOSSOM MIXTURE *Delicious Fragrance*

809 This is a very good general mixture of all the taller growing stocks that have practically the same blooming period. Color range is, of course, wider than in any other mixture and blooming period is somewhat longer, due to the fact that some of the varieties will bloom earlier than others. Very good for large beds for garden display or for cutting.

Packets
25c
Postpaid

EARLY GIANT IMPERIAL STOCKS. Giant Imperial Blue—a real beauty.



A field of our GIANT PILLAR STOCKS showing how effective they are when planted close together.



FRASER'S FAMOUS SWEET PEAS

Our New Policy Regarding Sweet Peas

With the myriad of new sweet peas introduced each year, it is becoming more difficult for the gardener to know what varieties are really best and what colors to select.

To simplify selecting colors without duplication we have chosen, what we feel are the best varieties considering color, size of flower and plants of strong, vigorous growing habit. This standard group is offered here in 12 distinct colors in both the early and late varieties.

We will continue to offer the outstanding new novelties each year for the sweet pea fans who are looking for the best of the new introductions. When one of the new novelties proves to be better than one on our standard list, we will drop the old one and substitute with the new and better one. This will always give an up-to-date group of the finest sweet peas for the gardener who wants the best at moderate prices.

NOVELTIES FOR 1932

Early or Winter Flowering

1308 Cattleya. A bewitching shade of rose-lilac like the Orchid Cattleya. Large beautifully waved and ruffled flowers. A very attractive color under artificial light, long stems and vigorous plant. Pkt. 35c, packet plants 12 ft.; ½ oz. 75c; 1 oz. \$1.25.

1309 Gloria. A lively, bright salmon-rose shade softened with amber tints that gives it a glowing sparkle when bunched. A large flower of good substance, long stems usually with four flowers. Pkt. 35c, packet plants 10 ft.; ½ oz. \$1.00; 1 oz. \$1.75.

1330 Phyllis Fraser. The truest, clearest of all lavender varieties. Large flowers, often two inches across, the best of all lavenders for fragrance, vigor, size and color. Long stems usually with four flowers. Introduced for the first time in last spring catalog and reports from customers certainly justify all we can say for it. Pkt. 25c, packet plants about 10 feet; ½ oz. \$1.00; 1 oz. \$1.75.

*California is the Sweet Pea
 producing center of the world.*



OUR STANDARD GROUP

of 12 Distinct Colors

Early or Winter Flowering Spencer Sweet Peas

1313 Clear Lavender—SWEET LAVENDER. A beautiful large frilled lavender of delicate light shade.

1311 Deep Lavender—MICHIGAN. Giant flower of good deep color and substance.

1319 Purple—AMETHYST. Large royal purple of unusual depth of color.

1315 Clear Pink—IMPERIAL. A large clear pink of soft shade.

1316 Salmon Pink—MRS. KERR. A beautiful salmon-pink, very fine large flower, perfect in form.

1317 Rose-Pink—ROSE QUEEN. A very rich rose-pink, large flowered, and beautifully waved.

1312 Blue—BLUE BONNET. A fine clear blue of unusual purity and lasting qualities.

1318 Crimson—AVIATOR. A glowing, warm-crimson, the best of this shade.

1320 Scarlet—GRENADIER. Pure scarlet, a very popular color, showy, and a strong grower.

1321 Orange—ELDORADO. One of the best, late, salmon-oranges; like all oranges it has a tendency to fade unless grown under cloth, but we have selected this one for its superior fastness.

1322 White—WHITE HARMONY. A pure white; free flowering. Awarded two silver medals and three certificates.

1323 Bicolor—COLUMBIA. Salmon-rose with white wings. A favorite among growers.

Prices of all above separate colors: Pkt. 15c, contains 50 to 60 seeds; 1 oz. 50c; 4 ozs. \$1.60.

One ounce will sow a double row about 20 feet long.

1350 COLLECTION OFFER

Your choice of any 8 packets
 of above Standard Group, Value \$1.20... **75c**

1329 Rainbow Mixture. Our standard formula of the most choice separate colors blended by weight according to color values necessary to produce a perfect range of colors in harmony and balance. This is NOT a field grown or trial ground mixture. Pkt. 30c; 1 oz. 50c; 4 ozs. \$1.60.

1314 Choice Field Grown Mix. Pkt. 15c; 1 oz. 25c; 4 ozs. 90c.

COLLECTION OFFER

1340

Each Packet Will Plant Fifteen Feet.

1330 LAVENDER—Early Phyllis Fraser. The truest, clearest of all Lavender varieties. Large flowers, often 2 inches across. Pkt. 25c.

1331 ORANGE—Early Blaze-o'-Glory. Magnificent fiery orange. Huge bold blossoms, and extra long stems. Pkt. 25c.

1332 SCARLET—Early Christmas Red. A glowing Poppy Scarlet. Flowers of great size, an improvement over all scarlet varieties. Pkt. 25c.

1333 WHITE—Early Gardenia White. A mammoth flowered Pure Paper White of great substance, with black seeds. This variety has no peer. Pkt. 25c.

1334 ROSE—Pink Early Laddie. Blooms are Deep Rose Pink on White ground. The largest of all Rose Pinks and, under artificial light, sparkling. Pkt. 25c.

1335 PINK—Early Pioneer. Unusually frilly, appears double and really is. Uniform color of Rose Pink on Cream ground. Pkt. 25c.

1340 COLLECTION OFFER

One packet each of the above
 novelties—all six for **\$1.00**

**OUR STANDARD GROUP
of 12 Distinct Colors**

*Late or Summer Flowering Spencer
Sweet Peas*

- 1401 Clear Lavender—**POWERSCOURT**. Considered by all as one of the best lavenders of mammoth size.
 - 1402 Deep Lavender—**AUSTIN FREDERICK**. Improved. A fine bright lavender and a giant flower.
 - 1403 Purple—**OLYMPIA**. Large, rich purple flowers, borne profusely on a vigorous vine.
 - 1404 Clear Pink—**MAGNET**. A beautiful pink of creamy cast, rich but delicate.
 - 1405 Salmon-Pink—**MISS CALIFORNIA**. A charming soft salmon-pink with iridescent tones.
 - 1406 Rose-Pink—**PINKIE**. The best deep rose-pink; mammoth flowers borne on long stems.
 - 1407 Orange—**TANGERINE IMPROVED**. A fiery orange flower, large flowers, long stem, holds good color.
 - 1408 Scarlet—**FLAMINGO**. A flashing, orange-scarlet flower of good size and substance.
 - 1409 Crimson—**SYBIL HENSHAW**. A very good, rich crimson, large flowers prolific producer.
 - 1410 Blue—**BLUE BIRD**. Large flowers of rich blue, beautiful waved.
 - 1411 Cream—**WHAT JOY**. A new cream color with a primrose cast. This is considered the best cream.
 - 1412 White—**MODEL**. New black-seeded white, vigorous grower and producer and very large.
- Prices of all above separate colors: Pkt. 15c, contains 50 to 60 seeds; 1 oz. 50c; 4 ozs. \$1.60; ½ lb. \$2.80; 1 lb. \$5.00.
- One ounce will sow a double row about 20 feet long.

1420 COLLECTION OFFER

Your choice of any 8 packets of above Standard Group (value \$1.20)..... **75c**

- 1419 Sunshine Mixed. Carefully selected best separate colors mixed by weight and color value to produce the finest and most pleasing color effect. Pkt. 30c; 1 oz. 50c; 4 ozs. \$1.60.
- 1421 Choice Field Grown Mix. Pkt. 15c; 1 oz. 25c; 4 ozs. 90c.



A bowl of our late Spencer Sweet Peas from Sun-Ripened Seeds grown in California, the sweet pea producing center of the world.

1325 Old-Fashioned Sweet Pea Mixture. This is the old-fashioned, plain petaled, highly perfumed sweet pea. A very profuse bloomer, producing bicolor flowers. This variety has gradually given way to the new types in solid color until today it is almost extinct. Many customers ask us, "What has become of the old-fashioned, fragrant sweet pea?"—they do have the fragrance and quantity of bloom. These are all field grown mixtures. Full oz. Pkt. 15c.

1326 Cupid Sweet Pea. Dwarf plants, growing only about 12 inches and covered with a riot of colorful flowers. Excellent for bedding. Pkt. 15c.

ABOUT YELLOW SWEET PEAS

We are constantly receiving inquiries asking us for a yellow sweet pea such as the florists display in their windows. As yet a good yellow has not been produced. Those seen in the florists' shops are secured by dyeing the flower. The process is quite simple; the flowers are allowed to wilt after picking, then the stems are placed in a vase filled with water and florist's dye. This coloring is then taken up through the stems and distributed in the flower petals. By allowing the flowers to wilt before placing them in this solution the coloring is accomplished very rapidly.

Sweet Peas Are Easy to Grow

They have a few definite requirements and, if you observe these in planting, the results are certain to be gratifying.

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 under another 12 inches deep. Then replace top soil and work in liberal amount of bone meal 6 inches deep. Be sure and cover all fertilizer with at least 3 or 4 inches of clear soil so the young roots do not contact fertilizers until they are strong. Direct contact with fertilizers will burn young roots and kill plant. 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 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 if you want maximum flowers.

**FRASER'S FREE FLOWERING
COLOR BLENDS
SPENCER SWEET PEAS**

- a longer blooming season;
- a variety of individual colors in shades

The largest and finest of the frilled types have been used in making these shades; each being selected for a different blooming period. For instance, in "Pink and Salmon Shades" we have selected several pinks, each with just a little later blooming period.

Besides creating a longer succession of bloom we have blended a collection of colors in shades, suitable for carrying out a well planned, harmonious color scheme in the garden.

- 1301 Pink and Salmon Shades.....Pkt. 35c
 - 1302 Cerise, Scarlet and Crimson Shades.....Pkt. 35c
 - 1303 Lavender and Orchid Shades.....Pkt. 35c
 - 1304 Light and Dark Blue Shades.....Pkt. 35c
 - 1305 Rose Shades.....Pkt. 35c
 - 1306 White and Blush Shades.....Pkt. 35c
- Each Packet will plant a 15-foot row.

1307 COLLECTION OFFER

All six above packets (value \$2.10) for **\$1.00**
Separate Shades: 1 oz. 50c; 4 ozs. \$1.75; ½ lb. \$3.50; 1 lb. \$6.00.

**FRASER'S FREE-FLOWERING
LONG SEASON MIXTURE
Spencer Sweet Peas**

1339 This is a blended mixture of all the colors in the above "Free-Flowering Color Blends." Contains a remarkably fine selection of colors in varieties chosen for a sequence of bloom.....Pkt. 25c

Nitragin. Recommended for inoculating sweet pea seed. Enables the plant to draw nitrogen from the air and stimulates strong and vigorous plant growth. Garden size Nitragin will inoculate from 1 oz. to 8 lbs. of sweet pea seed. 25c postpaid.

PERENNIAL FLOWER SEEDS

The hardy perennials are usually quite lasting and of a permanent character, very essential to the well balanced garden. They live for several years and flower profusely the second year from seed. Some will flower the first year from seed planted indoors in boxes during February, March and April and transplanted to the garden when 3 to 4 inches high. After danger of frost is past many varieties may be sowed in the open ground through summer and fall, but late sowings cannot be counted on to bloom until the year following. Included in the following list are biennials, which die after the second year, and bulbs and tuberous plants grown from seed, as well as half-hardy perennials. All are fully described so you will make no mistake in selecting for your particular needs.

ANEMONE

Poppy Anemone

2761 *St. Brigid*. Flowers are 1 to 1½ inches across, this strain producing single, semi-double and double flowers of many bright colors as scarlet, blue, rose and white. Grows about 12 inches and blooms during May and June from seed sown in early spring and fall. Fine for rock gardens. Pkt. 25c.

ARMERIA

Sea Pink

2483 *Formosa Hybrids*. An excellent border or rock garden plant doing well in rather poor sandy soil. This strain has large globe-like flowers in shades of pink. Its grass-like foliage grows about 2 feet tall, forming bright green, compact tufts. Blooms profusely. Pkt. 25c.

BUDDLEIA

Butterfly Bush

2485 *Variabilis Veitchiana*. Often called Summer Lilac because of its long tapering spikes of lilac-colored flowers. Blossoms are fragrant and bloom from late summer till frost. Plants die down in northern states in winter, but come up new each spring, making rapid growth to 3 to 8 ft. Pkt. 25c.

HARDY AGERATUM

Eupatorium

1890 *Fraseri*. Beautiful, Ageratum-like white flowers from July until frost. Fine for cutting, grows 2 feet tall and does well in semi-shade. Excellent border plant. Pkt. 15c.

BEGONIA

Bedding Begonia

2776 *Luminosa*. A tender perennial, fine for beds, borders and inside culture during winter months. Will bloom from early summer till fall, from seed sown indoors during early spring. Will do well in semi-shade or sun. Bright scarlet red flowers and bronzy foliage make it an extremely attractive plant. Plants for winter blooming inside may be had from summer sown seed. Pkt. 35c.

Tuberous Rooted Begonia

2777 *Narcissus - Flowered*. Semi-double, giant flowers in mixed colors of yellow, orange, scarlet, pink and white. Flowers will often measure 3 to 4 inches across. For beds and borders in shady and semi-shady locations it is unexcelled, also a fine pot plant for indoors. Blooming plants can be grown from seed the first year if started indoors during February and March. Bulbs will last for years. Pkt. 65c.

ASCLEPIAS

Butterfly Weed

2484 *Tuberosa*. Showy flowers of bright orange are borne in numbers during July and August. This perennial is native to many of our states, likes a sunny, well drained location. As cut flowers it makes up as very showy, attractive bouquet. Grows 2 to 2½ feet and should be planted where it is to stand as it does not transplant well. Pkt. 25c.



ANEMONE, SAINT BRIGID. A fine strain producing extra large flowers and double flowers of bright scarlet, blue, rose and some white. The bright spot in your garden.

GIANT ENGLISH DAISY

Bellis Perennis Monstrosa

A vastly improved strain producing extra large flowers and foliage. Flowers often 2 inches across. One of the best early spring bedding plants.

2781 Fraser's White
2782 Fraser's Pink
2789 Fraser's Blended Mix

Packet
25c each

2784 Fraser's Versi-Color Giant. A novelty, variegated; white with rose penciled petals. Pkt. 35c.

2785 Fraser's Lilac Gem. A new 1932 introduction. A new color in this popular flower, one the growers have all been striving for. Pkt. 65c.

AQUILEGIA

Columbine

The new long-spurred varieties of this graceful, hardy perennial have been responsible for its ever-increasing popularity. They must be sown in spring or fall for bloom the following year. Thrive in semi-shade in soil well mixed with leaf mold. They are slow to germinate, often requiring almost two months. For this reason it is a good plan to cover the seed bed with a light layer of leaf mold or peat moss to prevent the soil from baking and excessive evaporation of moisture. Our Sun Ripened seed is from select parent plants of the most desirable shades.

2767 Long-Spurred Hybrids. Blue. Pkt. 25c.

2768 Long-Spurred Hybrids. Pink. Pkt. 25c.

2769 Long-Spurred Hybrids Mixed. These long-spurred flowers come in beautiful shades of pink, blue, scarlet and orange and produce an abundance of bloom during late spring and early summer. Pkt. 25c.

2771 Rocky Mountain Columbine. One of the old standbys. Beautiful blue shades mixed with creamy white. A strong grower, good bloomer and sure to please. Pkt. 15c.

2772 California Hybrid. Grows 2 to 3 feet. Golden yellow flowers and red spur. This is an introduction of a California grower. Pkt. 25c.

2773 Fraser's Comet Columbine. New. Dwarf in stature, but the largest flowers of all. Vivid, penetrating neon blue with creamy center. Wonderful for rockeries and cutting. Pkt. 65c.

2774 Copper Queen. Quite the loveliest Columbine yet produced. The petals and outside of the corolla are rich copper shades, the long spurs being of a darker shade. Pkt. 35c.



CALIFORNICA HYBRIDIA COLUMBINE. Golden yellow flowers and red spurs.

CAMPANULA SUPERBA

Canterbury Bells

There is magic in the very name of this old-time favorite. Being a hardy biennial, it is best in most localities when planted in the late spring and fall for blossoms the following year. By sowing seed indoors very early they very often flower the first year. The single varieties will usually bloom in May and June and the cup and saucer varieties from June to August. Sun Ripened Seed is from the finest strains and will send up plants 3 feet high and covered with a profusion of bell-like flowers.

Cup and Saucer Bell Type

- | | | |
|------|--------------|-----------------------|
| 1165 | Rose | } Packets
25c each |
| 1166 | Dark Blue | |
| 1167 | Light Blue | |
| 1168 | White | |
| 1169 | Mixed Colors | |

Single Bell Type

- | | | |
|------|--------------|-----------------------|
| 1135 | Rose | } Packets
25c each |
| 1136 | Dark Blue | |
| 1137 | Light Blue | |
| 1138 | White | |
| 1139 | Mixed Colors | |

1151 *Pyramidalis* (Chimney Bellflower). A hardy perennial doing well in a warm, dry location. Grows 4 to 5 feet tall, producing long spikes of bell-shaped blue flowers in August. Pkt. 25c.

1152 *Carpatica* (Harebells). Hardy perennial dwarf form of the *Campanula*, growing 8 to 12 inches tall making it fine for the rock garden and low borders. Bears dainty blue bells on graceful stems all summer. Pkt. 25c.

CHEIRANTHUS

Siberian Wallflower

2487 *Fraser's Choice Gold Blend*. An early perennial with rich, velvety orange flowers, never grows more than a foot high; a distinct addition to rockeries and for border or bedding effects. The bright orange-yellow flowers will last throughout the season if you keep flowers picked so seed pods do not form. A continuous bloomer, exhausting itself the first season so it is practically a biennial, therefore returns the most to you when planted during late spring and fall for bloom the following season. Pkt. 25c.

FRASER'S DAISY-FLOWERED CHRYSANTHEMUM. Our introduction of last year. Beautiful colors for your fall garden.



CARNATIONS

Fraser's Beauty Strain

If planted inside very early they will bloom in 5 months from seed. Late spring and fall plantings produce vigorous plants that bloom early the following season. Plants from our Sun Ripened Seed produce plants of exceptional vigor, with upright habit and from ten to twenty stalks, producing flowers of large size and doubleness.

2793 *Fraser's Red Beauty*. A glowing cardinal red. Pkt. 25c.

2794 *Fraser's Crimson Beauty*. Rich crimson. Pkt. 25c.

2795 *Fraser's American Beauty*. Fine, deep rose, clear shade. Pkt. 25c.

2796 *Fraser's Pink Beauty*. A delicate sea shell pink. Pkt. 25c.

2797 *Fraser's Rose Beauty*. A good, clear salmon rose. Pkt. 25c.

2798 *Fraser's White Beauty*. Pkt. 25c.

2800 COLLECTION OFFER

Your choice of any three
25c packets for.....45c

2799 *Fraser's California Beauty Mix*. Six colors, including those listed above. Pkt. 35c.

FRASER'S CATALINA STRAIN MIXTURE

(Improved *Enfant de Nice* Strain)

The plants are of strong, robust, upright habit, 18 inches high with strong stems, bearing flowers from 2 to 3 inches in diameter. You can hardly tell this from greenhouse types when disbudding is done. The color comes about 80% true from seed and about 92% of the plants produce double flowers. By disbudding you will secure maximum size flowers. Very fragrant. Keep the flowers picked and the plants will bloom until frost. Start in flats and transplant twice before planting in permanent bed and the plants will be hardened and in fine condition for transplanting.

2809 Six beautiful colors harmoniously blended. Pkt. 35c.

Marguerite Carnation

Easy to grow from seed.

2801 *Old-Fashioned Carnation*. Smaller than the present day carnation, very fragrant and a prolific bloomer. Flowers are double and semi-double of exquisite color. Pkt. 15c.

Hardy Garden

CHRYSANTHEMUM

2371 *Fraser's Daisy-Flowered*. Introduced to our customers last year, this hardy perennial chrysanthemum is an improved strain over the ordinary perennial chrysanthemum familiar to most gardeners. It may be treated as an annual if started in February, bursting into a cloud of tinted blooms in late August, September and October, or they may be started in the fall for bloom the following season. The colors are charming, flowers are single, semi-double and occasionally a full double. They may be carried over the second year, and large maximum flowers can be produced by disbudding and fertilizing. It offers all the fascination and possibilities for producing and fixing a new variety as dahlias from seed. Pkt. 35c; Large Pkt. 65c.



COREOPSIS, FRASER'S FLORA PLENA. Double Golden Wave. A beautiful semi-double of clear gold.

COREOPSIS

Golden Wave

One of the easiest grown and best liked of the hardy perennials; highly prized for cutting, very free flowering for many weeks.

2811 *Fraser's Lanceolata Grandiflora*. Single golden flowers of great size. Pkt. 25c.

2812 *Fraser's Flora Plena*. A recent introduction, you'll like this one; much prettier and more attractive than the single. Flowers are semi-double and clear gold. Pkt. 35c.

From Mrs. George Streed of
Waukegan, Illinois—

"Now about the chrysanthemums—I had to bring them into the house, as this is not a chrysanthemum year in our locality, owing to a cold, cloudy October as the enclosed clipping states. So my lovely chrysanthemums refused to respond to any such treatment by the weatherman and I gathered huge bouquets of buds which were partly open and they certainly responded to the warmer temperature in the house. I am pleased with them—mine are mostly singles, but I am very fond of daisies and the colors are indeed charming, as your description says. Colors range from pure white down through creams, yellows, bronze, rose and a lovely rosy-purple. One especially lovely flower is a semi-double, clear yellow, and another is a white single with a rose-purple reverse which gives a lovely effect when placed in the light. I have a bronze one which reminds me of an Indian Chieftain, so I'd name it 'Chieftain', if I were naming it. One clear yellow is so absolutely single that it makes me think that some 'lovesick swain' might have plucked every other petal, saying 'she loves me, she loves me not', really it is the sauciest thing! I wish I had more of that one and the semi-double yellow. One is a yellow flower with a deep tangerine reverse and the bud is simply beautiful, I think. The 3-foot plant has rosy-purple semi-double flowers with a white disc surrounding the yellow center; it resembles the annual chrysanthemum. I am going to start another packet of these seeds. They are truly fascinating to me."

DAHLIAS from Seed - -

Growing dahlias from seed is becoming one of the most popular and fascinating hobbies of the garden. There seems to be endless possibilities packed into every little dahlia seed. When you sow the seeds from a plant that has borne yellow blooms you will probably have flowers that are every other shade except yellow. The one thing that the dahlia is certain to pass on to its progeny is quality. It is, therefore, important to grow from properly selected seed. Our strains are derived from prize-winning parents and, in turn, these seeds will produce flowers of extraordinary colors and size that will capture high honors in the show room. It is from seed, not from tubers, that the new varieties are obtained and they are quite as likely to occur in the garden of an amateur as in that of the professional.

It is now possible to patent new dahlia tubers grown from seed after the new variety has been fixed. A dollar or two spent in dahlia seed each year will soon give you a stock of prize-winning dahlias of your own introduction at far less cost than buying tubers. They are easy to grow if you will follow the culture given here and each year you can save the tubers from the best and discard the mediocre.



FRASER'S PETITE POMPON STRAIN OF DAHLIA SEED. One of the prettiest little Dahlias you can grow for both garden display and cut flowers for the house.



FRASER'S MAGNOLIA FLOWERED DAHLIA. A strain producing mammoth flowers and a fine range of colors.

Fraser's Magnolia-Flowered Dahlia is by far the finest strain we have ever offered

279 Fraser's Magnolia-Flowered Strain. Produces mammoth flowers, 7 to 9 inches across in a bewildering range of colors; some single, but a fine percentage of semi-double and double of excellent quality can be expected. Pkt. (150 seeds) \$2.00; Pkt. 75 (seeds) \$1.00.

Three new numbers we are offering this year

251 Fraser's Petite Pompon Strain. A collection of seed selected from the small, compact types only. Blended carefully so as to insure a great variety in each packet. We know you will like these and we are sure they will answer for themselves in any show room. An excellent range of colors can be expected. 100 seeds 50c.

252 Fraser's Miniature Beauties. Another selection of the best varieties of the miniature dahlias. Special attention is paid to color, form of flower, stem, size of plant and vigorous habits in selecting the seed for this blend. You will like the miniatures for the small garden and especially for cut flowers for house decoration. 100 seeds 50c.

254 Fraser's Eureka Giant. New. Huge single flowers 8 inches across. Very striking. Many colors and variegations. 100 seeds for 50c.

See also Novelties, Page 4.

Three of our most popular numbers

250 American Beauty Strain (Decorative Type). 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. 125 seeds \$1.00.

262 California Beauty Strain (Show Type). Large double flowers of globular shape. Many colors. Floral rays are more or less quilled. Excellent for cut flowers. 125 seeds for 75c.

270 Pacific Beauty Strain (Cactus and Peony Flowered Type, Mixed). This is a collection of 45 of the newest and best American types. Many marvelous new shades. 125 seeds 75c.

275 COLLECTION OFFER

All of above packets Nos. 250, 262, 270, for **\$2.00**

Variety Numbers

276 Hollywood Collarette Mixed. A seed that represents twenty-three separate star varieties in mixture. 125 seeds for \$1.00.

277 Single Star Dahlia, Mixed. You dahlia fans are overlooking a mighty pretty flower in this number if you don't include a packet with your order. Beautiful colors, striped and variegated in pleasing contrasts. Wonderful for cutting, flowers about 3 to 4 inches across. Contains Fuji San, Notre Dame, Union Jack and other first class varieties. 125 seeds for 75c.

278 Fraser's Bantam Hybrids, Mixed. The charming single dahlia in warm colors, on dwarf plants; fine for bedding purposes. This is our introduction for 1932. 125 seeds for \$1.00.

280 COLLECTION OFFER

All of the above packets Nos. 276, 277, 278, for **\$2.00**

HERE'S HOW TO SUCCEED WITH DAHLIA SEED

Success with dahlia seed is very simple and sure if you will observe a few very important rules, as: Don't rush the season, dahlias planted too early in cold, wet ground are sure to fail—a dahlia from seed takes only about two weeks longer to flower than the tuber. Plant in April or May, the first half of May is usually best even in the northern states. California and southern states can plant well into June and still have a marvelous showing before frost. Don't expect the little seedling to rough it, give it protection while in the seed flat and you will have a

sturdier plant to set out in the garden. Do not expect all doubles from seed, you must take them as they come and save the tubers of the most outstanding ones. If you want large flowers you must disbud and fertilize with bone meal at the time the buds appear. Transplant seedlings to the open garden after all danger of frost is past and set two feet apart each way in soil with good drainage and a sunny location. If you want show specimens pinch off the central or leading bud on each branch, allowing but one bud to mature on only five or six branches. Below is a graphic example of growing from seed.

First—Make a soil mixture of equal parts garden loam, clean sand and leaf mold. Mix thoroughly and moisten, then fill flat to within ½ in. of top, smooth and level, then mark off rows 3 in. apart each way with lath pressed into soil ¼ in. deep, and plant seed where rows cross as indicated by matches.

Second—Carefully cover by drawing lath across flat in each direction, lightly, so not to move seed. This will cover seed ¼ in., which is sufficient.

Third—Firm soil with a block or brick, press gently, don't pound. This will make certain that the soil is set firmly about each seed.

Fourth—Cover flat with burlap and water through this covering. This will prevent uncovering seed and maintain even moisture—but be SURE and lift burlap from flat as soon as the first seed lifts the soil. Keep moist but NOT SOAKING WET.

Fifth—After seedlings appear (usually 10 to 15 days) tack burlap on frame four inches above surface. This allows sufficient light and air but protects from direct rays of sun. Keep moist and transplant to garden when 3 to 4 in. tall.



From Deland's,
Mayfield Heights,
Cleveland, Ohio—

"I am sending you a picture of a beautiful Dahlia (rosy-lavender) we grew from a packet of your American Beauty Dahlia seed that we purchased from you in 1931. We also have a lovely red Formal Decorative grown from the same packet. We received second ribbon for this red Dahlia in the Seedling Class, against keen competition at the Dahlia Show held at the Statler Hotel at Cleveland, Sept. 17-18, by The Dahlia Society of Ohio. We only had one bloom at the time of the show so we had no choice.

The Dahlia shown in picture (at right) we are sure is going to be a good grower and early bloomer; grows to about 4 to 5 ft. and seems quite resistant against pests and other disease. We did not exhibit it this year as it has never been forced, but it has always received a great deal of attention from visitors in our garden and at the Dahlia Show, where we had six or eight blooms in our Commercial Exhibit."



From Mrs. Jack Coppock of
Bradford, Ohio, we received the
following letter and photograph
at right—

"I am enclosing a photo taken from a Dahlia I raised from your seeds. This is the third season for this seedling Dahlia. It is a beautiful shade of wine red with silver sheen, very large and well formed bloom."

From Mrs. W. P. Dowling,
Tuskegee, Alabama—

"The Dahlias I raised this year have caused so much comment and admiration, I feel it my duty to inform you of the wonderful results of your seeds.

One of the state's leading florists who used my Dahlias in two weddings, pronounced them 'the most wonderful he had ever seen.' I am so enthusiastic over my attempt with Dahlias, I lose sight of the other flowers; the colors are marvelous, and in size up to nine inches. Wish every flower-lover knew about them."



From Victor Johnson,
Salt Lake City, Utah—

"Enclosed please find snapshots of dahlias, also letter from Mr. Bowen, chairman of the Flower Displays. The dahlias are seedlings grown from seed of your company. I wanted you to know that I was more than pleased with the seed, and intend sending for more."

—at the left is photo sent by Mr. Johnson and below Mr. Bowen's letter he mentions:

"This is to certify that the dahlias grown from seed by Victor Johnson were awarded two first prizes and five second prizes at the Flower Show held at the State Capitol. Also three first prizes, seven second prizes, and three third prizes at the State Fair, sponsored by the Salt Lake Flower Garden Club.

Yours truly,
GRANT R. BOWEN,
Chairman of Flower Show."

HOLLYWOOD COLLARETTE DAHLIA.
An interesting Dahlia of unusual beauty,
well worth planting.

DIGITALIS

Foxglove

A magnificent stately plant growing 5 to 7 feet tall. Four foot flower spikes are thickly set with bloom in white, rose and purple with dark spots and markings. A biennial, blooming best the second year from seed planted during late spring and fall. Grows very well in any good garden soil, either sun or semi-shade. Reseeds itself and will furnish a supply of plants each year.

951 Shirley Mix. Very showy with open bell-like flowers of many bright colors. Pkt. 25c.

952 Fraser's Salmon Hybrids. Giant flowers in pleasing shades of salmon, beautifully marked with darker spots. Pkt. 25c.

DIANTHUS

Hardy Garden Pinks

This group represents the very best strains of the hardy or perennial group of old-fashioned pinks. They are easy to grow and bloom freely for many weeks. All of this group is good for rock garden work. Plants like loamy soil and sunny location.

922 Caesius (Cheddar Pink). Clear pink, charming type, with profuse blossoms on a neat plant. Pkt. 25c.

923 Deltoides (Maiden's Blush). Bright rosy flowers. Ideal for rockery. Pkt. 25c.

924 Mt. Whitney Mixture. 24 rare varieties mixed; the finest for your rock garden. Rare strains and a wonderful range of exquisite colors. Pkt. 35c.

925 Fraser's Scotch Mix. Very fragrant, a wonderful range of colors, height 12 inches. Pkt. 35c.

926 Dianthus plumarius nanus. Very dwarf, double and early flowering, ideal for the rock garden and low borders. Pkt. 35c.

GAILLARDIA

Navajo Blanket Flower

They are profusion bloomers and furnish an abundance of brilliant cut flowers as well as an extremely colorful display in the garden. They thrive in full sun and in any good garden soil. In California and mild southern states best results are had with this perennial when sown in the autumn and wintered over. In cold climates sow in spring and early fall.

2447 Indian Summer Hybrids. A recent introduction producing plants commonly bearing flowers measuring 4 inches across. The petals are maroon and golden yellow with bronzy red shadings. Pkt. 35c.

2448 Grandiflora Dazzler. A giant red with orange tips. Per Pkt. 25c.

2449 Grandiflora Tangerine. A self-colored variety in a strong shade over-laid with red. Per Pkt. 35c.

See also Annuals, page 21.



DELPHINIUM---Hardy Perennial Larkspur

The best-loved blue garden flower is surely the hardy perennial Delphinium. In our carefully selected strain, each compact tapering spire of bloom is a dream of rare beauty. The colors are indescribably beautiful—rich and delicate, blends of breath-taking loveliness. They grow three to six feet tall, so are excellent background plants. They are not the easiest flower in the world to start from seed, by any means, and many gardeners have difficulty, usually caused from a lack of knowledge or improper preparation of the seed bed. If properly handled they really shouldn't cause any trouble and no particularly elaborate preparations are necessary. Fresh seed is necessary for a good germination. Knowing this necessity we deliver from only the newest crop; orders from this catalog will receive seed harvested during the late part of 1932. Plantings should be made in late spring or fall for flowering size plants the following year.

We have prepared a special leaflet on the culture of delphinium from seed which we will be glad to supply you if requested at the time of ordering.

828 Adolphus Busch. Giant Hybrids. Flowers of immense size, semi-double and double hybrids of many colors, mostly with lavender centers; grows approximately 5 ft. Pkt. 65c.

832 Wrexham Strain Light Blue Shade. Pkt. 50c.

829 Fraser's Giant Hollyhock - Flowered Delphinium. A full color range of a magnificent strain. One of the finest obtainable. Pkt. 50c.

831 Wrexham Strain Art Shades. Pkt. 50c.

830 COLLECTION OFFER

All of the above four packages of Hollyhock-Flowered Delphiniums—a complete collection of the finest group of Delphiniums grown—
Value \$2.15 for **\$1.50**

833 Vanderbilt Hybrids. A fine tall growing strain, producing flower spikes of exceptionally large double, semidouble and single bloom in blue shades. Well known and popular with all delphinium growers. Pkt. 30c.

826 Belladonna Improved. True type, blue. Pkt. 35c.

827 Bellamosum. A deep blue, vivid but rich. Pkt. 35c.

GEUM

Royal Crown Flower

A most worthy, hardy perennial not well enough known. Grows in any rich, well drained soil and best in a sunny location. Plant sends up flowers which, in our fine strain, are very large and double, held on long stiff stems. Fine for cutting. For best results start in late spring or fall and winter over in the cold frame.

2816 Mrs. Bradshaw. A beautiful orange scarlet. Pkt. 20c.

2817 Lady Stratbeden. Bright yellow. A fine flower for cutting. Pkt. 25c.

GERBERA, TRANSVAAL DAISY. Rich pastel tints, graceful and airy. A distinctive attraction in your garden.



GERANIUM

Pelargonium Zonale

This popular eastern house plant is at its best in California where it grows luxuriantly outdoors the year around. Sun Ripened seed is the pick of the very best strains of Zonale, producing immense trusses measuring 4 to 6 inches across and individual flowers 1½ inches.

971 Sunshine Mixture. A mixture of striking shades of scarlet, crimson, pinks, creamy white and other pleasing colors. Pkt. 20c.

GERBERA

Transvaal Daisy

This half-hardy perennial has gained much popularity during the past few years. Here in California its culture, once the plant is established, is quite simple. Their popularity has been contagious, gradually spreading through the east and southern states, until we have had an ever increasing demand for seed. This year we will supply seed in mixed colors only. The flower is daisy-like with long petals radiating from a small center disk. Colors are rich pastel tints from pure white through shades of yellow, orange, salmon, pink, rose, cerise, and dark red. Flowers are 3 to 4 inches across and are borne on long, firm stems 12 to 18 inches and of excellent keeping qualities as a cut flower.

Cultural Information. As it takes from 6 to 9 months from seed to flower it is a good plan to sow seed indoors during February or March and in southern states during fall. The seed is slow to germinate and culture of the plant should not be undertaken unless you are properly prepared to grow them and willing to take the chance of failure. The Sun Ripened seed we send you will germinate if properly handled and we cannot be responsible if you fail. Plant in cold climates in greenhouse, hot bed or inside in front of window with sunny exposure. Complete planting information and culture is sent with each packet of seed.

961 Fraser's Pastel Colors Mixed. Pkt. 35 seeds, 35c.



FRASER'S GIANT HOLLYHOCK-FLOWERED DELPHINIUM. A magnificent strain in a glorious range of color.

GLOXINIA

1206 Giant Flowered Hybrids. Tender perennial usually grown inside as pot plant where proper moisture and heat can be maintained. Flowers are large, showy, bell-shaped beauties often measuring 3 and 4 inches across. White, red, rose and purple shades. Pkt. 65c.

GLADIOLUS

Growing gladiolus from seed, while not practiced to any great extent by the amateur is just as interesting and fascinating as growing dahlias from seed. Their culture is very simple, fully as easy as dahlias, although requiring somewhat longer to develop and fix new varieties. In California flowers may be produced the first year from seed, providing the seed is from parent stock having a predisposition to flower early and is from strong, vigorous parent stock such as our Sun-Cured Gladiolus Bulbs.

There is keen anticipation and real thrills in seeing the new colorful varieties produced from seed and once you start it will be one of your predominating garden hobbies—and just as much fun as dahlias from seed. It requires a little more waiting, usually the second year before you can count on flowers. Cultural instructions with each packet.

2488 Fraser's Revelation. Selected from the finest parent Gladiolus in a wide range of color, all of exceptionally vigorous habit. Pkt. 35c.

HOLLYHOCKS—background plant par excellence

The Hollyhock is a valuable acquisition for the gardener because of its effective landscaping possibilities. They are the background plant par excellence. Flowers are very large, single, semi-double and double. If planted in late spring or fall they will bloom the following year. Double Emperor and Fraser's Hollywood Star are two of the recent introductions. We have never seen a hollyhock with flowers set so solidly on the stalk, nor as consistently double as Emperor, while the Hollywood Star is treated as an annual and blooms somewhat earlier than the Emperor. Fraser's Hollywood Star can usually be counted on for flowers the first year if seed is started indoors in February and March.

- Chater's Double Prize Strain
- 904 Deep Rose. Pkt. 25c.
- 905 Maroon. Pkt. 25c.
- 906 Salmon Rose. Pkt. 25c.
- 907 Scarlet. Pkt. 25c.
- 908 Sulphur Yellow. Pkt. 25c.

910 COLLECTION OFFER

Your choice of any three above 25c packets for... **45c**

- 909 Exquisite Mixed. Choice blend of the above colors of Chater's Prize Strain in one packet. Pkt. 25c.

GREVILLEA

Silk Oak

2000 Robusta. A very popular fern-leaved pot-plant in eastern states, but a tree growing to 75 feet here in Southern California. Likes temperature suitable for roses and geraniums, and must be started in glasshouse or plant directly into small pots kept in sunny window exposure. Try growing this plant, you'll be surprised how readily they grow from Sun Ripened seed. Pkt. 15c.

GYPSOPHILA

Perennial Baby's Breath

The standard bouquet "mixer." Grows quickly from seed into a vigorous plant about three feet high and is covered with tiny, star-like flowers for many months of the year. Annual Gypsophila is listed on page 21.

2458 Princess Snow-White. Perennial. These tiny, double, snow-white flowers somewhat resemble the individual flower of the famous Lily of the Valley. Pkt. 35c.

2459 Repens. Prostrate type, growing 6 inches, excellent for rock garden and edging for tall perennial borders. Likes dry, sunny location. Pkt. 15c.

OENOTHERA, FRAZERI. Evening Primrose, one of the finest of this twilight blooming family, huge yellow flowers and red buds gives this primrose an unusually beautiful appearance.



898 Double Emperor Hybrids. A beautiful novelty with large fringed flowers measuring six inches across and set almost solid on the flower stalks. Colors range from pink, cerise, lavender to red. Pkt. 35c.

899 Frasers' Hollywood Star Mixed. Single and semi-double; early flowering. Colors are purple, deep rose, Chinese scarlet, flesh pink and primrose white. Pkt. 35c.

HEUCHERA

Coral Bells

A hardy perennial very valuable for borders and rockeries. Foliage is compact and flowers raise on strong, graceful stems about 18 inches and hang as tiny bells. Excellent for cut flowers.

1041 Sanguinea splendens. This strain of Sun Ripened seed is the finest of the red sorts. Flowers beautiful shade of coral-red. Pkt. 25c.

1042 Fraser's Hybrids. Hardier than splendens and flowers run from pale pink to deepest red; very floriferous and will thrive in a great variety of soils and climates. Pkt. 35c.

LANTANA

2489 Fraser's Dwarf Hybrids. A tender perennial, shrubby plant producing a very colorful effect the first season from seed. Flowers are orange, rose, pink, yellow and red shades borne in clusters like verbenas. Suitable for bedding and in mild climates as California it is hardy. 18 inches high. Seed is slow to germinate, requiring 3 to 4 weeks and longer. Pkt. 15c.

LINUM

Flax

There are several very fine varieties of the flax family that deserve a place in your garden. The brilliant flowers furnish a profusion of color throughout the summer months.

2512 Narbonnense. Flowers steel blue, early spring and summer, 2 ft. good for rock gardens. Pkt. 25c.

2513 Perenne. Darker blue than narbonnense, somewhat larger plant; blooms during summer. Pkt. 15c.

2514 Flavum. Bright, flashing golden-yellow flowers borne in masses during July and August. Grows about 18 inches and fine for rock gardens. Pkt. 35c.

MATRICARIA

Feverfew

2931 Pot o' Gold. This bright, cheery little plant grows about 12 inches and blooms profusely all summer. Its flowers are like double buttons of bright golden yellow. They are ideal massed in borders or beds. You'll surely like it. Pkt. 25c.

2932 Double White. Tiny, compact, double flowers resembling the Button Chrysanthemum. Grows about 15 inches and bears clusters of flowers in great profusion during summer and fall. Pkt. 15c.

MICHAELMAS DAISY

Hardy Aster

1051 Fraser's Choice Mix. A selection of seed from the most choice varieties, lavender, lilacs and white. Sow seed in late spring or autumn for bloom the following year. Pkt. 25c.



HOLLYHOCK, Double Emperor Hybrid. This strain produces solid flower stocks of pink, cerise, lavender and red shades.

OENOTHERA

Evening Primrose

2475 Fraseri. We consider this variety one of the very finest of the twilight blooming plants. Large yellow flowers and red buds give this primrose an unusually beautiful appearance from June to October. Grows 1½ feet. Stiff branching stems with clusters of flowers measuring 3 inches across. This Evening Primrose is the best of the family for borders and the most ornamental of all. Pkt. 35c.

PHYSALIS

Chinese Lantern

2497 Franchetti. An attractive perennial flowering and producing scarlet pods like chinese lanterns the first year from seed. Plant grows about 2 feet tall, flowers are white, followed by the seed pods which color in the fall and can be picked for winter house decoration. Pkt. 25c.

PLATYCODON

Balloon Flower

2491 Grandiflora. Beautiful, deep, sparkling blue, blooming during the summer. Grows 18 inches, ideal for the rock garden, borders and excellent cut flower. Just before opening the buds look like small balloons while the flowers are cup-shaped when fully open. Pkt. 25c.



MISSION BELL POPPY—GLAUCIUM HYBRIDA.
Tulip-like, bronzy-orange and chrome yellow blossoms.

PRIMULA—Primrose

These plants are among the first to bloom in the spring, some are hardy outside while others are tender perennials suited for indoor culture. Outdoor varieties prefer a rich soil and semi-shady location. They can be started indoors in the early spring or outside in late spring and fall for flowers the following year.

TENDER VARIETIES

2821 Giant Obconica. The plants are liberally covered with clusters of delicate butterfly-like flowers in shades of crimson magenta, rosy lilac and bluish violet. Pkt. 35c; two for 60c.

2822 Malacoides Superba Rosea. Baby Primrose. And always a great favorite. Plants from our strain are of hardy habit and flowers of rosy-lilac. Pkt. 20c; two for 35c.

2823 Sinensis Fimbriata Mixed. Fringed Chinese Primrose. Large flowered fringed type in beautiful colors. Pkt. 35c.

HARDY VARIETIES

2824 Primrose Polyanthus (Cowslip). Large flowers, yellow shades. Grows 6 to 8 inches tall, fine for rock gardens. These are the famous giant Munstead Strain. Pkt. 35c.

The following Chinese or Asiatic Primroses are very slow to germinate, requiring two to three months.

2825 Chinese Pin-Wheel. Unique specie from Northern China. Flowers in whorls of brilliant fiery orange scarlet. Pkt. 35c.

2826 Pulvurienta Hybrids. Hardy type; shades of apricot, copper, salmon and scarlet. Pkt. 35c.

2827 Alin Aroon. Hybrid; a warm terra cotta color; flowers in tall candle-labras. Pkt. 35c.

POPPIES—Perennial Varieties

The perennial poppies are among the most colorful of all garden flowers. Some will flower the first year from seed providing weather conditions permit planting outside early enough. None transplant well, so if your location is not suitable it is advisable to wait until late spring and fall, then sow seed and get plants well established for blooming the following year. Sow seed with generous hand and thin out to about 12 inches apart, excepting the Iceland Poppy which can be planted much closer, especially if you are planting for cut flowers.

1900 Iceland Poppy (Nudicaule) Pasadena. Perennial, living in cold localities for as long as three years, although plant is usually at its best the first and second year. Richly colored mixture; white, yellow, orange, orange-scarlet and rose colors. Pkt. 25c.

1928 Mexican Tulip Poppy or Santa Barbara Poppy (Hunnemannia). Flowers are large, tulip yellow, fluted petals, borne on long stiff stems set with delicate foliage. Good for cutting as it will keep for days. Very effective grown in masses. A perennial often carrying over the second year in mild climates. Pkt. 25c.

1929 Mission Bell Poppy (Glaucium Hybrida). This perennial attains a height of three and four feet in California and about two in the East. Tulip-like blossoms of bronzy-orange and chrome-yellows literally cover the plant. Pkt. 25c.

ORIENTALE POPPIES

This group grows 2 to 3 feet tall, flowers are of immense size, very colorful and fine as cut flowers when picked in the bud. Plant in late spring and fall for flowers the following summer.

1945 Colosseum. Flowers often measure 6 inches across and are dark flashing scarlet with a black spot at the base of each petal. Pkt. 25c.

1946 Prince of Orange. Scarlet-orange, very striking, vigorous grower and prolific producer. Pkt. 25c.

1947 Fraser's Giant Hybrids. Flowers immense, 6 to 8 inches across and a fine range of colors. Pkt. 25c.

PENTSTEMON

Hybrid Grandiflora

A hardy perennial of growing popularity as a bedding plant. The flower spikes rise about two feet, hung with gloxinia-shaped blooms in white, pink, rose, crimson, lavender and purple shades. Started inside in cold sections, they will be ready to set into the garden as soon as the ground is warm.

1111 Gloxinia-Flowered Carmine Shades.

1112 Gloxinia-Flowered Red Shades.

1113 Gloxinia-Flowered Rose Shades.

1114 Gloxinia-Flowered Violet Shades.

1119 Gloxinia-Flowered Mixed.

Packets, 25c Each

1130 Blue Gem. A small type, ideal for rock gardens. Pkt. 25c.

REHMANIA

Beverly Bells

Herbaceous perennial, native to China. Grows 2 to 3 feet high. Grows very readily from seed and is a prolific self-seeder and from the second season on, will, if some flowers are left to seed, make a solid bed. Sow in the open ground during spring or fall in California and Southern States. In cold localities it is generally used as a greenhouse plant. Likes partial shade or east exposure, and well drained soil. Blooms in late spring and early summer.

2001 Rehmania angulata. A lilac-rose, beautifully shaded with cream and marked with purple spots in the throat. Pkt. 35c.

2002 Rehmania, Fraser's Hybrids. Large flowers of creamy white, with rosy-lilac spots. Pkt. 35c.



REHMANIA
Beverly Bells

PHLOX PERENNIAL

2568 Fraser's Choice Blend. One of the most hardy and colorful plants for the permanent border. Bears large panicles of brightly colored flowers in shades of pink, rose, cerise, blue, red and other pleasing variations. Plants grow 2 to 3 feet tall; flower profusely the second year from seed. Germination is slow, so seed bed cannot be neglected. Pkt. 25c.

RANUNCULUS

2494 Fraser's Giant Hybrids Mixed. One packet of seed will produce more flowers than \$25.00 invested in bulbs. Flowers from this strain run largely to doubles and bright shades of rose, salmon, yellow, red, maroon and white. Blooming period is usually May and June. They are very prolific bloomers and fine for borders, beds and rock garden work where a riot of color is desired. In northern states plant in seed box February and April. In California and southern states they can be planted in open garden during July, August, September and October. Small tuberous roots are formed which should be lifted when foliage has ripened, usually by August. In northern states reset bulbs as soon as frost is out of ground in spring; in California and southern states set bulbs during October, November and December. Complete cultural information on each packet. Pkt. 50c.

RANUNCULUS, FRASER'S GIANT HYBRID. Our colorful strain is grown from free flowering parent plants.



REGAL LILY

2490 Regal Lily. Many amateurs get their supply of regal lilies started from seed because it is not nearly as costly as buying a quantity of bulbs to make a good showing. From seed to flower requires from 2 to 3 years. A special bed should be made for them in the garden so they can be left undisturbed once they have been planted. Requires two or three months to germinate and sometimes seed will not germinate until the following spring. Pkt. 20c.

SHASTA DAISY

Chrysanthemum Maximum

2351 Fraser's Masterpiece. This is the finest of all the Shasta Daisies. Grows 2 to 3 feet high, depending on location. Very large, pure white flowers and small yellow centers, very floriferous. Flowers in the east in June and California in May. Pkt. 25c.

TRITOMA

Red Hot Poker

2493 Fraser's Early Hybrids. Forms clumps of grassy-like foliage about 2 feet tall and large orange-scarlet flower spikes raise 1 to 2 feet above the foliage. Likes a sunny location and well drained soil. This strain will bloom the first year from seed if started during February or March inside and transplanted to the garden when large enough. In severe climates they require some winter protection. In mild climates they can be started outdoors. Pkt. 35c.

VENIDIUM

2479 Fastuosum. Half hardy annual, illustrated here in comparison with Fraser's Masterpiece Shasta Daisy. Flower is brilliant orange, with shining purplish-black center. Extremely showy in the garden and excellent as a cut flower. Should not be sown outside until May, early sowings are very slow to germinate and often fail. If sown when the ground is warm will germinate readily and flower profusely in about three months. Pkt. 35c.

See also Venidium calendulaceum on page 28.

Top half, VENIDIUM FASTUOSUM, and lower half, FRASER'S MASTERPIECE SHASTA DAISY.



SCABIOSA

Perennial Blue Bonnet

The perennial scabiosa is a particularly valuable garden plant; it carries over from one season to the other most satisfactorily, producing a good supply of attractive flowers that are fine keepers in the garden or cut. If you sow the seed during late spring and fall you can be certain of flowers the following year. They are as hardy as the delphinium and the young plants can be wintered over and transplanted to a permanent place in the garden in early spring.

Scabiosa Caucasica

1189 Giant Hybrids (House Strain). The largest scabiosa known. Particularly handsome flowers, ruffled petals outlining the rounded center. Colors range from light lavender to dark blue. Pkt. 35c.

Scabiosa Columbaria

1171 Fraser's Orchid-Lavender. Flower of good size and form, excellent keeper as a cut flower. Pkt. 25c.

1172 Fraser's Orchid-Pink. The only pink flower in the perennial group. Excellent cut flower and fine keeper. Pkt. 25c.

THALICTRUM

Meadow Rue

Herbaceous perennial plant producing small flowers of mauve and primrose in panicles or clusters. Grows 3 to 4 feet high, fine for perennial borders and wonderful as a bouquet mixer, many liking it better than Gypsophila. The illustration at lower right shows how daintily and gracefully it makes up as a bouquet. Is very popular abroad, but not planted to any extent as yet in this country. We are asked many times for a bouquet mixer other than "Gyp", so we offer this flower without hesitancy. It is considered hardy and for best results seed should be sowed during late spring and fall, about the same time you would delphinium. Likes well-drained soil even if poor, and a sunny location.

1201 Fraser's Fairy Bells (Dipterocarpum). Dainty, mauve and primrose flowers and light green foliage. Large Pkt. 35c 1/8 oz. \$1.00.

VIOLA

Tufted Pansies

The flowers are extremely dainty and effective, blooming longer than the larger types of pansies. They are hardy and winter in good condition. Treat exactly like the pansy.

1101 Apricot. A delicate apricot, shaded orange toward center. Pkt. 20c.

1102 Jersey Gem. A rich violet color, fragrant and vigorous grower. Pkt. 50c.

1103 Cornuta Papillo. Butterfly blue. Pkt. 15c; 1/8 oz. 50c.

1104 Lutea Splendens. Canary yellow. Pkt. 15c; 1/8 oz. 50c.

1109 Viola Mix. A well balanced mixture of all the above violas. Just what you need for the rock garden for a variety of color. Pkt. 25c.

Baby Pansy

1108 Little Johnny Jump-up (Viola Tricolor, Heartsease). Diminutive, small elfin face, no larger than your thumbnail. Rich yellow, blotched and marked with violet-blue and dark maroon. Captivating and sweetly fragrant, a rare gem for your garden. Pkt. 15c.



PERENNIAL SCABIOSA. House Strain of Giant Hybrids. The largest of all Scabiosas; light lavender to darkest blue, a flower that should be in every garden.

SWEET WILLIAM

Dianthus Barbatus

An old-fashioned flower that still retains its popularity. It's easy to grow, colorful, fragrant and ideal for rock gardens as well as a good border or bedding plant. Average height is about 1 1/2 feet as in most localities it is treated as a biennial.

937 Holborn Glory. Large heads of single flowers in many colors, all with a white eye. Pkt. 25c.

942 Choice Double Mix. A blend of all the best doubles. Pkt. 25c.

943 Harlequin. For a variety of lovely colors. It's hard to beat this one. Bright red, rose and white flowers on the same head make a bed of these a Magic Carpet. Pkt. 25c.

944 Turkey Red. An attractive single scarlet of unusual bright, dazzling quality. Very showy. Pkt. 25c.

THALICTRUM. Fraser's Fairy Bells. Dainty mauve and primrose flowers make this a bouquet mixer equal to Gypsophila.



SEED OF ORNAMENTAL AND FLOWERING CLIMBING and TRAILING PLANTS



LATHYRUS. Perennial Pea—a fast climber, very floriferous and a wonderful cut flower lasting two weeks.

COBAEA SCANDENS

2496 Violet Blue. Half-hardy perennial, rapid grower. Foliage deep green and flowers large bell-shaped of greenish cast in the bud changing to a deep violet blue. Prefers wire netting or rough boards on which to climb. Hardy in California and mild sections. Pkt. 15c.

HUMULUS

Japanese Variegated Hop

2876 Japonicus variegatus. The feature of this attractive climber is the silvery white and yellow variegated leaves. The plant is a very rapid grower, covering the side of porch or fence in a few weeks time. Free from pests; hardy annual. Pkt. 15c.

LATHYRUS

Perennial Sweet Pea

2894 Fraser's Select Mixture. Hardy perennial climber with pea-like foliage and flowers borne in clusters of 8 to 10. Colors are red, pink and white. Vine may be trained as climber on supports and is also very good for trailing over rocks and banks. Dies back as soon as frost comes in northern states. Pkt. 15c.

MINA LOBATA

Flag of Spain

2887 Flag of Spain. Hardy annual, luxuriant grower in mild climate and will also flower in northern climates late in season. Leaves are heart-shaped and dark green. Flowers are scarlet while in bud and a bright orange to primrose when matured. Makes rapid growth to 12 feet when started in May. Pkt. 25c.

IPOMOEA

Morning Glory

A familiar annual to all. Popular for trellises, arbors, fences and so forth. They should be planted where they are to grow in April or May, in well-dug, rich soil. If the seeds are soaked in luke warm water several hours until they show signs of swelling before planting there will be a better germination.

2842 Imperial Japanese. Vigorous and fast growing, attaining 20 to 30 feet in a season. The most beautiful and largest flowered of all Morning Glories, appearing in a wide range of radiant colors; red, rose, purple, blue, white and silvery-gray with odd markings and dots. Pkt. 15c.

2843 Heavenly Blue. Luxurious grower. Bears enormous flowers of clear sky-blue with white throat and glossy green foliage. Flowers all summer. Pkt. 25c.

Cardinal Climber

2841 Cardinal Climber. Grows rapidly when planted in rich soil and sunny location. About 15 feet in a season. Flowers are cardinal red, tubular-shaped, 1 to 1½ inches across and borne in many new clusters each morning. Pkt. 15c.

CONVOLVULUS

Morning Glory

2846 Major. Hardy annual growing to 15 to 20 feet. Excellent fence cover, flowers profusely during summer, closing at nightfall, but opening during forenoon. Plant where they are to stand in open ground. Mixed colors. Pkt. 15c.

2847 Minor. Bush Morning Glory. Dwarf growing to 1 foot tall and 1 to 2½ feet across. Flowers resemble large variety, but remain open practically all day. Beautiful colors, many striped and spotted. Pkt. 15c.

DOLICHOS

Hyacinth Bean

2851 Hyacinth Bean (Dolichos) Mixed. Annual. Beautiful, rapid climber growing 8 to 10 feet during its season. Spikes of pea-like flowers in white and purple are borne in abundance, followed by attractive purplish seed pods. Pkt. 15c.

Australian Pea Vine

2881 Australian Pea Vine (Dolichos lig-nosus). A tender perennial making a rapid luxuriant green growth. Rosy-pink pea-shaped flowers in clusters cover the vine in great profusion. This vine is suitable only for mild climates such as California and extreme southern states. Pkt. 15c.

LINARIA

Kenilworth Ivy

2896 Cymbalaria. Hardy perennial of trailing habit. Very desirable because of its small foliage resembling English Ivy. Flowers are lavender with orange lips. Likes semi-shady, moist location, ideal for rock garden and window box. Pkt. 25c.

SCARLET RUNNER BEAN

2888 Fraser's Prizewinner. Annual. Grows rapidly 10 to 15 feet in a season. Bright scarlet colored pea-shaped flowers contrast beautifully with the rich green foliage and are followed with unusually large pods of edible beans. Pkt. 15c.

THUNBERGIA

Black Eyed Susan

2889 Alata. A tender perennial usually treated as an annual. Flowers vary from light buff to deep orange with black spotted center. Light, graceful climber suited for hanging baskets, window box and very attractive in the rock garden as a ground cover. Likes sun. Pkt. 15c.

ORNAMENTAL GOURDS

The ornamental gourds are of very simple culture and will produce an abundance of colorful and curious shaped fruits when planted in rich soil and given a sunny location. They may be trained on trellises as climbers or used as ground covers. The fruit when ripened makes pleasing house decorations during the winter holidays. It is becoming quite a hobby among many to enhance their decorative value by hand painting designs on the surface of the white gourds.

2856 Many Sorts Mixed. A good selection of the best types mixed. Pkt. 15c.

2857 Small Decorative Mixed. The best of the small striped and odd-shaped varieties, some warted, green and yellow. Pkt. 15c.

2858 Turbin. Very odd and ornamental, top red and lower portion creamy white striped red. Pkt. 15c.

JAPANESE KUDZU VINE

2886 Pueraria thunbergiana. Perennial climber starting new shoots each year from the root crown. Drought resistant. Makes 40 to 50 feet of growth each season, once established and 8 to 10 feet the first year. Large bright green leaves and purple pea-shaped flowers borne in clusters adds to its attractiveness. Pkt. 15c.

ORNAMENTAL GOURDS. They make interesting and very artistic house decorations and can be hand-painted in many artistic designs. Easy as pumpkins to grow.

RARE CALIFORNIA PLANTS

Camellia Plant

The beautiful Camellia with its colorful, wax-like flowers lifts your garden out of the common-place to the "unusual." For the garden, choose a situation sheltered from heavy winds and in partial shade. They will stand temperatures of 20 degrees above zero if not of great duration.

Pink Perfection. Very double, soft pink, fine form and a profuse bloomer. Strong plants, 12 inches high, from 4-inch pots, this size will bloom the first season after arrival; \$1.00 each postpaid. Culture Leaflet With Each Order.

Bird of Paradise

Strelitzia Reginae

The flowers of this rare plant resemble the head of the Bird of Paradise; three sets of bright orange petals and three bright blue stigmas forming a crest. The leaves are shaped like the banana leaf and dark gray-green in color. They make a striking tropical appearance.

Strong plants, 2 years old, 6 to 8 inches tall, in 4-inch pots; \$2.00 postpaid.

Culture Leaflet With Each Order.

We will ship these plants at present into the states of Florida, Texas, Arizona and California ONLY



BEAUTIFUL FLOWERS from SUN-CURED BULBS



AMARYLLIS. Giant American Hybrid. Huge flowers, colorful and unexcelled as a pot plant.

AMARYLLIS

Giant American Hybrids. This is the finest of all Amaryllis. The flowers are wonderful in size and form with white ground, of varied markings and self-colors ranging through rose, crimson, red, scarlet and maroon. Colors cannot be separated and must be accepted as they come. Large bulbs, 60c each; \$6.00 per dozen. Add 5c per bulb for postage.

ANEMONE

Poppy Anemone

One of the most charming, colorful and copious bloomers among flowering bulbs. The poppy-like flowers in their brilliant vermilion, blue, pink and white colors makes a bed or border of anemones the "bright spot" of your garden and furnishes you with many gorgeous bouquets. They like rich, but light well-drained soil. In Eastern States having severe winters they may be planted outside after danger of frost. In California and Southern States they may be planted in October for winter and early spring blooming. For pot culture, plant four or five bulbs in a five-inch pot, place in a cool location, using very little water until after the plants have made their appearance above the ground, they are then ready to move inside to be grown for house decoration. Soaking the bulbs in water for 24 hours will help start them quickly.

Giant French Mixed. A select strain of large flowers in blue, scarlet, pink and white, with long strong stems. Medium size bulbs, producing fine large flowers. 40c doz.; \$2.50 per 100. Plant in quantity for a wealth of bloom.

AGAPANTHUS

Blue Lily of the Nile

Bright, blue flowers are borne in clusters on long strong stems throughout summer months. Used in California and mild climates as an outdoor garden plant, but as a house and conservatory plant in northern states. Grown in large tubs and not allowed to become crowded; watered well and fertilized during blooming season it will send up many clusters of beautiful blue flowers and last for many years. Large root division: 50c each, \$5.00 per dozen. Add 10c each for postage and packing.

On the following pages we offer a choice selection of our California grown, Sun Cured, spring, summer and fall flowering bulbs and tuberous rooted plants. Our long, warm, dry summer and autumn produces bulbs of extra vitality, vigorous growing and "free-flowering" habit. These flowers offer many uses and produce some of our most beautiful garden flowers. They may be planted in beds by themselves or used very effectively with annuals and perennial plants grown from seed. This year is the first time we have offered these specialties in our spring catalog and we are sure a trial will convince you of their superiority.

PLEASE NOTE: Bulbs will not be shipped into eastern states where winters are severe until after danger of bulbs freezing in transit has past. Your order should, however, be made early to insure your selection.

FRASER'S TUBEROUS ROOTED BEGONIAS

Tuberous Rooted Begonias are among the most beautiful of all bulbous plants for summer bedding. The flowers from our strain are simply gorgeous and of immense size, often measuring 6 inches across and texture of petals is a velvety sheen. These flowers are unexcelled for bedding outdoors in a semi-shady situation, as pot plants or for porch or window boxes. The bulbs we offer are large, blooming size 1½ to 2 inches and will produce maximum size flowers. Colors are sold as shades as there is certain to be some variation.

Giant Double Camellia-Flowered Begonias
The flowers are fully double and when in full blossom resemble the camellia. Colors lend to very artistic bouquets when made up in a low bowl. Words are simply inadequate to describe these beauties. Offered in the following shades:

- | | |
|--------|---------|
| White | Salmon |
| Yellow | Scarlet |
| Rose | Crimson |
| Pink | Orange |

35c each; 3 for 90c
6 for \$1.75; 12 for \$3.40

Double Mixed. 3 for 75c; 6 for \$1.40; 12 for \$2.75.

Frilled and Crested, Mixed. A variety of colors, large flowers, frilled and crested edges. 3 for 95c; 6 for \$1.80; 12 for \$3.50.

HANGING BASKET BEGONIAS

Pendula Lloydii. A new type of pendulous habit, suitable for hanging baskets, pots and window boxes. Flowers are gorgeously colored, some frilled, double and single. A wire basket planted with these beauties will make a brilliant display. Plant two or three to a basket.
40c each; \$4.00 per dozen.

MONTBRETIA

Flower petals of bright yellow—orange shades somewhat darker than Alice Tip-lady gladiolus. They are gracefully set on long branching flower spikes that are perfectly gorgeous as cut flowers. Culture is the same as for gladiolus, although they can be left in the ground where they quickly form large clumps. In cold climates protect with a good mulch of leaves. Plant from November on in California and Southern States.

Fraser's Brilliant Mix. Bright orange shades in variety. Large best bulbs, 3 for 25c; 6 for 45c; 1 doz. 75c; \$6.00 per 100.



FRASER'S GIANT DOUBLE CAMELLIA-FLOWERED BEGONIA. A most colorful bedder in a shady location.

GLOXINIA

An extremely attractive and beautiful summer and winter blooming plant, for flowering in pots. Richly colored, large bell-shaped flowers as shown in illustration below. Bulbs will not be shipped into cold sections until after danger of freezing is past, but your order should be sent in now to insure your selections. Alba. Pure white.

Emperor William. Purple with white border.

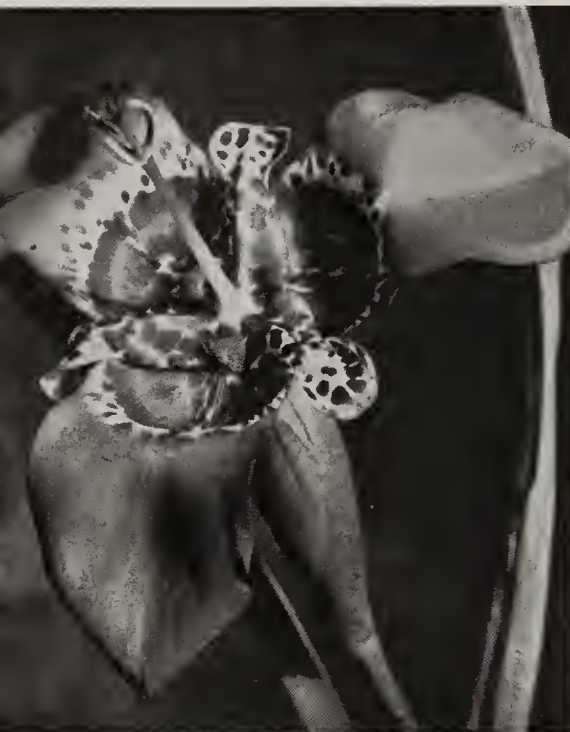
Emperor Frederick. Red with white border.

All bulbs are large flowering size, 1½ to 2 inches.

3 for \$1.20; 12 for \$4.50.

GLOXINIA. These colorful, large bell-shaped flowers are beauties for window boxes or pots.





TIGRIDIA PAVONIA. Indescribably beautiful, very attractive for garden display or pot plants.

HEMEROCALLIS

Golden Day Lily

Perennials with grass-like leaves producing lily-like flowers of yellow and bronzy-orange in single and double form. April to July. They are very hardy, free from enemies and require little protection in the most severe winters. They are profuse bloomers and have a sweet fragrance. Do well in any good garden soil providing it is well drained. Plant in a partially shady location and keep roots moist. Root divisions we send you will flower the first season after planting and should be divided every three or four years if size of bloom is to be maintained.

Flava (Yellow Day Lily). Single variety of deep lemon yellow blooming in June and July.

Fulva (Tawny Day Lily). Single variety of bronzy-orange with darker markings. Blooms June to July.

Kwanso Flore-pleno. The double variety of bronzy-orange. Blooms later and longer than the singles.

Root divisions, 25c each; 6 for \$1.20; 1 doz., \$2.15. Delivery will be made until April 1st. Late plantings may not bloom the first season.

FRASER'S FRENCH RANUNCULUS

Beautiful, double, buttercup-shaped flower in charming, delightfully bright shades of rose, salmon, yellow, red, maroon and white, usually blooming in May and June. Can be planted in full sun or partial shade, but likes well drained, friable soil and plenty of moisture around the roots during the growing season. For best results soak the roots in water for several hours before planting and cover crown with two inches of soil. They grow 12 to 15 inches high and should be planted 3 to 4 inches apart. In locations having severe winters they are usually grown in pots or boxes for winter flowering and cold frames for spring flowering and can be planted in the open garden as soon as weather permits. In California and mild Southern States, the bulbs are planted from October to January for early spring blooming and until April and May for late flowers. Bulbs should be lifted after foliage has dried back.

Fraser's Double Hybrid Giants. A new strain that produces very large double flowers in a riot of bright colors. Large 1-year, best No. 1 bulbs, 35c per doz.; 3 doz. for \$1.00; \$2.00 per 100.

Novelty Extraordinary Hardy ORCHID PLANTS

California Grown

For outdoor culture in California, Florida, Arizona and Southern Texas. Can be planted in light well drained soil outdoors under trees affording partial shade. Can be left in pots or planted in baskets for conservatory or house plant. Hardy in temperature of 28 above zero. Culture leaflet sent with each order.

Orchid—*Laelia Anceps*

These are among the most beautiful spray Orchids. The plants are easily grown and flower freely but cannot be transplanted from original pot. True orchid lavender petals. Strong blooming size plant in 4 inch pot \$5.00 postpaid.

Orchid—*Cymbidium Hybrids*

Due to the fact that they practically all contain *Insigne* there is considerable variation in color of the seedlings from the same seed pod; hence it is almost impossible to describe them with any accuracy. Creamy-white blotched and lined with crimson and other elegant colorings. Flowers stay in bloom for six weeks; this is the hardiest of all. Strong blooming size plants in 4 inch pots, \$5.00 postpaid.

Orchid—*Epidendrum O'Brienianum*

Flowers are borne in umbels of 25 to 50 small, perfectly formed orchids of brilliant scarlet red. Blooming size plant in 4 inch pots, \$3.00 postpaid.

Orchid—*Cypripediums* (Lady Slipper)

Probably the easiest of all Orchids to grow, flowers last for a very long time, either on the plant or when cut, and as they flower for the most part during the winter months, they are well worth growing.

Insigne—Greenish-yellow with brown spots. Plants having four or five growths. in 4 inch pots, \$5.00 postpaid.

Insigne Sanderae—Yellow, and elegant flower. Blooming size in 4 inch pots, \$5.00 postpaid.

TIGRIDIA

Shell Flower

Tigrida Pavonia. A native of Mexico succeeding anywhere that gladiolus will thrive, flowering from July to August. The flower is simply gorgeous, coloring is impossible to describe accurately; the three petals are rosy-red and claws are orange-yellow, beautifully spotted. The flowers are fugitive, lasting for only one day, but are profuse bloomers and furnish a continuous succession of bloom throughout the season. An exceptionally fine potted plant. We have known them to produce as high as 120 flowers in a season from one bulb.

Bulbs should be planted 2 to 3 inches deep and 4 to 8 inches apart. In California and states with mild climates they can be left in the ground undisturbed until they become too crowded. In colder sections lift the bulbs and handle as you would gladiolus. In cold climates they should be planted at the same time as gladiolus.

All orders taken now will be shipped March 1st and no further shipments will be made until after November 15th. Bulbs for all orders are dug at one time, stock is not carried in the store as bulbs do not keep well. They should be planted immediately on arrival outside or in pots, if planted in pot on arrival transplant outside as soon as weather permits.

20c each; 6 for 85c; 12 for \$1.60;
25 for \$3.20



ORCHID. *Cymbidium Hybrid*. Of rare beauty, delicately colored, yet hardy, and lasting, and now within the reach of all.

FRASER'S GIANT FRENCH RANUNCULUS. Colorful, a riot of color for your garden, and easy to grow.



FRASER'S CALIFORNIA GROWN
Sun-Cured Gladiolus Bulbs

California's semi-arid climate is ideal for growing gladiolus bulbs. The long growing season, from February to September, produces a large bulb of firm, sound texture, high crown and alive with vitality. It is not necessary to plant late and dig early to avoid rain and frosts. Our bulbs are left in the ground until thoroughly matured, then dug by hand and left in trays on the field to be Sun-Cured.

The following is a selected group of the outstanding varieties in an excellent range of colors. They have been selected for proven growing habits, keeping qualities when cut, clearness of color and productivity. There is not a mediocre gladiolus in the group and flowers grown from these large No. 1 bulbs will give an excellent account of themselves in any Flower Show.

We send only large No. 1 bulbs; 1 1/4 inches and over, on all of the following named varieties. Shipment of bulbs is made after danger of freezing while in transit is past. We pay postage.

Success With Gladiolus

Planting time depends on where you live, but a good rule is never to plant in cold ground. In California and southern states they can be planted almost any time after bulbs have been dormant two months or longer.

Gladiolus like a good friable, well-drained soil. Do not use fertilizer at time of planting unless you prepare your bed a month or two in advance. Fine ground bone meal or any good fertilizer is suitable, but it should be thoroughly mixed with the soil or particles touching bulbs will burn them. Plant in full sunshine. Gladiolus do not do well among trees or shrubbery. Plant from three to four inches deep, depending on the size of bulbs; in sandy soil plant deeper. Space about six inches apart.

Ditch irrigation is preferred to overhead sprinkling which damages the flowers—and remember, they like plenty of water while growing and blooming. If you are after show size blooms it will help to work in some fertilizer about the plant when they are eight or nine inches high and again when the flower spikes begin to show. Fertilizing will improve the spikes, but if size is not bred in the variety, no amount of fertilizing will make a large flower grow from a small type.

In cutting flowers, use a small knife and cut the flower spike leaving four leaves or the bulb will be damaged for planting the following year. Cut when the first two or three flowers have started to open.

If you wish to ripen your bulbs and save for planting the following year, continue to water if climate will permit, for at least a month after the bulbs have bloomed, or until the leaves begin to turn brown. The new bulb makes most of its growth after the flowering period. Some varieties mature quicker than others, but it is a safe rule to dig before they die down completely.

Alice Tiplady. A primulinus. An improved strain carrying a little more pink than the old variety. Tall, straight spike, good size flowers of orange-saffron. 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 50 for \$2.10; 100 for \$4.00.

Betty Nuthall. Very popular. Orange-pink, soft yellow throat with penciled line of darker color. Tall spike and beautifully ruffled flowers. A consistent winner in shows. 20c each; 3 for 45c; 6 for 80c; 12 for \$1.45; 25 for \$2.75; 50 for \$5.25; 100 for \$10.00.

Chas. Dickens. A gorgeous reddish-purple and a soft wine-red under artificial light. Tall spikes, velvety flowers. Makes a beautiful arrangement with yellow flowers. 15c each; 3 for 35c; 6 for 60c; 12 for \$1.00; 25 for \$2.05; 50 for \$3.90; 100 for \$7.50.

Commander Koehl. A magnificent new dark red of immense size. Flowers well placed on long bronze spikes. This one is a real prize winner. Blooms a little later than most reds. 50c each; 3 for \$1.40; 6 for \$2.65; 12 for \$5.00; 25 for \$9.65; 50 for \$18.50; 100 for \$37.00.

Dr. F. E. Bennett. Considered one of the best well-known reds. Tall, vigorous grower, vivid flowers. 3 for 25c; 6 for 45c; 12 for 80c; 25 for \$1.45; 50 for \$2.75; 100 for \$5.25.

Helen Wills. Large white opening with slight canary flush, but clear white as full bloom. One of the most useful whites. 15c each; 3 for 35c; 6 for 60c; 12 for \$1.10; 25 for \$2.05; 50 for \$3.90; 100 for \$7.50.



W. H. PHIPPS
Grown from Number 3
Sun-cured Bulb

Los Angeles. A beautiful shrimp pink with orange tones. Very popular as a cut flower because it is early and easy to grow. 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 50 for \$2.10; 100 for \$4.00.

Minuet. A beautiful, clear orchid lavender, large flowers, fine placement and texture. This is another of our gladiolus that always attracts attention and gets its share of ribbons at the shows. 15c each; 3 for 35c; 6 for 60c; 12 for \$1.10; 25 for \$2.05; 50 for \$3.90; 100 for \$7.50.

Mrs. Leon Douglas. A gorgeous begonia-rose flower splashed with scarlet. Immense flower and color makes the tall flower spike very showy. Blooms before W. H. Phipps, so you need both for succession of rose blooms. 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 50 for \$2.10; 100 for \$4.00.

Mrs. Van Konynenburg. A soft violet-blue, with the last bloom on the tall flower spike a beautiful color. A beauty for cut flowers. Has won many blue ribbons. 15c each; 3 for 35c; 6 for 60c; 12 for \$1.10; 25 for \$2.05; 50 for \$3.90; 100 for \$7.50.

Pfitzer's Triumph. A flaming orange-red of salmon cast with darker spot on lower petals. Probably the largest flowered gladiolus ever introduced. Flowers are well placed on spike, open flat and keep well. 20c each; 3 for 45c; 6 for 80c; 12 for \$1.45; 25 for \$2.75; 50 for \$5.25; 100 for \$10.00.

Pride of Portland. Radiates, glowing flamingo pink—a wonderful clear shade of pure begonia-rose with white throat. Fine green leaves but a light colored stalk that adds to its beauty. 25c each; 3 for 70c; 6 for \$1.25; 12 for \$2.35; 25 for \$4.55; 50 for \$8.90; 100 for \$17.50.

Primrose Princess. We consider it the best yellow—a rich pleasing shade between daffodil and a light yellow, attractive throat and amber shading. Well placed, large flowers. Prolific producer having side shoots for extra cutting. 15c each; 3 for 35c; 6 for 60c; 12 for \$1.10; 25 for \$2.05; 50 for \$3.90; 100 for \$7.50.

Souvenir. A daffodil yellow, primulinus type. Very popular for cut flowers, early and always dependable. 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 50 for \$2.10; 100 for \$4.00.

Veilchenblau. A dark violet-blue, darker than Mrs. Van Konynenburg. Large flowered, light blue in throat. Produces real prize winning spikes. 20c each; 3 for 45c; 6 for 80c; 12 for \$1.45; 25 for \$2.75; 50 for \$5.25; 100 for \$10.00.

Virginia. One of the most popular of all reds for cut flowers. Spectrum red, rather short spike and early bloomer. 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 50 for \$2.10; 100 for \$4.00.

W. H. Phipps. Often called the "Wonder Glad." Huge flowers of salmon-pink blending to a deeper shade. Tall spikes with more flowers opening at one time than any other gladiolus—sometimes twelve or more open at once. A consistent blue ribbon winner. 3 for 25c; 6 for 45c; 12 for 80c; 25 for \$1.50; 50 for \$2.85; 100 for \$5.50.

Fraser's California Mixture
No. B28

This mixture is a well balanced color blend of many popular varieties of proven value as to growing habit, colors and keeping qualities. Economical for the gardeners who appreciate the beauty of gladiolus but are not particular as to names. All blooming size bulbs—no bulb-lets. 12 for 40c; 25 for 75c; 50 for \$1.40; 100 for \$2.50.

Fraser's Color Harmony Collection No. B29

A very popular color combination containing a color harmony wonderfully suited for cut flowers for house decoration. All large No. 1 bulbs producing maximum size flower spikes.

6 Minuet	\$.60	} 30 Bulbs— A Regular \$2.50 \$2.90 Value for
6 Veilchenblau80	
6 Primrose Princess60	
6 W. H. Phipps45	
6 Dr. F. E. Bennett45	
Value.....		\$2.90

Fraser's Choice Garden Collection No. B30

This collection is our own selection of 24 named varieties of the most popular gladiolus. All No. 1 bulbs of blooming size. You will always receive at least eight varieties..... **\$1.50**

DAHLIAS—from California Grown, Sun Cured Tubers



ABDILLAH. This is a gorgeous deep ox-blood red flower, a wonderful keeper.

THERE'S A DIFFERENCE. Tubers offered here are not forced for cut flowers—THEY ARE GROWN FOR THE TUBERS EXCLUSIVELY. They have not been devitalized by forcing, you get a strong, vigorous tuber, alive with vitality that will produce faultless flowers under proper cultivation suitable for exhibition purposes. The Dahlia is a native of Mexico, so naturally develops to perfection here in Southern California where the environment is practically identical with its native habitat. This is the parent stock that has made our Dahlia Seed so popular with thousands of customers.

NOTE: We prepay all shipments over \$2.00; if your order is for less than \$2.00 please add 25c for packing and postage.

DECORATIVE TYPES

EL CAMINO REAL—Decorative. A gorgeous velvety Spanish crimson of a very large size. A plant of this variety makes a most imposing showing in the garden, as it is always full of blooms. 50c each.

EMPRESS EUGENIA—Decorative. A light rosaline purple, shading to a light mallow purple. A very profuse bloomer and one of the best keeping dahlias in our collection. 50c each.

FLAMING METEOR—Decorative. A flaming orange scarlet. This California dahlia of recent origin has quickly become one of the most popular wherever dahlias are grown, all over this country as well as Europe. It is a wonderful cut flower with the best of keeping qualities and on long cane-like stems. \$1.00 each.

GOLD RUSH—Decorative. Clear lemon yellow. The flowers are large with full centers to the end of the season. The bushes grow tall and are most attractive in the garden. The flowers are held erect on long stiff stems. 35c each.

JERSEY'S BEACON—Decorative. Tawny scarlet with a lighter reverse. This is a very large, and deep, shaggy dahlia, and as the petals twist, a beautiful two-tone effect is produced. The bushes are strong and vigorous growers with excellent stems. Desirable in every way. 50c each.

JERSEY'S BEAUTY—Decorative. Clear cerise pink. It is one of few outstanding varieties, and has become most popular all over the world. The flowers are large, of a perfect formation and continue so throughout the season; the bushes grow extra tall and stems may be had of almost any length. One of the very best and should be in every garden. 50c each.

NEW AND SCARCE VARIETIES

ABDILLAH—Formal Decorative. Deep ox-blood red, perfect decorative type with broad flat petals and perfect center; borne on end of strong stems. A remarkably good keeper when cut and the last flowers of the season are as good as the first. \$4.00 each.

DAYLO—Decorative. A large flower of pure gold on extremely long stems. It is one of the best keepers and grows very tall. \$2.50 each.

DR. J. H. CARMEN—Informal Decorative. Deep Tyrian rose and this flower was eleven inches across at our farm this season. Excellent stems and the bushes are very strong and vigorous. \$2.00 each.

TREASURE ISLAND—Decorative. This Dahlia was among the outstanding varieties of 1932. The coloring is quite different, being a bright apricot with gold and old rose suffusion. An exceptionally good grower, producing large flowers on the best of stems. \$2.00 each.

HINTS ON DAHLIA CULTURE

Dahlias are Fall Flowers—don't plant too early, May to June 15th is the ideal time, depending, of course, on your location. They thrive best in sunny situation. Do not use fertilizer unless mixed with the soil several months before planting, or after flowers are in bud. The eye of the tuber is at the neck where the root joins the stalk, so in planting lay root down flat with eye up, about six inches deep and cover with about 2 inches of pulverized soil, filling in to surface as plant grows. When plants are large enough pinch out top bud above the fourth leaf to force plant to branch and prevent growing too tall. Cultivate until first bud appears, after this rack lightly to break crust formed by rain or irrigation. Drive stakes at time of planting and when plant needs support tie to stake with cloth strips. Do not water heavily until after buds appear (unless weather is very dry), then soak thoroughly about every week or ten days. For extra large blooms use manure about the plant, after buds appear, mixing lightly into soil, but keeping it at least 6 inches away from the plant, or roots will burn; disbud by pinching off all but the strongest bud on the stems you wish the flower. When frost kills back the plant in the fall, cut the stalks off at the ground and dig up tubers carefully, placing them in a box with clean dry sand and cover with newspaper. Store in cellar where temperature will be about 50 degrees. Do not let them freeze, absorb too much moisture or dry out. In the spring the roots can be divided when the eyes are plainly visible—these will be found at the neck of the tuber where it joins the stalk.

TREASURE ISLAND. An outstanding new variety. Bright apricot with gold and old rose suffusion.



DECORATIVE TYPES

LILLIAN VAN MARTER—Decorative. Deep lilac. One of the most perfect, large size decoratives in our collection and satisfactory in every way. The bushes are of medium height with long straight stems. 50c each.

MR. CROWLEY—Decorative. A bright glowing salmon pink, shading to a yellow at the base of petals; the habit is dwarf. The medium size flowers are held erect on strong stems. 35c each.

MRS. I. DE VER WARNER—Decorative. This grows to an immense size without any great amount of disbudding. The flower is a most glowing shade of mauve pink. The stems are long and stiff and is one of the most popular cut flowers. 50c each.

ROBERT TREAT—Decorative. American Beauty rose in a truly remarkable shade. The flowers are large, in a perfect regular exhibition type and very freely produced on stiff upright stems. We consider it an acquisition to any collection. 50c each.

SALBACH'S WHITE—Decorative. The most perfectly formed large white dahlia we have ever grown. Excellent stems, a great keeper. A first prize winner. 75c each.

TOMMY ATKINS—Decorative. Flaming scarlet. An extremely brilliant flower and a shade entirely different from any red dahlia which we have. The huge blooms are artistically made up of loose V-shaped petals and are continuously produced on the best of stems. 75c each.

QUEEN OF THE GARDEN BEAUTIFUL—Decorative. Pale lemon yellow. This dahlia has been one of the most popular since its introduction and is one of our best sellers. The flowers can be grown to an immense size without special effort even when grown with ordinary field culture; we have had them eleven inches across and five inches deep without any special forcing and just ordinary disbudding. The plants are very vigorous in growth and the stems unusually strong, holding the giant flowers up above the foliage. 75c each.

POMPON DAHLIAS

ALEWINE. White, flushed and tipped with lavender pink; fine for cut flowers. 30c each.

AMBER QUEEN. Amber, shaded with apricot. Average size flowers of perfect form on rather low bushes. 25c each.

BABY MARIE OSBORNE. A deep bright yellow. A new California pompon which will take a place at the head of the list. The flowers are of medium size, perfect form and with long stems. 35c each.

HEDWIG POLLWEG. Red, with occasional blotches of white. Medium size and flowers stay perfect until end of the season. 30c each.

JONKHEER VON CITTERS. A most striking combination of yellow, sharply tipped with orange red. 30c each.

KUPFER—Coppery rose. This is really a meritorious pompon of German origin and has been somewhat overlooked. 25c each.

LITTLE SWEETHEART. Reddish center quickly changing to white at the tips. A beautiful little flower. 25c each.

MAROON. Dark maroon. Rather large but fine form and shape. Dwarf growth. 30c each.

MARY MUNNS. Deep mauve. A beautiful flower on long stems. 50c each.

MIKE. A very good orange scarlet. 50c each.

SUNNY DAYBREAK. Apricot edged with red. A very pretty flower of small size and fine form. 35c each.

TOMMY KEITH. Oxblood red, tipped with silvery white; only occasionally in a solid color. A striking flower in contrasting colors; good size, form and stems. 30c each.

YELLOW GEM. Yellow, medium size and free in bloom. One of the best yellows. 35c each.

VALENCIA—Decorative. Chrome yellow with cadmium orange shadings. The stems are especially long and wiry and the blooms are carried almost at right angles to the stem without any definite bend. The flowers are large, very full and made up of rather fluted petals. The habit of growth is above the average height, with rather sparse foliage and an abundance of bloom. 35c each.

SHOW OR BALL TYPE

B. P. O. E.—Hybrid Show or Ball. California dahlia of rich regal purple. Flowers perfect in form, with the best of stem and keeping qualities. 35c each.

GOLDEN OPPORTUNITY. Deep golden yellow shading off to a burnt orange; flowers very large for show type, held on straight stems. 50c each.

AMERICAN BEAUTY. Large beautiful, deep rose flower on strong straight stems. 35c each.

CACTUS TYPES

GEE WHIZ—Semi-Cactus Type. Soft buff, shading to salmon. Extremely large flower on good stems. 75c each.

GENERAL ROSALIE JONES—Semi-Cactus Type. Golden yellow; perfectly shaped flowers with good full centers. 50c each.

JEAN CHAZOT—Hybrid Cactus. Nas-turtium red suffused with gold frequently tipped with golden yellow. One of the finest autumn colored cactus varieties for cutting and also for mass planting. The flowers are of good size, very graceful formation, held up on long stiff stems in such a manner that they show the full flower to the best advantage. 50c each.



GEE WHIZ. A beautiful semi-cactus type of soft buff shading into salmon.

MINIATURE DAHLIAS

SPANKIE—Min. Decorative. New 1933 introduction. Bright, intense, radiating red, averaging about 3 inches and one of the finest cut flowers we have seen. \$1.50 each.

PRINCESS ALINE—Min. Decorative. Pure rose pink, vigorous grower. 50c each.

GOOD LUCK—Semi-Cactus. Deep orange on strong stems. 50c each.

ELIZABETH PAPE—Min. Cactus. Rosy salmon. Very prolific, blooming the entire season. A wonderful garden flower. 35c each.

JEWELTJE—Min. Decorative. Light pink of the apple blossom. Heavy bloomer, good stiff wiry stems, flowerings averaging 2½ inches. 50c each.

CORONA—Min. Decorative. Pure, waxy, camellia-white flowers averaging 2 inches. Good bloomer and cut flower. 50c each.

SPECIAL COLLECTION OF DECORATIVE DAHLIAS NUMBER D20

Our selection in a fine range of colors from varieties in which we have a surplus at the time your order is received.

Eight or more, named varieties, one root each, our choice. Value over \$3.50. **\$2.75** Postpaid

SPECIAL OFFER OF POMPON AND MINIATURE DAHLIAS NUMBER D21

Our selection of a good assortment from varieties in which we have a surplus at the time your order is received. Nine or more, named varieties, one root each, our choice. Value over \$3.00. **\$2.25**



POMPON DAHLIAS, illustrated at the right, are selections from our Sun Cured bulbs listed here. The best Dahlias for house decoration.

Beautiful Flowers from Seed for the Modern Rock Garden



PERENNIALS

- 2481 *Allium Pulbellum*. Lilac-red, August, 18 in. Pkt. 25c.
 1064 *Alpine Forget-Me-Not Coerulea*. Blue, 4 in. May-June. Pkt. 15c.
 2214 *Allysum Saxatile Compactum*. Golden yellow, June, 9 in. Pkt. 15c.
 2775 *Aquilegia Alpina*. Blue, 12 in. April-July. Pkt. 25c.
 2483 *Armeria Formosa Hybrids*. Shades of pink, 2 ft., summer. Pkt. 25c.
 2789 *Bellis Perennis*. Mixed pink and white, 6 in., April-June. Pkt. 25c.
 1152 *Campanula Carpatica*. Blue, 9 in. July-August. Pkt. 25c.
 1052 *Aster Alpinus Goliath*. Lilac-blue, 10 in. May-June. Pkt. 35c.
 3501 *Aubrietia Bougainvillei*. Dark blue, 6 in. April-May. Pkt. 25c.
 3516 *Callirhoe Involucrata*. Rich crimson, trailing, July-October. Pkt. 25c.
 431 *Candytuft Sempervirens*. White, 12 in., June-July. Pkt. 25c.
 3511 *Cerastium Tomentosum*. Silvery foliage and white flowers, 6 in., spring. Pkt. 25c.
 2487 *Cheiranthus, Siberian Wallflower*. Biennial, mixed colors, 12 in., May-June. Pkt. 25c.
 2773 *Columbine, Fraser's Comet*. Vivid blue, 18 to 20 in., late spring. Pkt. 65c.
 2848 *Convolvulus Mauritanicus*. Flowers blue with white throat, prostrate habit. Pkt. 25c.

Build a Rock Garden this Year

Every new year sees more and more garden-lovers building a rock garden in some nook or corner of the yard or creating a place of beauty of some ravine or bank once neglected and over-run with weeds and brush. There is a lot of real joy and interest in this type of gardening and it isn't expensive either. Once built, it is easy to care for and a spot of ever-changing color. You can start this year and keep adding to and taking away each year until you have just what you want.

The following list of perennials and annuals will give you a well balanced group of plants to select from. Start with a liberal amount of annuals and you can be sure of color the first year, then fill in with the more permanent plants from the perennial group.

Your choice of six of any of the 25c packets listed on this page for \$1.00.

ANNUALS

- 2021 *Abronia Umbellata* (Sand Verbena). Rosy-pink, trailing, profuse bloomer. Pkt. 25c.
 2211 *Alyssum, White Gem*. Sparkling white flowers, 5 in., spring and summer. Pkt. 20c.
 2212 *Alyssum Lilac Queen*. Habit same as above but a dainty lilac shade. Pkt. 20c.
 2231 *Anagallis, Peek-a-Boo Flower*. Rich violet blue, 8 in., summer. Pkt. 35c.
 709 *Antirrhinum, Rock Hybrids* (Snapdragon). Dwarf compact bush, 10 in., rose, pink, purple, bi-color, spring-summer. Pkt. 35c.
 2486 *Cheiranthus Linifolius* (Alpine Wallflower). Mauve, 12 in. May-July. Pkt. 35c.
 2416 *Cosmidium, Brown-Eyed Daisy*. Golden-yellow, 18 in., summer-fall. Pkt. 35c.

2419 *Cynoglossum, Chinese Forget-Me-Not*. Turquoise-blue, 18 in., flowers from May until frost. Pkt. 25c.

915 *Dianthus Heddewigi*. Single, mixed colors, 10 in., summer. Pkt. 25c.

916 *Dianthus Heddewigi*. Double, mixed colors, 10 in., summer. Pkt. 25c.

2438 *Dimorphanthea Aurantiaca* (African Orange Daisy). Golden-orange, 12 in., blooms from early spring until frost, depending on location. Pkt. 15c.

2439 *Dimorphanthea Hybrids*. Yellow, orange, creamy-salmon, white. Pkt. 25c.

Eschscholtzia (California Poppy). See page 13. Pkt. 25c. California Wildflower Blends are also very suitable for rock gardens, page 13. Pkt. 25c.

2509 *Linaria*. Mixed colors, shades of carmine, gold, crimson, lavender and white, 18 in., spring-summer. Pkt. 25c.

2551 *Nemesia, Fraser's Triumph Hybrids*. Mixed, many rainbow colors, 12 in. Pkt. 25c.

2472 *Nemophila Insignis Blue*. (Baby Blue Eyes.) Sky-blue flowers, white eye, 6 in., spring until frost. Pkt. 15c.

Petunia. All varieties make excellent subjects for rock garden, see page 25.

2946 *Sanvitalia Procumbens* (Trailing Zinnia). Yellow, 6 in., spring-summer. Pkt. 25c.

1326 *Sweet Peas, Cupid Dwarfs*, about 12 in., and a riot of color, spring. Pkt. 15c.

2889 *Thunbergi* (Black Eyed Susan). Yellow flowers with black eye, fine as a trailer, spring until frost. Pkt. 15c.

Verbenas. All varieties suitable, fine bright colors where low growing plants are needed. See complete list, page 28. Pkt. 25c.

2749 *Virginian Stocks*. Compact mixed gem. Rich crimson, 6 in., spring and summer blooming. Pkt. 15c.

88 *Zinnia Haageana Hybrids*. Shades of yellow and orange, 18 in., summer. Pkt. 25c.

Dianthus Hardy Pinks. A fine group of perennials flowering the first year from seed, colorful and exceptionally fine for the rock garden. The following list represents the best:

922 *Caesius*. Clear pink, 1 ft., July. Pkt. 25c.

923 *Deltoides*. Bright rose, 8 in., summer flowering. Pkt. 25c.

924 *Mt. Whitney Mixture*. 24 rare varieties mixed. A wonderful range of exquisite colors. Pkt. 35c.

926 *Dianthus Plumarius nanus*. Dwarf double, early flowering. Pkt. 35c.

1042 *Heuchera, Fraser's Hybrids*. Pale pink to deep red, 18 in., May-Sept., Pkt. 35c.

3518 *Helianthemum Mutabile*. Rose to lilac, 12 in., June-August. Pkt. 25c.

2896 *Linaria Cymbalaria* (Kenilworth Ivy). Lavender, 3 in. Pkt. 25c.

2512 *Linum Narbonneense*. Blue, 18 in., May-August. Pkt. 35c.

2475 *Oenothera Fraseri* (Evening Primrose). Rich yellow, 12 in., June-Sept. Pkt. 35c.

2491 *Platycodon Grandiflora*. Blue, 2 ft., June-July. Pkt. 15c.

1900 *Poppy Nudicaule* (Iceland). Pasadena Mixed Hybrids. Pinks, rose, orange, yellow, white, 12 in., May-Sept. Pkt. 25c.

2824—*Primrose Polyanthus* (Cowslip). Munstead strain. Yellow shades, 8 in., April-May. Pkt. 35c.

3541 *Thymus Serpyllum* (Wild Thyme). Purple-violet flowers, creeping habit. Pkt. 35c.

3519 *Tunica Saxifraga*. Lilac-rose, 10 in., May. Pkt. 15c.

3546 *Veronica Prostrata*. Blue and white mixed, trailing habit, June-July. Pkt. 25c.

Violas. Don't overlook these charming, dainty little flowers, admirably adapted to the rock garden. From 4 to 6 inches.

1101 *Apricot*. Apricot shaded orange. Pkt. 20c.

1102 *Jersey Gem*. Rich violet. Pkt. 50c.

1103 *Cornuta Papilio*. Butterfly blue. Pkt. 15c; 1/8 oz. 50c.

1104 *Lutea Splendens*. Canary yellow. Pkt. 15c; 1/8 oz. 50c.

A FEW TIMELY SUGGESTIONS ON STARTING SEED

The following progressive steps in starting seed in flats will assist you in securing better germination with seed.



FIRST—Make a flat 16x20x3 inches deep of redwood or cypress, leaving the bottom boards spaced slightly to give drainage. Cover the bottom with a layer of gravel to insure drainage and aeration for proper root growth. A good all-around soil mixture is equal parts finely sifted garden soil leaf mold and clean, sharp cut sand.

SECOND—Mix these ingredients thoroughly. Level and smooth surface to within ½ inch of the top of the flat and fill the remaining space with boiling water and allow to seep through. Let stand until next day and much of the weed seed and fungi will have been killed. Next loosen, smooth surface and mark off rows 2 inches apart, with the edge of a lath.

THIRD—When planting very fine seed such as petunias, barely mark the rows. For larger seed press the rows to a depth equal to twice the diameter of the seed. Sow the seed directly from the seed envelope as evenly as possible and thin out young plants as they begin to crowd, transplanting to other flats. When they have developed three or four true leaves transplant to the garden, weather permitting.

FOURTH—Covering the seed is the next important step. More seed fails to grow because it is too deeply planted than from shallow planting. If the depth of the rows has been made right you can cover the seed with just enough soil by smoothing out the ridges with a lath drawn with the rows. However, such very fine seed as petunias planted practically on the surface are best covered with a very light sifting of clean sand, leaf mold or peat moss.

FIFTH—After the seed has been properly covered, firm the soil down with a board or block. Don't pack the soil, just press gently so the earth is forced snugly around each seed. As shown in next photograph, it is a good plan (especially in hot climates) to cover the surface very lightly with peat moss or clean sand to retain moisture near the surface.

SIXTH—To start seed in early spring, this seed flat can be placed in a room with temperature of 60° to 70° Fahrenheit, a sunny window is an ideal place. As the time nears for planting out the young seedlings the flat can be placed outside for awhile during the warm part of each day, gradually hardening them off to cooler outside conditions. In mild climates flats can usually be kept under lath or deciduous tree for protection.

SEVENTH—After the seed has been planted lay a piece of burlap over the flat and water through this covering so fine seed will not be washed about. Be sure and remove this covering just as soon as tiny seedlings appear and raise it 2 or 3 inches above the flat on sticks at each corner or cover with a pane of glass, leaving space between glass and top of flat for air circulation. Keep moist, but not wet. Seed requires moisture and warmth to germinate, and from one to four weeks time depending on variety, some even longer. Don't neglect the seed flat.

Most garden failures occur during the "incubation" period of the seed, due to improper planting and care. This "incubation" period begins from the time you plant the seed until the tiny little seedlings are ready to transplant to the garden where they must be husky and vigorous enough to "rough it" with a reasonable amount of care, food and water until the day they fulfill their mission and blossom forth into gorgeous flowers.

GROWING PLANTS FROM SEED IS EASY

Supply the correct amount of moisture, heat, air and light and you will rarely fail. If you do not have a hotbed, greenhouse or coldframe the best method for starting all seed that can be transplanted is in seed flats, as described in progressive steps at the left. In using this method be sure and place flats where snails, ants and other pests cannot reach them. When planting seed in the open ground, don't rush the season, don't plant in cold, wet ground, wait until danger of frost is past and the ground is warm, growth will then be rapid and sure.

HOTBEDS AND COLDFRAMES

Incubators for Flower Seed

These are inexpensive to construct and invaluable to the gardener in starting plants three to four weeks ahead of the season.

The hotbed is usually heated by fermenting vegetable matter such as stable manure, while the coldframe is heated only by the sun's rays. Seed cannot be started in the coldframe as early as in the hotbed, but in mild climates it is usually sufficient for the average gardener.

A good size for either is 3x6 ft., which is the standard size of sash. The back should be about 15 inches high and the front about 8 inches and placed so the slope is to the south to permit water to run off and collect the full value of the sun's rays.

If you have neither of these conveniences we would recommend that you build a coldframe first. A good place to locate it is against a basement window if the basement is heated. It can then be built without a back and so arranged that the basement window can be opened for additional heat. Hinge the sash, so it can be raised for circulation of air as well as for convenience in handling seedlings.

The following letter from the Boone Garden Club of Boone, Iowa, emphasizes the necessity of proper care and culture if you wish to bring out the maximum size, beauty and color that lies dormant in every "Sun Ripened" Seed.

Fraser & Son, Ltd.,
1000 E. Colorado St.,
Pasadena, California.

Attention: Mr. D. G. Fraser

Dear Mr. Fraser:

Growing these zinnias by the members of the Boone Garden Club was a most interesting demonstration of what can be accomplished. The winning exhibits and a number of the runner-up bouquets were of extraordinary quality, both from the standpoint of size and perfection of blossoms. Other members got fair results and still others just ordinary results.

Hence the conclusion was very forcefully brought home to all that not only is the matter of good seeds important, but of equal importance is the environment in which the seeds are growing. In other words, our contest demonstrated that the matter of right soil, care, moisture and other factors involved in the growing are absolutely essential if extraordinary good results are to be achieved.

Our demonstration shows that if the 50 people who got the seeds had been separated in 50 communities, that then there would have been some who would have claimed that the seeds were of inferior quality. However, since they were all in one club and saw the wonderful results secured by part of the members, they were obliged to admit that the seeds were splendid and that their failure was due to not having provided the proper environment.

This contest has caused all of us to realize that environment is very essential so that in the future I believe that all our members will be better gardeners.

On behalf of the Boone Garden Club, I wish to thank your Company for making this contest possible, for your generous awards and extend to your organization our best wishes for your success in inspiring the American gardeners to grow better flowers.

Yours truly,

BERTRAM P. HOLST,
President.

B.H.G.L.

A satisfactory way to start Zinnias—sow seed in rows in small seed bed in the open when danger of frost is past.

In mild climates seed can be started under deciduous trees very satisfactory—Note filtered shade afforded bed of Stock seed.



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We send out only vigorous, well-matured Sun-Ripened Seeds, Sun-Cured Bulbs, and Sun-Tested Plants.

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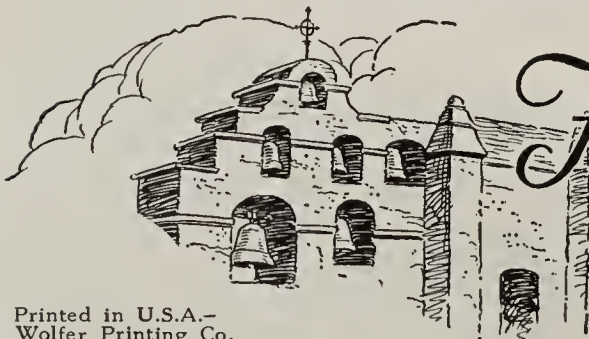
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Fraser's "Purity" Lawn Grass Seed represents the finest varieties on the market. All of our grass seed is thoroughly re-cleaned at the point of production and again at the warehouse. It is rigidly tested for germination and purity by State and Government Stations as well as by ourselves.

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